FOUNDERS HIVE TEAMS UP WITH BRANDACUMEN TO CREATE WORLD CLASS BRAND NAMES FOR STARTUPS

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Naming a brand, a product or a company is one of the most important aspect of creating a new venture.

Our work with founders of great technology startups in the UK and abroad has shown that the RIGHT brand name has the power to solidify a business' values and beliefs.

Startups need to have a strong online presence and clear differentiation from their peers and competition to survive when they come into contact with their customers from day one. That is why we are thrilled to be announcing a strategic partnership with New York based Brand Acumen,part of Havas Worldwide.

"Working with Brand Acumen gives us the global reach and expertise that is crucial to successful branding particularly for internet consumer brands as we continue to support founders to create world class businesses"
said Sean Obedih, Founder of Founders Hive.

Brand Acumen CEO Bill Smith and his team are some of the brains behind such iconic names for Microsoft's Xbox, Pfizer's Viagra and Toshiba's Satellite laptops.

Brand development is the primary focus of Brand Acumen which employs future-forward methodologies that inspire companies and consumers.

About Founders Hive
Founders Hive is an advisory firm for startups, composed of passionate partners who are participants in the startup and tech industry and want to help founders that are on their way to build world class companies.

We aim to support startups and empower founders of great ideas from an early stage to accelerate their growth. We have partnered with industry experts and leaders in order to deliver a reliable service, devised by founders for founders.

For more information please visit http://www.thefoundershive.com

About Brand Acumen
Brand Acumen is a Havas Creative company that specialises in innovative brand name development. Brand Acumen believes in a name's potential to capture life-long connections that build culture and promote growth. It is our job to break through, make connections and keep them meaningful. Our team of writers, linguists and provocateurs do just that, encapsulating these elements in simple yet elegant brands that endure. Specialties include branding, consulting, linguistics, trademark evaluation, brand architecture and naming. For more on Brand Acumen, please visit: http://www.brandacumenstudios.com/

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