

Naming Proposal

Prepared for Arova

TOP RECOMMENDATIONS

#1	Zenio / zenɪɑ/	0.7489
#2	Zenia / ˈzeɪniə/	0.7470
#3	Vera / ˈvɛrə/	0.7465

SCOPE

644

Candidates evaluated

14

Scoring dimensions

IN THIS REPORT

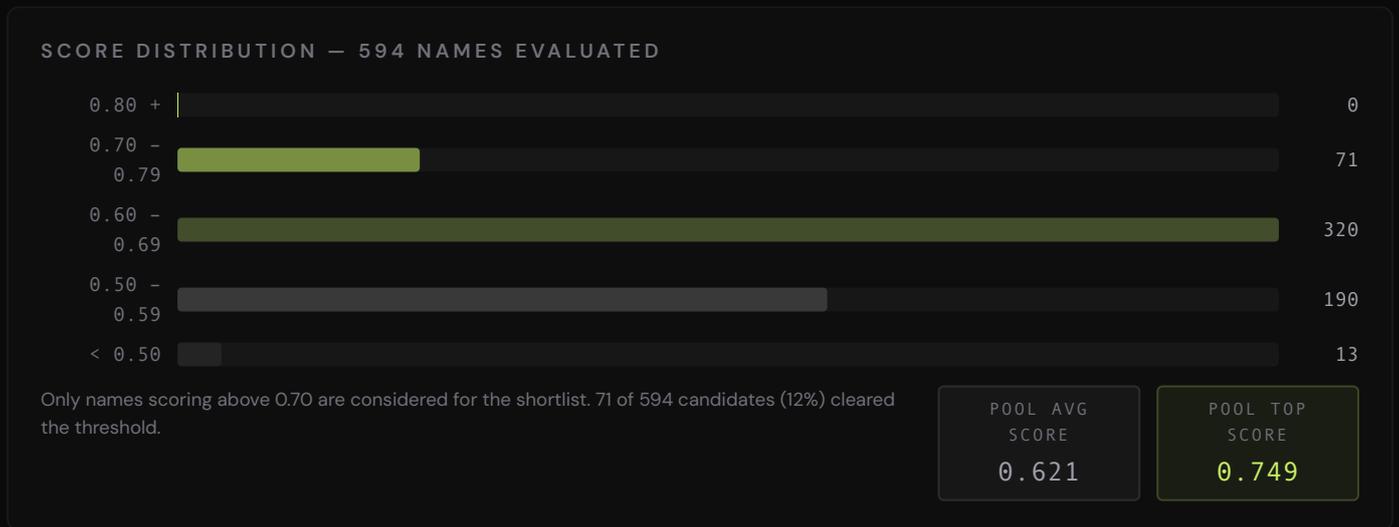
- Executive summary with score distribution
- Complete brief on file
- Placek Strategic Framework -- brief-derived positioning criteria
- Competitive phoneme landscape -- your shortlist vs. the market
- Scoring methodology -- 14 dimensions across 3 factors
- Top 20 shortlist: Brand Archetype + phonetic score per finalist
- 8 deep-dives: phoneme profile, archetype, name construction, context test, IP guidance

OVERVIEW

Executive Summary

This proposal covers the naming engagement for **Arova**. 3 adversarial generation teams produced 644 candidate names, each evaluated across 14 phonetic, structural, and semantic dimensions. The shortlist below represents the highest-scoring candidates from across all teams.

<p>644</p> <p>NAMES GENERATED</p>	<p>594</p> <p>NAMES SCORED</p>	<p>71</p> <p>ABOVE 0.70 THRESHOLD</p>	<p>+21%</p> <p>TOP PICK VS. POOL AVG (0.621)</p>
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STRATEGIC CALIBRATION (PLACEK BRIEF)

- ULTIMATE WIN** A CRO hears it and immediately thinks category leader. A VP of Engineering sees it in a Gartner report and assumes it wa...
- MUST WIN ON** Proprietary revenue intelligence model trained on \$4B in pipeline data. Six of the ten largest SaaS companies are paying...
- NEEDS TO WIN** Enterprise brand permission -- a name that commands board-level credibility and survives a \$5M media buy without needing...
- CORE MESSAGE** Revenue science, not revenue management.

TOP RECOMMENDATIONS

PRIMARY RECOMMENDATION

1 **Zenio**
/zenɪɑ/ - Coined
DYNAMIC CONNECTOR

WHY THIS NAME

Zenio leads the shortlist with a composite score of 0.7489. The /z/ opener gives the name forward-moving precision, while the /e/ vowel extends it with clarity and energy. Fricative opener with a bright vowel reads as agile

0.7489
PI 0.22

and modern -- the register of infrastructure brands built for speed. Its dominant signal -- Energy and Elegance -- map to the core message defined in your strategic brief: "Revenue science, not revenue management." The name is classified as coined. A tension score of 0.83 confirms it sits firmly in the optimal zone -- distinctive enough to be remembered, familiar enough to be trusted on first contact.

ALSO IN YOUR SHORTLIST

2

Zenia

/'zeɪniə/ - Real Word

DYNAMIC CONNECTOR

0.7470

PI 0.24

3

Vera

/'vɛrə/ - Real Word

DYNAMIC CONNECTOR

0.7465

PI 0.24

BRIEF

Project Brief

The inputs that shaped our generation and scoring parameters.

CATEGORY

technology

NAMING TYPE

Company / startup

TARGET AUDIENCE

Chief Revenue Officers and VP of Sales at Series C+ SaaS companies. Buyers are data-literate operators who distrust vendor hype and respond to precision.

PRODUCT DESCRIPTION

AI-powered revenue operations platform that unifies pipeline data, call intelligence, and forecasting for enterprise B2B sales teams. Replaces spreadsheets and siloed point solutions with a single revenue science layer that tells sales leaders which deals will close and why.

DESIRED ATTRIBUTES

authoritative

innovative

precise

COMPETITIVE LANDSCAPE

Salesloft

Outreach

Gong

TARGET MARKETS

English

STRATEGIC FRAMEWORK (PLACEK)

WHAT DOES WINNING LOOK LIKE?

A CRO hears it and immediately thinks category leader. A VP of Engineering sees it in a Gartner report and assumes it was there last year. The name must feel like infrastructure, not software.

WHAT MUST WE WIN ON?

Proprietary revenue intelligence model trained on \$4B in pipeline data. Six of the ten largest SaaS companies are paying customers. 94% net revenue retention. Series C, \$60M raised.

WHAT DO WE NEED TO WIN?

Enterprise brand permission -- a name that commands board-level credibility and survives a \$5M media buy without needing explanation. We are naming a platform mentioned in board decks.

WHAT DO WE NEED TO SAY?

Revenue science, not revenue management.

HOW TO EVALUATE YOUR SHORTLIST

- 01 Say each finalist out loud in three contexts:** “We are [Name].” — “[Name] just raised \$10 million.” — “Download [Name] today.” The name that works across all three is usually the right one.
- 02 Share your top 5 with two or three colleagues.** Ask each to rank them without explaining why. Alignment on first impressions predicts long-term adoption.
- 03 Use the domain links in each deep-dive card** to check .com availability without copy-pasting. Availability is a hard constraint — check it early.

STUDIO

Placek Strategic Framework

The Placek methodology, developed by David Placek at Lexicon Branding (Pentium, Febreze, PowerBook), surfaces the ultimate benefit that no competitor can claim. Your answers to these four questions shaped the generation strategy and the tension-zone filter applied to all 1,500+ candidates.

01 How do you define winning?

Defines the success criteria -- what market position, perception, or recognition the name must ultimately achieve.

A CRO hears it and immediately thinks category leader. A VP of Engineering sees it in a Gartner report and assumes it was there last year. The name must feel like infrastructure, not software.

02 What do you have to win?

Your competitive advantages, technology, team, or IP -- the name should hint at these strengths, not hide them.

Proprietary revenue intelligence model trained on \$4B in pipeline data. Six of the ten largest SaaS companies are paying customers. 94% net revenue retention. Series C, \$60M raised.

03 What do you need to win?

The gap between where you are and where you need to be -- market awareness, trust, differentiation, or permission.

Enterprise brand permission -- a name that commands board-level credibility and survives a \$5M media buy without needing explanation. We are naming a platform mentioned in board decks.

04 What do you need to say?

The single core message the name must communicate, even without context. This becomes the primary filter for the top of the shortlist.

Revenue science, not revenue management.

NAMING CRITERIA DERIVED FROM THIS BRIEF

- The name must communicate, without explanation: "Revenue science, not revenue management."
- Names must sit in the tension zone: surprising enough to be memorable, familiar enough to process instantly.
- Avoid comfort-trap names: descriptive, safe, or category-generic.
- Every shortlisted name should feel like it has a point of view.
- The name should carry a hint of the competitive advantage -- not explain it, but evoke it.

CONTEXT

Competitive Phoneme Landscape

The following competitor names were analyzed using the same 14-dimension scoring engine applied to your candidates. This maps the phonetic territory each competitor occupies and informs how your shortlist is positioned relative to the market.

COMPETITOR	PI	ARCHETYPE	ENERGY	WARMTH	DOMINANT TRAITS
Salesloft	0.29	Dynamic Connector	0.58	0.56	elegance precision lightness
Outreach	0.30	Dynamic Connector	0.63	0.56	energy speed reliability
Gong	0.32	Dynamic Connector	0.57	0.62	power authority reliability

HOW TO READ THIS

Energy reflects phonetic drive and forward motion (plosives, fricatives, sibilants). Warmth reflects approachability and softness (nasals, liquids, open vowels). Dominant traits are the top three psychoacoustic dimensions from the 14-point scoring model. Names in your shortlist were generated to explore distinct territory from these positions.

POSITIONING GAP ANALYSIS

Your top picks (Zenio, Zenia, Vera) sit close to the competitor centroid (energy delta: +0.01, warmth delta: -0.01). Phonetically, they occupy similar territory to the field. If differentiation is a strategic priority, consider candidates further down the shortlist that diverge more strongly on energy or warmth.

PROCESS

Methodology

How we arrived at your shortlist. Three adversarial teams, fourteen scoring dimensions, four composite factors -- one objective: find names that feel right before anyone knows what they mean.

01

Adversarial Generation

Three independent teams generate names from different angles: direct brief interpretation, competitor-aware positioning, and unrelated category inspiration. This eliminates groupthink.

02

Four-Factor Scoring

Every candidate is scored across four independent factors: Semantics 30% (meaning, emotion, surprise), Structure 25% (syllables, balance, memorability), Sound Symbolism 30% (phonetic alignment, fluency, cross-language safety), and Placek Tension 15% (surprisingly-familiar positioning score).

03

Tension-Informed Ranking

The tension factor ensures comfort-trap names are deprioritized in favor of names that earn attention. Optimal tension score: 0.75+. Names scoring below 0.50 feel generic regardless of structural quality.

04

Shortlist Diversity Curation

The shortlist is curated to ensure phonetic and structural diversity. No more than 50% of names may share the same structural type (coined, compound, etc.), and no more than 4 names may share the same initial sound pattern. This prevents the shortlist from clustering around a single style -- unlike flat ranked lists, every slot is meaningfully distinct.

GENERATION RUNS

TEAM	CANDIDATES	TOTAL DURATION
Category Adjacent	224	5.0s
Competitive Differentiation	196	4.6s
Cross-Category Transfer	224	4.9s

Total candidates generated: 644

PHONETIC DIMENSIONS REFERENCE

Each candidate detail page includes a Phonetic Personality chart showing scores on these 14 dimensions. A score near +1.0 means the name strongly projects the quality. Near -1.0 is the opposite. Near 0.0 is neutral. Scores reflect the phoneme-level acoustic associations validated in academic literature.

Energy — Vitality, activation, liveliness

Authority — Command, gravitas, expertise

Innovation — Novelty, forward-thinking quality

Reliability — Trustworthiness, stability, dependability

Precision — Technical exactness, accuracy, rigor

Warmth — Human connection, approachability

Elegance — Refinement, grace, sophistication

Power — Strength, force, physical potency

Speed — Quickness, agility, rapid movement

Luxury — Premium quality, exclusivity, prestige

Comfort — Familiarity, ease, safety

Friendliness — Likability, warmth, approachability

Lightness — Delicacy, airiness, gentleness

Daring — Boldness, risk-taking, adventurousness

PHONETIC INDEX (PI)

The **Phonetic Index** is a single summary score that captures how strongly a name projects its dominant acoustic character. It is computed as the average of a name's three highest-scoring dimensions from the 14-dimension personality chart — meaning it rewards names with clear, concentrated phonetic identity rather than flat, undifferentiated profiles.

Interpreting the score: A PI of **0.70 or above** indicates a name with a strong, immediately legible phonetic character — the sounds carry meaning before the word is understood. Scores between 0.55 and 0.69 are competent but may lack distinctiveness in a crowded field. Below 0.55, the name's acoustic profile is too diffuse to contribute to brand recall. The PI appears in both the ranked shortlist and each candidate's detail page.

RESULTS

Top 20 Candidates

Ranked by composite score. Each name is evaluated across semantic resonance, structural quality, phonetic alignment, and Placek tension positioning (15% weight).

#	NAME	SCORE	SEM / STR / SND	TENSION	SYL
1	Zenio /zenɪɑ/ COINED Dynamic Connector zenio.com zenio.io zenio.ai @zenio /li/zenio	0.7489 PI 0.22	Sem 0.57 Str 0.92 Snd 0.73	0.83	2 syl
2	Zenia /ˈzeɪniɑ/ REAL WORD Dynamic Connector zenia.com zenia.io zenia.ai @zenia /li/zenia	0.7470 PI 0.24	Sem 0.59 Str 0.92 Snd 0.72	0.83	2 syl
3	Vera /ˈvɛrɑ/ REAL WORD Dynamic Connector vera.com vera.io vera.ai @vera /li/vera	0.7465 PI 0.24	Sem 0.60 Str 0.89 Snd 0.72	0.83	2 syl
4	Valux /vəlʌks/ COINED Assertive Leader valux.com valux.io valux.ai @valux /li/valux	0.7432 PI 0.28	Sem 0.60 Str 0.91 Snd 0.71	0.83	2 syl
5	Rexia /reksɪə/ COINED Dynamic Connector rexia.com rexia.io rexia.ai @rexia /li/rexia	0.7330 PI 0.27	Sem 0.56 Str 0.91 Snd 0.75	0.75	2 syl
6	Valo /vəlɑ/ COINED Dynamic Connector valo.com valo.io valo.ai @valo /li/valo	0.7312 PI 0.26	Sem 0.57 Str 0.90 Snd 0.73	0.75	2 syl
7	Teria /teriɑ/ COINED Dynamic Connector teria.com teria.io teria.ai @teria /li/teria	0.7299 PI 0.32	Sem 0.52 Str 0.93 Snd 0.76	0.75	2 syl

#	NAME	SCORE	SEM / STR / SND	TENSION	SYL
8	Luxa /lʌksæ/ COINED Dynamic Connector luxa.com luxa.io luxa.ai @luxa /li/luxa	0.7298 PI 0.20	Sem 0.57 Str 0.89 Snd 0.74	0.75	2 syl
9	Fluxix /flʌksɪks/ BLEND Assertive Leader fluxix.com fluxix.io fluxix.ai @fluxix /li/fluxix	0.7288 PI 0.26	Sem 0.58 Str 0.89 Snd 0.70	0.83	2 syl
10	Valex /væleks/ BLEND Assertive Leader valex.com valex.io valex.ai @valex /li/valex	0.7288 PI 0.28	Sem 0.59 Str 0.91 Snd 0.71	0.75	2 syl

RESULTS (CONTINUED)

Candidates 11--20

#	NAME	SCORE	SEM / STR / SND	TENSION	SYL
11	Pader /pædər/ COINED Dynamic Connector pader.com pader.io pader.ai @pader /li/pader	0.7252 PI 0.34	Sem 0.54 Str 0.93 Snd 0.73	0.75	2 syl
12	Veros /verəs/ COINED Dynamic Connector veros.com veros.io veros.ai @veros /li/veros	0.7249 PI 0.29	Sem 0.58 Str 0.90 Snd 0.72	0.75	2 syl
13	Totor /tətər/ COINED Dynamic Connector totor.com totor.io totor.ai @totor /li/totor	0.7241 PI 0.36	Sem 0.54 Str 0.90 Snd 0.75	0.75	2 syl
14	Nover /nəvər/ COINED Dynamic Connector nover.com nover.io nover.ai @nover /li/nover	0.7234 PI 0.26	Sem 0.57 Str 0.89 Snd 0.68	0.83	2 syl
15	Solly /'sɒli/ REAL WORD Dynamic Connector solly.com solly.io solly.ai @solly /li/solly	0.7209 PI 0.35	Sem 0.54 Str 0.93 Snd 0.67	0.83	2 syl
16	Solos /'sɒləʊz/ REAL WORD Dynamic Connector solos.com solos.io solos.ai @solos /li/solos	0.7193 PI 0.32	Sem 0.54 Str 0.91 Snd 0.72	0.75	2 syl
17	Neto /'netoʊ/ REAL WORD Dynamic Connector neto.com neto.io neto.ai @neto /li/neto	0.7166 PI 0.29	Sem 0.55 Str 0.89 Snd 0.72	0.75	2 syl

#	NAME	SCORE	SEM / STR / SND	TENSION	SYL
18	Nova /'noʊvə/ REAL WORD Trusted Companion nova.com nova.io nova.ai @nova /li/nova	0.7163 PI 0.25	Sem 0.59 Str 0.88 Snd 0.69	0.75	2 syl
19	Terix /terɪks/ BLEND Assertive Leader terix.com terix.io terix.ai @terix /li/terix	0.7156 PI 0.35	Sem 0.52 Str 0.91 Snd 0.73	0.75	2 syl
20	Maxa /'mæksə/ REAL WORD Dynamic Connector maxa.com maxa.io maxa.ai @maxa /li/maxa	0.7149 PI 0.22	Sem 0.56 Str 0.86 Snd 0.72	0.75	2 syl

Score interpretation. Composite scores above 0.70 indicate strong candidates across all four factors. Scores are relative to the brief parameters -- a 0.71 for one brief may represent a different quality profile than a 0.71 for another. **Tension scale:** 0.0 = too familiar, 0.5 = balanced, 1.0 = optimal tension zone (surprising yet instantly credible).

DEEP DIVE — ZENIO — PROFILE 1 OF 8

Candidate Analysis

Detailed four-factor breakdown and phonetic personality profile.

Zenio

/zenɪɑ/ say it: ZEHNEEOH

Coined -- 2 syllables, 5 characters -- Tension: 0.83

BRAND ARCHETYPE Dynamic Connector E:0.60 W:0.59

High energy with approachability. Built for momentum that keeps people at the centre.

0.7489

COMPOSITE SCORE

TOP 1% OF 594

0.22

PHONETIC INDEX

ASSESSMENT

Zenio (0.7489 composite). The /z/ opener gives the name forward-moving precision, while the /e/ vowel extends it with clarity and energy. Fricative opener with a bright vowel reads as agile and modern -- the register of infrastructure brands built for speed. A tension score of 0.83 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. THE OPEN VOWEL ENDING (-IA/-IO/-EO) SOFTENS THE PHONETIC PROFILE AND BROADENS GEOGRAPHIC APPEAL -- THE PATTERN READS UNIVERSALLY ACROSS LATIN, ROMANCE, AND SLAVIC LANGUAGE MARKETS. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.573



STRUCTURE (25%)

0.922



SOUND (30%)

0.735



TENSION (15%)

0.830

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75 .

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (0.99)

Phonetically adjacent to Outreach (0.99)

Phonetically adjacent to Gong (0.96)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: ENERGY, ELEGANCE, PRECISION



ATTRIBUTE MATCH

Authoritative		moderate
Innovative		moderate
Precise		moderate

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Zenio Closes \$60M Series B to Expand Its Platform Network</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING ZENIO: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>zenio.com</p>
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COMPETITOR SHELF TEST

Salesloft Outreach Gong **Zenio**

IP FIRST STEPS

DOMAIN VARIANTS

zenio.com getzenio.com zenio.io zenio.ai

SOCIAL HANDLES

@zenio on X LinkedIn /company/zenio @zenio on Instagram

TRADEMARK SEARCH

Search **Zenio** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Zenia

/ˈzɛɪniə/ say it: ZAYNEEUH

Real Word -- 2 syllables, 5 characters -- Tension: 0.83

BRAND ARCHETYPE Dynamic Connector E:0.59 W:0.57

High energy with approachability. Built for momentum that keeps people at the centre.

0.7470

COMPOSITE SCORE

TOP 1% OF 594

0.24

PHONETIC INDEX

ASSESSMENT

Zenia (0.7470 composite). The /z/ opener gives the name forward-moving precision, while the /ei/ vowel extends it with clarity and confidence. The fricative and diphthong create a name that sounds like it is already in motion -- high signal in competitive categories. A tension score of 0.83 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.585

Meaning clarity	<div><div style="width: 18%;"></div></div>	0.18
Category fit	<div><div style="width: 66%;"></div></div>	0.66
Emotional resonance	<div><div style="width: 32%;"></div></div>	0.32
Surprise factor	<div><div style="width: 100%;"></div></div>	1.00
Surprisingly familiar	<div><div style="width: 77%;"></div></div>	0.77

STRUCTURE (25%)

0.922

Syllable score	<div><div style="width: 100%;"></div></div>	1.00
Letter balance	<div><div style="width: 100%;"></div></div>	1.00
Visual distinction	<div><div style="width: 80%;"></div></div>	0.80
Memorability	<div><div style="width: 91%;"></div></div>	0.91
Spellability	<div><div style="width: 90%;"></div></div>	0.90

SOUND (30%)

0.717

Target alignment	<div><div style="width: 70%;"></div></div>	0.70
Processing fluency	<div><div style="width: 74%;"></div></div>	0.74
Cross-language safety	<div><div style="width: 93%;"></div></div>	0.93
Phonetic energy	<div><div style="width: 59%;"></div></div>	0.59

TENSION (15%)

0.830

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75 .

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (0.99)

Phonetically adjacent to Outreach (0.99)

Phonetically adjacent to Gong (0.93)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: LIGHTNESS, SPEED, ENERGY

Lightness	<div><div style="width: 25%;"></div></div>	+0.25
Speed	<div><div style="width: 24%;"></div></div>	+0.24
Energy	<div><div style="width: 24%;"></div></div>	+0.24
Precision	<div><div style="width: 20%;"></div></div>	+0.20
Elegance	<div><div style="width: 18%;"></div></div>	+0.18
Innovation	<div><div style="width: 18%;"></div></div>	+0.18
Friendliness	<div><div style="width: 18%;"></div></div>	+0.18
Daring	<div><div style="width: 17%;"></div></div>	+0.17

ATTRIBUTE MATCH

Authoritative	<div style="width: 20%;"></div>	neutral
Innovative	<div style="width: 30%;"></div>	moderate
Precise	<div style="width: 30%;"></div>	moderate

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Zenia Closes \$60M Series B to Expand Its Platform Network</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING ZENIA: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>zenia.com</p>
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COMPETITOR SHELF TEST

Salesloft Outreach Gong **Zenia**

IP FIRST STEPS

DOMAIN VARIANTS

zenia.com getzenia.com zenia.io zenia.ai

SOCIAL HANDLES

@zenia on X LinkedIn /company/zenia @zenia on Instagram

TRADEMARK SEARCH

Search **Zenia** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Vera

/ˈvɛrə/ say it: VEHRUH

Real Word -- 2 syllables, 4 characters -- Tension: 0.83

BRAND ARCHETYPE **Dynamic Connector** E:0.62 W:0.56

High energy with approachability. Built for momentum that keeps people at the centre.

0.7465

COMPOSITE SCORE

TOP 1% OF 594

0.24

PHONETIC INDEX

ASSESSMENT

Vera (0.7465 composite). The /v/ opener projects velocity and conviction, anchored by a /ɛ/ vowel carrying openness and approachability. The phonetic combination gives the name a distinctive and consistent signal across verbal and written contexts. A tension score of 0.83 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.605



STRUCTURE (25%)

0.892



SOUND (30%)

0.721



TENSION (15%)

0.830

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75.

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (1.00)

Phonetically adjacent to Outreach (0.99)

Phonetically adjacent to Gong (0.95)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: DARING, ENERGY, SPEED



ATTRIBUTE MATCH

Authoritative	<div style="width: 20%;"></div>	moderate
Innovative	<div style="width: 20%;"></div>	moderate
Precise	<div style="width: 20%;"></div>	neutral

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Vera Closes \$60M Series B to Expand Its Platform Network</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING VERA: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>vera.com</p>
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COMPETITOR SHELF TEST

Salesloft Outreach Gong **Vera**

IP FIRST STEPS

DOMAIN VARIANTS

vera.com getvera.com vera.io vera.ai

SOCIAL HANDLES

@vera on X LinkedIn /company/vera @vera on Instagram

TRADEMARK SEARCH

Search **Vera** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Valux

/vælʌks/ say it: VA-LUHKS

Coined -- 2 syllables, 5 characters -- Tension: 0.83

BRAND ARCHETYPE Assertive Leader E:0.63 W:0.54

High energy, precise edge. Commands attention without softening. Category-defining register.

0.7432

COMPOSITE SCORE

TOP 1% OF 594

0.28

PHONETIC INDEX

ASSESSMENT

Valux (0.7432 composite). The /v/ opener projects velocity and conviction, anchored by a /æ/ vowel carrying directness and familiarity. The phonetic combination gives the name a distinctive and consistent signal across verbal and written contexts. A tension score of 0.83 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. THE -X TERMINAL CONCENTRATES ENERGY IN THE FINAL PHONEME: HARD STOP WITH STRONG VISUAL IMPACT. THE PATTERN APPEARS IN FEDEX, KLEENEX, AND SIMILAR PRECISION-REGISTER BRANDS. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.598



STRUCTURE (25%)

0.905



SOUND (30%)

0.706



TENSION (15%)

0.830

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75 .

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (0.99)

Phonetically adjacent to Outreach (0.99)

Phonetically adjacent to Gong (0.94)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: DARING, ENERGY, INNOVATION



ATTRIBUTE MATCH

Authoritative		moderate
Innovative		moderate
Precise		moderate

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Valux Raises \$120M, Sets Sights on Market Leadership</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING VALUX: THE TOOL THAT SETS THE STANDARD INSTEAD OF FOLLOWING IT</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>valux.com</p>
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COMPETITOR SHELF TEST

Salesloft Outreach Gong **Valux**

IP FIRST STEPS

DOMAIN VARIANTS

valux.com getvalux.com valux.io valux.ai

SOCIAL HANDLES

@valux on X LinkedIn /company/valux @valux on Instagram

TRADEMARK SEARCH

Search **Valux** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Rexia

/ˈrɛksɪə/ say it: REHKSEEA

Coined -- 2 syllables, 5 characters -- Tension: 0.75

BRAND ARCHETYPE Dynamic Connector E:0.63 W:0.57

High energy with approachability. Built for momentum that keeps people at the centre.

0.7330

COMPOSITE SCORE

TOP 1% OF 594

0.27

PHONETIC INDEX

ASSESSMENT

Rexia (0.7330 composite). The /r/ opener establishes confidence and depth; the /e/ vowel deepens it with clarity and energy. Approachable but alert: the sonorant opener softens the name while the bright vowel keeps it precise. A tension score of 0.75 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. THE OPEN VOWEL ENDING (-IA/-IO/-EO) SOFTENS THE PHONETIC PROFILE AND BROADENS GEOGRAPHIC APPEAL -- THE PATTERN READS UNIVERSALLY ACROSS LATIN, ROMANCE, AND SLAVIC LANGUAGE MARKETS. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.556



STRUCTURE (25%)

0.912



SOUND (30%)

0.747



TENSION (15%)

0.750

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75.

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (1.00)

Phonetically adjacent to Outreach (1.00)

Phonetically adjacent to Gong (0.94)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: ENERGY, SPEED, PRECISION



ATTRIBUTE MATCH

Authoritative	<div style="width: 30%;"></div>	moderate
Innovative	<div style="width: 40%;"></div>	moderate
Precise	<div style="width: 45%;"></div>	moderate

NAME IN CONTEXT

WSJ HEADLINE

Rexia Closes \$60M Series B to Expand Its Platform Network

TECHCRUNCH LAUNCH

INTRODUCING REXIA: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD

PRODUCT HUNT / DOTCOM

rexia.com

COMPETITOR SHELF TEST

Salesloft

Outreach

Gong

Rexia

IP FIRST STEPS

DOMAIN VARIANTS

rexia.com

getrexia.com

rexia.io

rexia.ai

SOCIAL HANDLES

@rexia on X

LinkedIn /company/rexia

@rexia on Instagram

TRADEMARK SEARCH

Search **Rexia** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Valo

/væˈlɑ/ say it: VA-LOH

Coined -- 2 syllables, 4 characters -- Tension: 0.75

BRAND ARCHETYPE Dynamic Connector E:0.60 W:0.61

High energy with approachability. Built for momentum that keeps people at the centre.

0.7312

COMPOSITE SCORE

TOP 2% OF 594

0.26

PHONETIC INDEX

ASSESSMENT

Valo (0.7312 composite). The /v/ opener projects velocity and conviction, anchored by a /æ/ vowel carrying directness and familiarity. The phonetic combination gives the name a distinctive and consistent signal across verbal and written contexts. A tension score of 0.75 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. NO DICTIONARY ANTECEDENT -- MEANING IS CONSTRUCTED ENTIRELY FROM PHONETIC SIGNALS. THIS GIVES THE BRAND FULL SEMANTIC OWNERSHIP: THE NAME MEANS EXACTLY WHAT THE COMPANY MAKES IT MEAN. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.573



STRUCTURE (25%)

0.902



SOUND (30%)

0.733



TENSION (15%)

0.750

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75.

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (0.99)

Phonetically adjacent to Outreach (0.98)

Phonetically adjacent to Gong (0.98)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: ELEGANCE, LUXURY, POWER



ATTRIBUTE MATCH

Authoritative		moderate
Innovative		moderate
Precise		neutral

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Valo Closes \$60M Series B to Expand Its Platform Network</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING VALO: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>valo.com</p>
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COMPETITOR SHELF TEST

Salesloft Outreach Gong **Valo**

IP FIRST STEPS

DOMAIN VARIANTS

valo.com getvalo.com valo.io valo.ai

SOCIAL HANDLES

@valo on X LinkedIn /company/valo @valo on Instagram

TRADEMARK SEARCH

Search **Valo** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Teria

/terɪə/ say it: TEHREEA

Coined -- 2 syllables, 5 characters -- Tension: 0.75

BRAND ARCHETYPE Dynamic Connector E:0.63 W:0.57

High energy with approachability. Built for momentum that keeps people at the centre.

0.7299

COMPOSITE SCORE

TOP 2% OF 594

0.32

PHONETIC INDEX

ASSESSMENT

Teria (0.7299 composite). The /t/ opener delivers directness and clarity; the /e/ vowel adds clarity and energy. The hard onset and bright vowel produce a precision-first profile -- technical and sharp without coldness. A tension score of 0.75 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. THE OPEN VOWEL ENDING (-IA/-IO/-EO) SOFTENS THE PHONETIC PROFILE AND BROADENS GEOGRAPHIC APPEAL -- THE PATTERN READS UNIVERSALLY ACROSS LATIN, ROMANCE, AND SLAVIC LANGUAGE MARKETS. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. HARD STOPS (K, T, P) PROJECT PRECISION AND FORWARD MOTION -- THE REGISTER OF CATEGORY-DEFINING SAAS AND FINTECH BRANDS.

SEMANTICS (30%)

0.519



STRUCTURE (25%)

0.932



SOUND (30%)

0.757



TENSION (15%)

0.750

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75.

COMPETITOR PROXIMITY ALERT

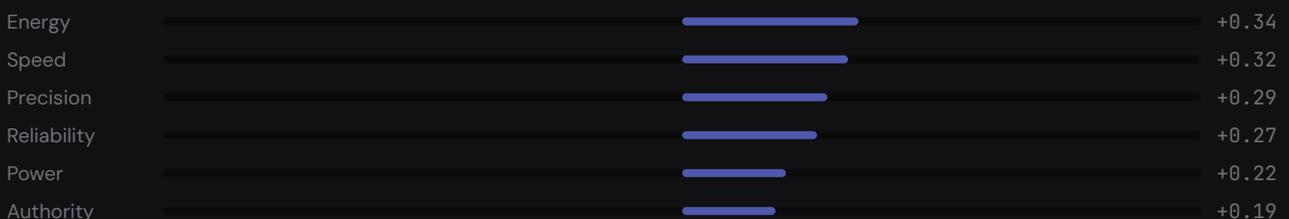
Phonetically adjacent to Salesloft (1.00)

Phonetically adjacent to Outreach (1.00)

Phonetically adjacent to Gong (0.93)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: ENERGY, SPEED, PRECISION



ATTRIBUTE MATCH

Authoritative		moderate
Innovative		neutral
Precise		moderate

NAME IN CONTEXT

WSJ HEADLINE

Teria Closes \$60M Series B to Expand Its Platform Network

TECHCRUNCH LAUNCH

INTRODUCING TERIA: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD

PRODUCT HUNT / DOTCOM

teria.com

COMPETITOR SHELF TEST

Salesloft Outreach Gong **Teria**

IP FIRST STEPS

DOMAIN VARIANTS

teria.com getteria.com teria.io teria.ai

SOCIAL HANDLES

@teria on X LinkedIn /company/teria @teria on Instagram

TRADEMARK SEARCH

Search **Teria** on [USPTO TESS](#) under Class 42 (Software / SaaS). Also check [EUIPO](#) for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

Luxa

/lʌksæ/ say it: LUHKSA

Coined -- 2 syllables, 4 characters -- Tension: 0.75

BRAND ARCHETYPE Dynamic Connector E:0.59 W:0.59

High energy with approachability. Built for momentum that keeps people at the centre.

0.7298

COMPOSITE SCORE

TOP 2% OF 594

0.20

PHONETIC INDEX

ASSESSMENT

Luxa (0.7298 composite). The // opener establishes fluidity and ease; the /ʌ/ vowel deepens it with directness and energy. Warmth compounds through the name -- sonorant into warm vowel -- making it easy to say and easier to remember. A tension score of 0.75 confirms it sits in the Placek sweet spot: surprising enough to hold attention, familiar enough to earn instant trust.

INVENTED COINAGE. NO DICTIONARY ANTECEDENT -- MEANING IS CONSTRUCTED ENTIRELY FROM PHONETIC SIGNALS. THIS GIVES THE BRAND FULL SEMANTIC OWNERSHIP: THE NAME MEANS EXACTLY WHAT THE COMPANY MAKES IT MEAN. TWO SYLLABLES -- THE PROVEN CADENCE FOR BRAND MEMORABILITY. THE STRESSED/UNSTRESSED PATTERN CREATES AN INVOLUNTARY RECALL HOOK. LIQUID CONSONANTS (L, N, R, M) CREATE A FLOWING, APPROACHABLE REGISTER -- BUILDS LONG-TERM AFFINITY OVER IMMEDIATE AUTHORITY.

SEMANTICS (30%)

0.573



STRUCTURE (25%)

0.892



SOUND (30%)

0.737



TENSION (15%)

0.750

Placek tension zone: how surprising-yet-familiar the name feels. Optimal ≥ 0.75.

COMPETITOR PROXIMITY ALERT

Phonetically adjacent to Salesloft (0.99)

Phonetically adjacent to Outreach (0.98)

Phonetically adjacent to Gong (0.97)

-- review trademark landscape before committing

PHONETIC PERSONALITY -- DOMINANT: ENERGY, INNOVATION, DARING



ATTRIBUTE MATCH

Authoritative		moderate
Innovative		moderate
Precise		moderate

NAME IN CONTEXT

<p>WSJ HEADLINE</p> <p>Luxa Closes \$60M Series B to Expand Its Platform Network</p>	<p>TECHCRUNCH LAUNCH</p> <p>INTRODUCING LUXA: THE PLATFORM THAT CONNECTS WHAT ENTERPRISE TOOLS NEVER COULD</p>	<p>PRODUCT HUNT / DOTCOM</p> <p>luxa.com</p>
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COMPETITOR SHELF TEST

IP FIRST STEPS

DOMAIN VARIANTS

SOCIAL HANDLES

TRADEMARK SEARCH

Search **Luxa** on **USPTO TESS** under Class 42 (Software / SaaS). Also check **EUIPO** for EU coverage.

Voxa does not perform trademark clearance. Consult a trademark attorney before adopting any name.

NEXT STEPS

Ready to Move Forward

Your shortlist is ready for stakeholder review. The next phase involves trademark screening, domain availability, and market testing.

1. STAKEHOLDER REVIEW

Share this proposal with decision-makers. Gather reactions before narrowing.

2. TRADEMARK SCREENING

Run top 3-5 names through preliminary trademark search in target jurisdictions.

3. DOMAIN + SOCIAL AUDIT

Check .com availability, social handle availability, and SEO implications.

4. MARKET VALIDATION

A/B test finalists with target audience for recall, preference, and association.

NEED A BROADER ENGAGEMENT?

Enterprise engagements go beyond a single naming run. If you have a product line, a rebrand, an international rollout, or a portfolio that needs naming architecture, we work directly with your team -- dedicated strategist, trademark pre-screening, and board-ready presentation decks included.

Dedicated strategist

direct access throughout the engagement

Trademark pre-screening

preliminary clearance before you commit

Portfolio naming

architecture across product lines

Board-ready decks

rationale formatted for stakeholders

voxa@mykkym.io — reply to this email or reach out directly

Know a founder who needs a name?
voxa.mykkym.io — voxa@mykkym.io

Enterprise available

