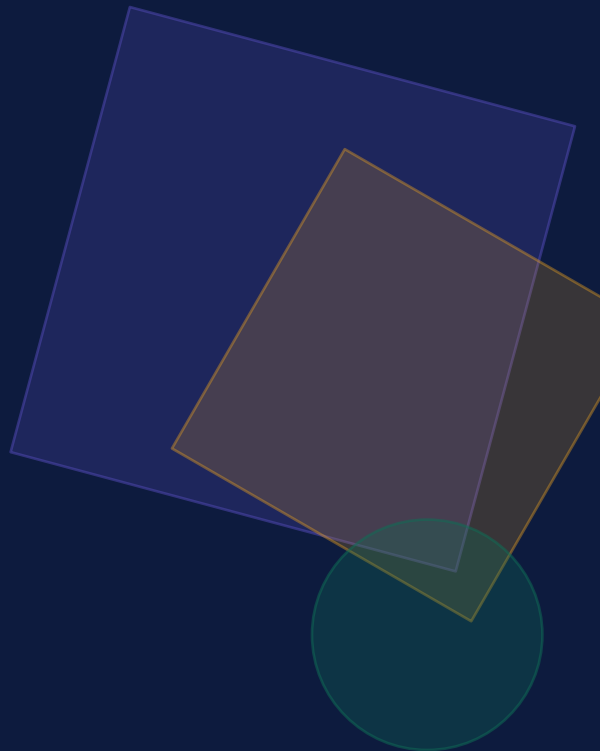


PRISM INDEX

Domain Investment Intelligence Platform

Buy smarter. Risk less. Exit stronger.

Confidential — Internal Briefing



The problem every domain investor faces

Is it a real word?

Invented names fail. Dictionary words command premium prices — but which dictionaries, in which languages?

Will someone sue me?

Trademark conflicts lurk in 180+ countries. A single UDRP case costs \$2,000–\$15,000 to defend even when you win.

What should I pay?

Secondary market prices are opaque. Without comparable sales data, investors overpay or miss bargains constantly.

Can I sell it?

Domain liquidity is unpredictable. A high-value word with no buyer pool sits unsold for years, tying up capital.

Domain investors are flying blind. PRISM Index gives them a cockpit.

What is PRISM Index?

A scoring framework that transforms any word into a structured investment signal

—
before you place a single bid.



Is it a real dictionary word? In what language? How old?

How many industries can use this as a brand name?

Does the word signal a clear commercial purpose?

How available is it across .com .ai .io .co and more?

Can someone hear it once and spell it correctly?

Each dimension scores 0–100. Combined into a single PRISM Index score.

P + R: Does the word have roots and reach?

P PROVENANCE

- Dictionary word in any major language scores highest
- Latin or Greek root = bonus points for timeless quality
- Cross-language meaning check — avoid words offensive in other tongues
- Ancient words (pre-1700) carry more brand authority
- Invented or portmanteau words score significantly lower

R REACH

- How many industries could adopt this word as a brand?
- "Forge" reaches 8+ verticals — fintech, dev tools, manufacturing
- "Dialysis" reaches 1 — niche value only
- Broader reach = larger buyer pool = higher exit value
- Geographic spread matters — does it work globally?

Example: "herald" scores P:88 / R:82 — real English dictionary word, reaches media, AI, finance, logistics

I + S + M: Signal, availability, and recall

I

INTENT

- Does the word suggest a product or service?
- Action verbs score highest (forge, build, render)
- Commercial context detected from real usage data
- High intent = easier to position and sell

S

SCARCITY

- .com available = maximum score
- .ai available, .com taken = strong
- All major TLDs taken = low scarcity score
- Auction availability tracked in real time

M

MEMORABILITY

- 1-syllable words score 95–100
- Radio test: can you spell it after hearing once?
- Phonetic clarity and rhyme family matter
- Shorter + simpler = more memorable always

The PRISM Index — one score, the full picture

forge.ai

Example PRISM Report



82

PRISM INDEX

VERDICT: BUY

Est. Value **\$3,000 – \$8,000**

Risk Level **Low**

Bid Ceiling **\$5,500**

Exit Speed **Fast (60–90 days)**

TM Risk **Monitor — Class 9**

The hidden layer: conflict and risk detection

The most expensive mistake in domain investing is buying a word that someone else has already claimed.

USA USPTO trademark registry — live and dead marks, all classes, filing dates

GLOBAL WIPO Global Brand Database — 100+ countries, Madrid Protocol, prior UDRP case history

EU EUIPO — all 27 EU member states in one query, word marks and figurative marks

UK UKIPO — UK post-Brexit registry, independent from EU since 2021

INDIA IP India — Indian trademark registry with class and opposition status

HISTORY Domain archive — previous use checked for spam, adult content, or penalty history

The alert engine: your ongoing trademark radar

Buying is only the beginning. PRISM Index watches your portfolio while you sleep.

01

Add to watchlist

Any domain you own or are considering goes on your personal watchlist. No limit on words monitored.

02

Weekly registry scan

Trademark databases across all major jurisdictions are scanned for new filings matching your words.

03

Conflict analysis

New filings are automatically analysed — class, owner, jurisdiction, and threat level assessed immediately.

04

Instant alert

Email, Slack or webhook notification delivered with threat rating, class detail, and recommended action.

A trademark filed tomorrow against your domain could trigger a UDRP within 18 months. PRISM tells you first.

How the team uses PRISM Index



Before bidding at auction

Enter the word before placing any bid. Get the PRISM score, valuation range, and bid ceiling recommendation within seconds. Stop overpaying.



Screening expiry lists

Run entire lists of expiring domains through PRISM scoring. Filter immediately for words scoring above your threshold. Focus only on the best opportunities.



Portfolio risk review

Monthly digest of your entire holding, flagging any domains where trademark risk has increased since purchase. Know before you receive a legal notice.



Pre-sale due diligence

Before listing a domain for sale, run a fresh PRISM report. Document the score for buyers. Clean PRISM reports accelerate sales and support higher asking prices.

Next steps

Phase 1 — Now

Internal testing begins

Domain team uses PRISM Index on real upcoming acquisitions. Feedback collected, scoring calibrated against actual purchase decisions.

Phase 2 — 60 days

Score 100 real domains

Build a reference database of PRISM scores for domains we own, have bid on, and passed on. Validate the framework against actual outcomes.

Phase 3 — 90 days

Alert engine activated

Watchlist monitoring goes live across our entire portfolio. First weekly trademark digest delivered to the team.

Phase 4 — 6 months

Evaluate external launch

Based on internal results, decide whether to launch PRISM Index as a subscription product for the broader domain investor community.

PRISM Index — See what others miss. Buy what others overlook. Exit at maximum value.