



## **Urban Jungle Free Name Evaluation Tool**

***Objectively evaluate your shortlisted names by scoring them across 12 unique criteria.***

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**Once you've brainstormed a number of names, it's time to run them through the gauntlet.**

*The goal of this exercise is to objectively assess your shortlisted names to (ideally) find one that stands out. At the top of each column enter your shortlisted names. On a scale of 1 – 5 (1 is poor and 5 is excellent), rank each of the three names. Do not compare the names against each other as all names can be strong and weak in certain categories.*

<b>Name Selection Criteria</b>			
<i>Name uses English letters</i>			
<i>Name is spelled exactly how it sounds</i>			
<i>Name is easy to pronounce</i>			
<i>Name is easy to remember</i>			
<i>Name rolls off the tongue</i>			
<i>Name is 1–3 syllables long</i>			
<i>Name starts with a strong consonant</i>			
<i>Name has positive associations</i>			
<i>Name looks good on paper</i>			
<i>Name sounds strong and credible</i>			
<i>Name can be registered/protected</i>			
<i>Top Level Domain (ie: Name.com/Name.ca) is available</i>			
<b>TOTAL</b>			