

Finance newsletter for D2C founders

The content arm of an established fractional-CFO firm: a weekly newsletter for direct-to-consumer founders about the money side of running a brand — cash conversion cycles, runway, inventory financing, founder-level finance literacy. Free newsletter first, a paid course later.

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CONCEPT

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AUDIENCE

D2C founders with \$1-30M revenue, usually not from finance; read it over coffee; allergic to jargon; want operator-level tactics.

CATEGORY

Business newsletter / financial education (media)

VIBE

practical · grounded · calm-confident · founder-empathic · plain-spoken

BRANDS ADMIRER (REGISTER, NOT IMITATION)

Patagonia, Stripe, Mailchimp (pre-Intuit), Lenny's Newsletter

MUST-HAVES

available .com or a strong .co; one or two syllables preferred; pronounceable on first read

MUST-AVOIDS

generic finance words: Capital, Equity, Fund, Ledger; founder-name brands; -ify; -ai; anything that reads accounting-firm-formal

NAME STYLE

short real word or a warm coined word; not a compound of two finance words

DOMAINS THAT MATTER

.com, .co, .news

HOW WE WORKED

1. **Generated** 109 candidates in three registers — Heritage / classical, Modern / clean, Distinctive / coined — across five techniques (real word, compound, coined, metaphor, playful).
2. **Screened** every one for spelling and sayability, collisions with well-known products (including the AI-product namespace), and negative meanings in five languages.
3. **Checked** live domain availability against the registries (RDAP) for .com on every survivor and the full set on the top 40.
4. **Curated** 15 by a human creative director; ran a trademark knockout on each; sketched logo directions for the top 3.

109	109	2	15
generated	survived screening	with a free .com	shortlisted

Automated knockout screen, not a legal clearance search or opinion. Before you invest in a name, have a trademark attorney run a full clearance in your classes and jurisdictions. Domain availability is a live registry answer at the moment we checked; it can change within hours — register what you love the same day. Likely Nice classes for this business: 36 (Core financial services/education content (CFO advisory, financing, fintech-adjacent guidance) falls under financial affairs/insurance class.); 41 (Newsletter, educational content, and paid courses are entertainment/education services (publications, training).); 9 (if any downloadable tools, calculators, or software components accompany the newsletter/course, covers downloadable software and digital publications.).

THE SHORTLIST

15 names worth living with

#	NAME	REGISTER	SAY IT	.COM	.CO	.NEWS	TM KNOCKOUT	SCORE
1	Sparrow	A	SPAR-oh	✗ taken	✗ taken	✗ taken	medium	6.3
2	Cairn	B	KAIRN	✗ taken	✗ taken	✗ taken	medium	6.3
3	Tally	A	TAL-ee	✗ taken	✗ taken	✗ taken	high	6.2
4	Keel	A	KEEL	✗ taken	✗ taken	✗ taken	low	6.1
5	Buoy	B	BOY	✗ taken	✗ taken	✓ likely	high	6.1
6	Perch	B	PURCH	✗ taken	✗ taken	?	high	6.0
7	Ballast	B	BAL-ist	✗ taken	✗ taken	✗ taken	high	6.0
8	Lantern	B	LAN-tern	✗ taken	✗ taken	✗ taken	medium	5.9
9	Steward	A	STEW-ard	✗ taken	✗ taken	✓ likely	medium	5.8
10	Cordial	C	KOR-jul	✗ taken	✗ taken	✓ likely	medium	5.8
11	Weir	C	WEER	✗ taken	✗ taken	✓ likely	low	5.7
12	Trove	A	TROHV	✗ taken	✗ taken	✗ taken	medium	5.7
13	Grist	C	GRIST	✗ taken	✗ taken	✓ likely	medium	5.7
14	Kindling	B	KIND-ling	✗ taken	✗ taken	✓ likely	low	5.6
15	Huddle	C	HUD-ul	✗ taken	✗ taken	✗ taken	medium	5.6

Score = fit 28% · distinctiveness 27% · memorability 20% · sayability 15% · flexibility 10%, minus an “obviousness” penalty for names built from the trade’s own words, plus a small domain bonus. It orders the conversation; it does not decide it. Read the cards, say the names out loud, sleep on the top three.

Sparrow

SPAR-oh · [register A](#) [metaphor](#)

A small steady bird, humble and resourceful, mirrors lean founder-level thinking.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Common word mark used in tech/health/finance-adjacent spaces; moderate crowding but not finance-specific dominant player. Similar: Sparrow (email app, acquired by Google), Sparrow Health (insurance)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: Common nature-brand name, some collision risk with other Sparrow-branded apps

Cairn

KAIRN · [register B](#) [metaphor](#)

Stacked stones marking a trail; markers to help founders navigate financial terrain.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Used by multiple financial and energy companies; some overlap with financial services naming. Similar: Cairn Energy plc, Cairn Homes, Cairn Financial Advisors

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: existing Cairn brands in tech/health

Tally

03

TAL-ee · [register A](#) [real](#)

Old word for reckoning accounts, warm and plainspoken, feels like a trusted ledger keeper.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✗ taken	check / buy

TRADEMARK KNOCKOUT

high risk — Tally is a well-known US fintech brand directly in personal finance/credit space — strong likelihood of confusion in financial education/newsletter context.

Similar: Tally Technologies (debt payoff/fintech app), Tally.so (forms), Tally Weijl (retail)

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Flag: Existing fintech apps named Tally (debt payoff app)

Keel

04

KEEL · [register A](#) [metaphor](#)

The keel keeps a ship steady; evokes founders staying balanced through cash swings.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✗ taken	check / buy

TRADEMARK KNOCKOUT

low risk — No prominent finance/media marks found; fairly distinctive in this category.

Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Buoy

BOY · register B real

Marks safe water; founders need a marker for when cash is steady enough to move.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

high risk — Buoy Finance is an existing fintech brand in adjacent financial wellness space, creating direct overlap risk.

Similar: Buoy Health (symptom checker), Buoy Finance (savings/fintech startup)

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · instagram · x · tiktok · youtube · linkedin

Flag: Existing 'Buoy Health' brand in different category; homophone 'boy' spelling confusion

Perch

PURCH · register B metaphor

A steady resting spot for a bird; the vantage point good finance gives founders.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	?	check / buy

TRADEMARK KNOCKOUT

high risk — Perch is actively used in DTC brand financing/e-commerce space, very close to this business's niche.

Similar: Perch.com (e-commerce aggregator/financing), Perch Rent (credit-building rent platform), Perch Energy

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · instagram · x · tiktok · youtube · linkedin

Flag: Perch is an existing Amazon aggregator/fintech brand

Ballast

BAL-ist · [register B](#) [real](#)

Weight that keeps a vessel from tipping — the feeling of having enough runway.

DOMAINS

.com	X taken	check / buy
.co	X taken	check / buy
.news	X taken	check / buy

TRADEMARK KNOCKOUT

high risk — Ballast is an existing fintech company financing DTC/e-commerce inventory — near-identical niche and name.

Similar: Ballast (e-commerce inventory financing fintech), Ballast Point Brewing (unrelated)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Flag: Used by other startups (Ballast Point brewery, some fintech named Ballast)

Lantern

LAN-tern · [register B](#) [metaphor](#)

Light on a dark path; the clarity founders want in murky financial decisions.

DOMAINS

.com	X taken	check / buy
.co	X taken	check / buy
.news	X taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Used by a known fintech lending brand; moderate overlap risk in financial services class.

Similar: Lantern by SoFi (lending marketplace), Lantern Credit

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Flag: Lantern is a used name in health/fintech space (Lantern Credit)

Steward

09

STEW-ard · register A real

Ancient role of managing another's resources wisely, fits fractional-CFO trust relationship.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — Used by an impact-investing fintech and a large healthcare company; some risk in finance-related naming space.

Similar: Steward Health Care, Steward (farmland investing platform)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: Common word used in many finance/wealth brands (Stewardship funds)

Cordial

10

KOR-jul · register C real

Warm and friendly, also an old restorative drink; the plain-spoken, founder-empathic tone in one word.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — Existing software company serving similar DTC brand audience, could cause confusion in adjacent marketing/software space.

Similar: Cordial (marketing automation platform for retail brands)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: soft drink meaning in UK could confuse

Weir

11

WEER · register C real

A small dam that controls water flow; elegant metaphor for managing the flow of cash.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — Well-known name but in unrelated industrial sector; low risk for financial media use.
Similar: The Weir Group plc (UK engineering)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: homophone 'weird' risk; also existing surname brand (Weir Group, engineering)

Trove

12

TROHV · register A real

A found treasure of value, short warm word suggesting the wealth of good knowledge.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Used in retail/e-commerce tech space, adjacent to DTC brand audience, moderate namespace crowding.

Similar: Trove Recommerce (retail platform), Trove.com

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: Existing 'Trove' brands in fintech/data space

Grist

13

GRIST · register C real

Grain ready for the mill; the raw material of a business turned into something useful.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

medium risk — Existing established media/newsletter brand; same media category, moderate confusion risk. Similar: Grist.org (environmental journalism nonprofit)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: 'grist for the mill' cliché, some finance-adjacent overtone (grain/commodity)

Kindling

14

KIND-ling · register B metaphor

The spark that starts and sustains a fire — early fuel for a growing brand.

DOMAINS

.com	✗ taken	check / buy
.co	✗ taken	check / buy
.news	✓ likely	check / buy

TRADEMARK KNOCKOUT

low risk — No major finance or media marks identified; fairly open name. Similar: none known

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Huddle

HUD-ul · [register C](#) [playful](#)

The quick team gathering before the play; a warm, casual word for a weekly finance check-in.

DOMAINS

.com	X taken	check / buy
.co	X taken	check / buy
.news	X taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Existing software and insurance brands; some cross-class overlap risk though not finance-education specific.

Similar: Huddle (enterprise collaboration software),
Huddle Insurance (Australia)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Flag: existing Huddle collaboration software brand

LOGO DIRECTIONS

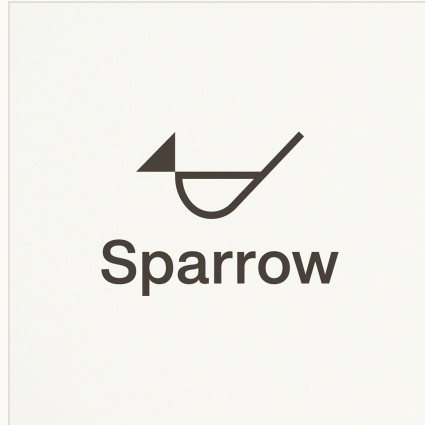
Can the name carry a mark?

Three quick directions per name — a wordmark, a symbol, a monogram. These are sketches to test the name, not finished identities. Any of them can be developed in the identity tier.

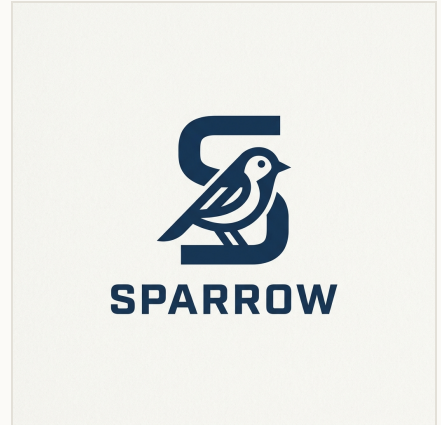
SPARROW



wordmark



symbol



monogram

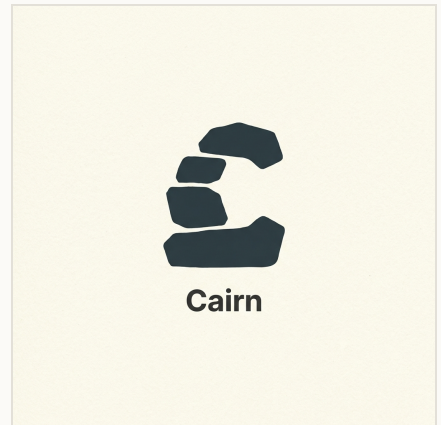
CAIRN



wordmark



symbol



monogram

TALLY



wordmark



symbol



monogram

NEXT STEPS

How to choose, and what to do the same day

THE FIVE-QUESTION TEST

1. Say it on the phone to someone who has never seen it. Did they spell it right?
2. Put it in a sentence a customer would say: "I got it from ____." Does it sound natural?
3. Imagine the brand in five years, twice as big. Does the name still fit?
4. Search it. Does anything you would hate to be confused with show up on page one?
5. Does it make you a little proud to say? That feeling is the tiebreaker.

THE SAME DAY YOU DECIDE

1. **Register the domain** (and the obvious typo/alt TLDs) before you tell anyone. Registrar links are on each card.
2. **Claim the handles** you will actually use; leave the rest.
3. **Send the name to a trademark attorney** for a clearance search in your classes (36, 41, 9). Budget \$300–1,500 for search + opinion in the US; filing is separate.
4. **Only then** spend on a logo, print, or signage.

WANT IT FINISHED?

Identity tier: we develop one direction into a proper wordmark + colour + type system and hand over vector files. Ask for a quote.

APPENDIX

Every candidate we considered

Sorted by score. ✓ = .com free at check time · ✗ = taken · dropped names show the reason.

Sparrow	✗ 6.3	Wayfare	✗ 5.1	Puddle	✗ 4.4	Fondred	✓ 3.9
Cairn	✗ 6.3	Vessa	✗ 5.1	Loamworth	✓ 4.4	Snugly	✗ 3.8
Tally	✗ 6.2	Sable	✗ 5.1	Fernway	✗ 4.4	Cellar	✗ 3.8
Keel	✗ 6.1	Solace	✗ 5.1	Milestone	✗ 4.4	Grove	✗ 3.8
Buoy	✗ 6.1	Larkspur	✗ 5.1	Homely	✗ 4.4	Wickfield	✗ 3.8
Perch	✗ 6.0	Fallow	✗ 5.1	Furlong	✗ 4.4	Ondel	✗ 3.7
Ballast	✗ 6.0	Yeoman	✗ 5.0	Kernel	✗ 4.3	Sparewell	✗ 3.7
Lantern	✗ 5.9	Hollow	✗ 5.0	Quarry	✗ 4.3	Harbor	✗ 3.6
Steward	✗ 5.8	Driftwood	✗ 4.9	Tideway	✗ 4.3	Tinkle	✗ 3.6
Cordial	✗ 5.8	Cambium	✗ 4.9	Wicker	✗ 4.3	Millwright	✗ 3.5
Weir	✗ 5.7	Backbone	✗ 4.8	Anchorly	✗ 4.3	Rivenwood	✗ 3.5
Trove	✗ 5.7	Northbook	✗ 4.8	Grainhouse	✗ 4.3	Kilnward	✗ 3.5
Grist	✗ 5.7	Kernway	✗ 4.7	Steadfast	✗ 4.3	Coffer	✗ 3.5
Kindling	✗ 5.6	Trestle	✗ 4.7	Prudence	✗ 4.2	Tinder	✗ 3.4
Huddle	✗ 5.6	Bindle	✗ 4.7	Hearthstone	✗ 4.2	Backstop	✗ 3.4
Ember	✗ 5.5	Cobbler	✗ 4.7	Compass	✗ 4.2	Coalbin	✗ 3.4
Pinch	✗ 5.5	Farthing	✗ 4.6	Fairkeep	✗ 4.2	Brackish	✗ 3.4
Fathom	✗ 5.5	Fenwick	✗ 4.6	Ostler	✗ 4.2	Grainly	✗ 3.3
Slate	✗ 5.5	Ridgeline	✗ 4.6	Wardstone	✗ 4.1	Northbank	✗ 3.2
Thrum	✗ 5.5	Vernal	✗ 4.6	Loomwork	✗ 4.1	Anchor	✗ 3.0
Harborly	✗ 5.4	Hearthly	✗ 4.6	Amberlane	✗ 4.0	Tether	✗ 3.0
Hearth	✗ 5.4	Granary	✗ 4.6	Emberly	✗ 4.0	Tallowick	✗ 2.9
Bastion	✗ 5.3	Quire	✗ 4.6	Cistern	✗ 4.0	Anchorage	✗ 2.6
Nudge	✗ 5.3	Loam	✗ 4.5	Millpond	✗ 3.9	Girth	✗ 1.9
Bearing	✗ 5.2	Brindle	✗ 4.5	Meridian	✗ 3.9	Ledgerly	✗ 1.1
Ravel	✗ 5.2	Thrift	✗ 4.5	Cordage	✗ 3.9		
Tarn	✗ 5.2	Solvent	✗ 4.5	Rivergate	✗ 3.9		
Marlow	✗ 5.2	Foundry	✗ 4.4	Farestone	✗ 3.9		

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