

Name scoring matrix

Score each name 1–5 on each criterion; weights in row 1 of the notes. Total calculates automatically.

Name	Memorable (×3)	Easy to spell (×2)	Meaning fit (×2)	Distinctive (×3)	Domain (×1)	Trademark clear (×3)	Weighted total
GreenGrow	4	5	4	4	2	4	56



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