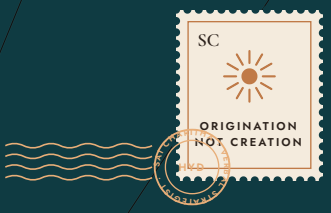
NAMING SHEET · PRACTICE BRIEF

By Sai Charitha, Verbal Strategist, Hyderabad

Foresend

BEFOREHAND — TO THE NEXT PERSON



THE BRIEF

Name an AI platform that captures the why behind company decisions as they're made, and brings it back when someone asks. In year three, it starts advising on new decisions. The founder grew up with her grandmother's recipe notebook, where the margins held the reasons. Her line: "Companies keep the recipe and lose the margins."

THE SOURCE

The why lives in the margins, written for the next person.

WHY IT'S THE ONE

- → **The word.** "Send" doesn't read as email, because "fore" clears it. The name reflects the act of sending, or preparing for the next action, beforehand.
- → **The product.** The act of noting itself is preparing to send, beforehand.
- → **The reader.** The why is passed to a future person you don't know yet.

WHY IT LASTS

It's rare for a word to hold past and future together seamlessly. Foresend does exactly that! Foresending passes the why on, year by year, so year three and year twenty stand the same. When it advises in year three, the why is sent to a third person: whoever faces the next decision.

THE SYSTEM

● **Surface**	CAPTURE	Now, as each decision happens
← **Trace**	RECALL	Back, to the reason behind it
→ **Pass**	HANDOVER	Forward, to whoever takes over

Present, past, future: the modules hold time the way the name does.

SCREENING

✓ **English:** clean ✓ **Hindi:** no contextual clash ✓ **Telugu:** no contextual clash

✓ **First search:** no one in this space uses it (not a trademark check)

KILLED

~~**Rewhynd**~~

Sounds exactly like Rewind, which is already taken in this space. It also only addresses the past decision, ignoring the later part.

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