Namifying: out of control!
Coined names based on the suffix -ify

These are all the names from CrunchBase, the TechCrunch database of tech startups, that seem to involve novel uses of the suffix found on words like notify, purify, and unify. Names based on common words like those that already have the suffix are not included.

There are 338 names here. I found most of them using the CrunchBase API and Ruby scripts. Some are from an earlier manual search of the database.

Names that I found using the API are organized by the years they were entered into the database. Other names are listed by the years the companies were founded.

Spotify is the only -ify company that’s been on Business Insider’s list of top private tech companies, at #19 in 2011 and #15 in 2012. Maybe it inspired copycats.

The normal function of the -ify suffix is to create a verb out of a noun or adjective. Some of the names here (in red) put the suffix gratuitously onto a word that’s already a verb. That shows this is no normal English morphological process. Rather, it is a naming fad run amok.

SOURCES
Crunchbase: http://www.crunchbase.com/
BI Digital 100: http://www.businessinsider.com/2012-digital-100?op=1

Created by The Name Inspector on 10/12/2014
(based on a similar chart made on 7/24/2013)