



LAUNCH TEARDOWN

Named Atlas

The product is live. Why is nobody paying?

Conditional go · 21/50 ESTIMATE

9 October 2026

Every claim is sourced. Estimates are labelled.

Sources are numbered in brackets.

Executive summary: Named Atlas

The question

The product is live. Why is nobody paying?

Verdict

Conditional go. 21/50. ESTIMATE. A go only if the site picks one buyer, makes a short lock on a planet cost less than the planet, and runs the kill test below.

Key facts

- **The buyer cannot keep what they buy.** After any lock ends, anyone can take an address by paying Named Atlas 10% more. The previous claimant gets nothing, and there are no refunds. ^[6, 8, 16]
- **Protection costs more than the address.** Planets start at £5. The lock fee has a floor of £1 a month, so six months of lock on a £5 planet adds at least £6. (ESTIMATE: our arithmetic.) ^[9]
- **The map is quiet.** The rankings page shows 7 claimed addresses, listed together at £319. The busiest has 48 arrivals and 5 excursions. ^[17]
- **Price is not the problem.** Linktree Starter is £3.50 a month billed annually, and Carrd Pro Lite is \$9 a year. Linktree, Beacons, and Carrd all have free tiers. ^[18–21]
- **The site speaks to five buyers.** "Studios, shops, bands, newsletters, clubs." ^[4] We would sell to one: small teams and makers with something to launch.

First action

Rewrite the guide hub and "Who is this for?" for that one buyer, and fix the planet lock so a short lock costs less than the planet. Then post on Indie Hackers, Show HN, and Product Hunt within their rules: no upvote asks, write it yourself, start a discussion. ^[23–27]

Kill criterion

Thirty days after the last of those posts, if fewer than 10 people you do not know have paid for a claim, stop selling Named Atlas as a business address. (ESTIMATE: the threshold is our judgement.)

Could not verify

- Who paid for the seven claims, and any sales data.
- The live card step of a claim.
- Reddit and MetaFilter Projects posting rules.
- Linktree prices in other countries.

Named Atlas

The question and the product

The question: the product is live. Why is nobody paying?

We read the live site on 9 October 2026. Everything below comes from pages we opened that day. Where a page would not open, we say so in the last section.

What is live

Named Atlas is a map of a made-up universe. Galaxies contain sectors. Sectors contain solar systems. Systems contain planets. ^[3] You can claim any of those as a named public address. Visitors open the map, find your address, read what you wrote, sign the guestbook, and follow a link to your site. ^[3]

The homepage is the map itself. It loads in the browser, under the title "Named Atlas — claim a named place on a shared map". ^[1] Around it sit a guide, a directory, a rankings page, and a page for marketers. ^[2, 11, 17]

When you claim an address you can set the name, the look, a featured world underneath, the guestbook, and a link out. ^[5] That lasts while you are the person who claimed it and the site is running. If the service ends, the licence ends with it. ^[5]

The site is careful to say what this is not. It is not land, not a token, not an NFT, and not an investment. ^[2, 3, 7] It is a licence to publish an address on this one site. ^[7, 8]

What it costs

The floor prices are printed on the cost guide and in the terms. ^[8, 9]

Scale	Floor price on the page
Planet	from £5 ^[8, 9]
Solar system	from £40 ^[8, 9]
Sector	from £150 ^[8, 9]
Galaxy	from £480 ^[8, 9]

Addresses closer to the core of a galaxy cost more. The outer rim sits at the floor. ^[9] Nothing lists below £5. ^[8]

There is no monthly fee. A claim is a one-off charge. ^[8, 9] Two things then decide how long you keep it: the take rule and the lock.

The take rule

This is the heart of the product, and it is the part that matters most for the question.

After any lock ends, anyone can take your address by paying Named Atlas at least 10% more than its listed price. ^[6, 8] You get nothing. There is no payout and no split. ^[6] The guestbook and the visit history stay with the address. The name, image, and featured world become theirs. ^[6]

Without a lock, the address can be taken the moment it is written. ^[8, 10] The guide puts it plainly: "The listed price is at risk: anyone can take it immediately." ^[9]

The lock

You can add one to six months of lock. During the lock nobody can take the address. ^[6, 8] The fee is "the 10% take premium spread across six months, at least £1 a month". ^[9] Named Atlas keeps that fee. ^[8]

On a £5 planet, 10% is 50p. Spread over six months, that is a few pence a month, so the £1-a-month floor is what you actually pay. A six-month lock on a £5 planet therefore costs at least £6. That is more than the planet. (ESTIMATE: our arithmetic from the floor on the page.) ^[9]

Refunds

There are none once the estate is written. ^[8, 16] The refund page lists the cases: changing your mind, quiet traffic, and a later take do not unlock a refund. ^[16] A card that never creates an estate is a different matter: it is cancelled. ^[8, 16]

How a claim works

Open the map. Double-click or tap again to go in. Click once to inspect. Name it, add a destination, sign in, then pay. The estate is written as soon as the card goes through. ^[10] You can look around with no account. Claiming needs a sign-in. ^[4]

The first claim of a system, sector, or galaxy comes with a "foothold": the cheapest open planet on its rim, when one is still free. ^[10] A foothold can never be locked. ^[8]

If you already claim addresses underneath a parent, their listed values come off the parent's price, down to 20% of the parent list. ^[9]

What the map counts

Named Atlas counts three things per address: an arrival (someone opens the page), a descent (someone moves into it on the map), and an excursion (someone follows the link out). Each person adds at most one of each per address per day. ^[15] The outbound link carries campaign tags, so your own analytics can see the visit. ^[14] The site will not invent a return on your spend. It tells you to match the tags in your own analytics. ^[14]

How busy the map is today

The rankings page is public. On 9 October 2026 it showed 7 claimed addresses, listed together at £319. ^[17] The highest listed value was £68. ^[17] The address with the most recorded travel showed 48 arrivals and 5 excursions. Three of the seven showed 0 excursions. ^[17]

The site is honest about this. It says "the sky is still young" on the guide and on the marketers' page. ^[2, 11]

The rankings page does not say who paid for each claim, or when. We cannot tell how many of the seven were bought by strangers. We come back to this under risks.

What decision this report is for

The founder has a working product, a clear set of rules, and a low entry price. Very few people have paid. The decision is whether to keep selling Named Atlas as a public address for businesses and groups, and if so, what to change first.

Verdict and score

Conditional go. 21/50. ESTIMATE.

The score is our judgement, not a measurement. Here is how we built it. Each line is out of 10.

Part	Score	Why
One clear buyer	4 (ESTIMATE)	The site names five audiences. ^[4]
A pain they feel today	3 (ESTIMATE)	Free and cheap bio-link pages already solve "one place to find me". ^[20, 21]
Price against the alternatives	6 (ESTIMATE)	£5 is in reach. ^[9] The take rule makes it a worse deal than it looks. ^[6]
Reachable channels with known rules	5 (ESTIMATE)	Show HN, Indie Hackers, Product Hunt rules read. ^[23-27] Reddit not read.
Evidence that strangers pay	3 (ESTIMATE)	7 claimed addresses in total. ^[17] Who paid is unknown.

It is a go only on these conditions:

1. The site picks one buyer and speaks to them. We suggest small product teams and indie makers with something to launch.
2. A short lock on a planet stops costing more than the planet.
3. The take rule is shown in one plain line beside the pay button, with the lock offered there.
4. The kill test in this report is run, and the founder stops if it fails.

If the founder will not change the take rule's effect on business buyers, our verdict would be closer to stop. Our reasoning is in the sections below.

Why nobody is paying, in short

We think there are three reasons. They stack.

1. **The buyer cannot keep what they buy.** A shop, band, or launch team wants an address they can print, post, and rely on. On Named Atlas a stranger can take it for 10% more, and the buyer gets nothing back. ^[6] Protecting it costs extra, and on a planet the protection costs more than the address. ^[9]
2. **There is little on the map to buy into.** The pitch is "a public address people can find". ^[2] With 7 claimed addresses and 48 arrivals on the busiest one, few people are walking the map yet. ^[17] Today, the traffic a buyer gets is mostly the traffic they bring.
3. **The site speaks to everyone.** Studios, shops, bands, newsletters, and clubs all have different reasons to pay, or not. ^[4] A page that speaks to all five does not speak to any one of them.

Price is not on this list. At the floor, Named Atlas is as cheap as the cheapest paid bio-link or one-page site we found. ^[9, 18, 21]

Who the buyer is

The site names five: "Studios, shops, bands, newsletters, clubs — anyone who wants a public address that is not another bio link." ^[4] That is the problem. Five audiences means five pitches, five sets of places to find them, and five reasons to say no.

The examples on the guide show three different jobs. ^[4, 13]

- A product team claims a sector near the core and points the link at a launch. ^[13]
- A shop on the rim claims a planet for £5, writes one line, and sends people to checkout. ^[13]
- A community posts a coordinate in chat, and new people find the same place and sign the book. ^[13]

These are different buyers. A launch team wants attention for a short window and a memorable thing to share. A shop wants a stable link that keeps working. A club wants a meeting point that does not change.

The take rule hurts each of them in a different way. The shop is hurt most, because a storefront link that a stranger can take is worse than a free one that cannot be taken. The club is hurt next, because the whole point is that the place stays put. The launch team is hurt least, because a launch is short and a lock covers it. ^[6, 8]

Our pick

We would sell to one buyer: **a small product team or indie maker with something to launch.**

Why this one:

- The launch use case is the one where the take rule hurts least. A launch lasts weeks, and a lock of one to six months covers it. ^[6]
- It is the use case the site already shows first for larger scales: a team claims a sector and points it at a launch. ^[4, 13]
- These people already gather in places where we could read the rules: Indie Hackers, Hacker News, and Product Hunt. ^[22-27]
- They are used to novel launch toys. A coordinate on a shared map is something they might share for fun as well as for traffic.
- They can judge the campaign-tag approach, because many already read their own analytics. ^[14]

What this buyer is not: someone who wants a permanent storefront address. If the founder wants to sell to shops, the take rule needs a different answer for them. That would be a second product.

We had no customer interviews and no purchase data. The buyer above comes from the product's own copy and from where we could read the rules. It is a judgement, and the plan below is built to test it quickly.

Competitors and their prices

The closest substitutes are bio-link pages and cheap one-page sites. They do the job "give people one place to find me". The site itself sets Named Atlas against bio links: "A bio link is a list you carry around. A Named Atlas address sits on a shared map, with a guestbook and neighbours." ^[12]

Prices below are from each vendor's own page, read on 9 October 2026. Named Atlas prices are from its cost guide and terms.

Product	What you get	Price on their page
Named Atlas planet	One-off claim; can be taken after any lock	from £5 ^[8, 9]
Named Atlas system / sector / galaxy	One-off claim; can be taken after any lock	from £40 / £150 / £480 ^[8, 9]
Named Atlas lock	One to six months of protection from takes	at least £1 a month ^[8, 9]

Product	What you get	Price on their page
Linktree Free	Bio-link page	£0 ^[21]
Linktree Starter	Bio-link page, paid tier	£3.50 a month billed annually, or £4.50 monthly ^[21]
Linktree Pro	Adds custom designs, no branding	£6.50 a month billed annually, or £8 monthly ^[21]
Linktree Premium	Adds routing, data export	£16 a month billed annually, or £18.50 monthly ^[21]
Carrd (free)	One-page sites	free account offered ^[19]
Carrd Pro Lite	3 sites, no branding	\$9 a year ^[18, 19]
Carrd Pro Standard	10 sites, custom domains	\$19 a year ^[18, 19]
Carrd Pro Plus	25 sites, forms and more	\$49 a year ^[18, 19]
Beacons Free	Bio-link page and store, 9% seller fees	\$0 a month ^[20]
Beacons Creator	Adds a free custom domain	\$8.33 a month billed annually (\$100), or \$10 monthly ^[20]
Beacons Creator Plus	0% seller fees	\$25 a month billed annually (\$300), or \$30 monthly ^[20]
Beacons Creator Max	Top tier	\$83.3 a month billed annually (\$900), or \$100 monthly ^[20]

Linktree showed us prices in pounds. ^[21] We did not check what it shows from other countries. Carrd and Beacons showed dollars. ^[18–20]

What the table says

Named Atlas is cheap at the floor. A £5 planet costs less than one year of Linktree Starter, which is £42 at £3.50 a month (ESTIMATE: our arithmetic). ^[9, 21] Carrd Pro Lite is \$9 a year, which is about £7 at Named Atlas's own display rate of 1.30 dollars to the pound (ESTIMATE: converted, not a Carrd price). ^[9, 18]

But the units are different. Linktree, Carrd, and Beacons sell a page that stays yours while you pay. ^[18–21] Named Atlas sells a claim that stays yours until someone pays 10% more, unless you pay for a lock. ^[6, 8] A fair comparison is the price of keeping the address for a year.

Keeping a planet for a year. A lock can only run six months ahead from the day you pay. ^[8, 9] At the £1-a-month floor, a year of locks on a £5 planet adds at least £12 (ESTIMATE: our arithmetic from the floor). ^[9] So keeping a £5 planet safe for a year costs at least £17 (ESTIMATE). That is more than Carrd Pro Lite and less than a year of Linktree Starter. ^[18, 21] And you have to remember to renew the lock, or the address is open to anyone. ^[6]

Free is the real rival. Linktree Free, Beacons Free, and a free Carrd account all exist. ^[19–21] A buyer who only wants "one place to find me" can have it for nothing. Named Atlas must offer something those do not: a place on a shared map, neighbours, and a guestbook. ^[12] That only has value if people are on the map.

What Named Atlas has that they do not. A coordinate you can say out loud. A guestbook. Neighbours. A map people can wander. ^[3, 12, 13] Those are real differences. They are also differences that grow with traffic, and the map is young. ^[2, 17]

Where those buyers already are

For the buyer we picked, small product teams and indie makers, we found three places where they already gather and whose rules we could read. We found two more that we could not check.

Indie Hackers

Link: <https://www.indiehackers.com/>

Indie Hackers describes itself as a place where founders of businesses and side projects share their stories, and where people "share their experiences, give and receive feedback, and rely on each other for support". ^[22] These are people who launch things and want them seen. Many of them write publicly about how a launch went.

Why they fit: they have launches to point at, they write build stories, and a playful launch address is something they might try and talk about.

Hacker News, Show HN

Link: <https://news.ycombinator.com/show>

Show HN is "for something you've made that other people can play with". ^[24] The readers are builders. Many run small products and side projects.

Why they fit: Named Atlas can be explored without an account, and Show HN prefers things people can try "without barriers such as signups or emails". ^[4, 24] It is a good place to get honest reaction to the take rule from people who might buy.

Product Hunt

Link: <https://www.producthunt.com/>

Product Hunt is a launch site for tech, design, and new products. ^[27] Teams post launches there and share a link to them.

Why they fit: these are the people who need a launch address. Named Atlas is a digital product, so it is not caught by the rule that removes services and agencies. ^[27]

MetaFilter Projects (not checked)

Link: <https://projects.metafilter.com/>

The page says it is "dedicated to helping MetaFilter members announce their newly completed web projects to the world". ^[28] Members post small web projects there. We did not find a Projects posting rule beyond that line. We do not recommend posting there until the rule is read.

Reddit (not checked)

The shop, band, and newsletter slices of the old pitch gather on Reddit, in places such as r/SideProject, r/smallbusiness, r/WeAreTheMusicMakers, and r/Newsletters. Every rules page we tried was blocked from our research connection. We have not read the rules, so we do not send the founder there.

What to charge, and what to drop

Keep the cheapest planet price

The £5 planet is the right entry price.^[9] It is less than a year of the cheapest paid Linktree plan and close to a year of Carrd Pro Lite.^[18, 21] Nobody is staying away because £5 is too much.

Lead with it. The guide hub already opens with "Planets from £5".^[2] Keep that, and pair it with the launch use case.

Fix the lock on planets

The lock is where the pricing goes wrong. The fee is the take premium spread over six months, with a floor of £1 a month.^[9] On a planet, the floor is always what you pay, because 10% of £5 is 50p. A six-month lock adds at least £6 to a £5 planet (ESTIMATE: our arithmetic).^[9]

So the buyer who wants to keep a launch address safe pays more for the safety than for the address. That is backwards. It also makes the low headline price feel like bait, which is the opposite of the site's honest tone.

What to test:

- A first lock included in the price of a first planet claim.
- Or a lower lock floor for planets than for larger scales.

We do not know what either would cost Named Atlas in lost take revenue. Test one, watch the claims, and decide. Do not guess the number.

Keep the larger scales, but stop leading with them

Systems, sectors, and galaxies give the map its shape, and they should stay.^[3] But do not pitch them to businesses yet.

The highest listed value on the rankings page today is £68.^[17] Nobody we can see has paid a sector or galaxy price. A business asked to pay £150 or £480 for a place on a map with 7 claimed addresses has nothing to compare it to.^[9, 17] When the map has traffic, those prices will be easier to sell.

Drop the five-audience pitch

"Studios, shops, bands, newsletters, clubs" should go from the guide hub and the "Who is this for?" page.^[2, 4] Replace it with one buyer and one job: a team or maker who wants a launch address people can say out loud.

Keep the other examples deeper in the guide, as things people have also done. Do not make them the pitch.

Do not lead with the marketer page

The "For marketers" page sells a weekly log: Impression (arrival), Visit (descent), and Click (beacon).^[11] The sample shows small numbers and is labelled as a sample, not a live estate.^[11] That honesty is good. But a marketer buys reach, and the map does not have much yet.^[17] Keep the page for people who look for it. Do not send traffic to it first.

What we would not change

- **The no-refund rule.** It is clear, and it is in the guide and the terms.^[8, 16] Changing it is a business and legal decision we cannot advise on.

- **The take rule itself.** It is what makes the map move, and the founder built the product around it. ^[6] We suggest changing how it lands on the buyer, not removing it.
- **The plain honesty.** "We do not invent a return" and "the sky is still young" are good lines. ^[11, 14] Buyers trust them.

Channels, with no ads

No ads. The map has little traffic to sell yet. ^[17] Paying for clicks before the offer is fixed would only tell the founder that the current offer does not convert, which is what we already think.

Every channel below comes with its rule. Where we did not read the rule, we say so and do not send the founder there.

Show HN

Post a Show HN of the map itself.

The rule: Show HN is for things people can try, ideally without a sign-up. Do not post landing pages. Do not ask friends to upvote or comment. ^[24] The wider guidelines add: do not use HN mainly for promotion, do not post generated or AI-edited text, and do not solicit upvotes. ^[25]

How to fit it: the map can be explored without an account, so it qualifies. ^[4, 24] Write the post yourself. Explain the take rule honestly, because HN readers will find it anyway. Be there to answer for the first few hours.

Indie Hackers

Post a build story with an honest question.

The rule, from the founder of the site: "don't be an asshole. Feel free to link to your own stuff, but at least attempt to spark a discussion, ask for feedback, etc." Spam is flagged by users. ^[23]

How to fit it: tell the story of building a shared map, share the public numbers from the rankings page, and ask one direct question. For example: "Would you pay £5 for a launch address that someone else can take for 10% more?" ^[9, 17] Read the replies. They are research.

Product Hunt

Launch Named Atlas on Product Hunt.

The rule: no mass messaging, no asking for upvotes, no bots, no incentives for upvotes, and no self-promotion in comments. ^[26] Posts need a logo, a tagline, and product images, or they may be removed. Services are not allowed; products are. ^[27]

How to fit it: Named Atlas is a digital product, so it qualifies. ^[27] Make the post complete. Do not ask anyone to upvote.

Direct asks

Write to makers you already know who have launched something recently. Offer to set up a planet with them for their launch. Ask what nearly stopped them paying.

This needs no community rule. It is slow. It will also tell the founder more than any post.

Not yet

- **Reddit.** We could not read the rules for any of the subreddits we tried. Do not post until someone reads them in a normal browser.
- **MetaFilter Projects.** We read the page, but not a posting rule for Projects. ^[28] Do not post until it is read.

A short plan

Do these in order. Each step is something a person can do this month.

1. **Pick the buyer in the copy.** Rewrite the guide hub and the "Who is this for?" page for one buyer: a small team or maker with a launch. ^[2, 4] Move shops, bands, newsletters, and clubs to an "also used for" line further down.
2. **Fix the planet lock.** Change the lock on planets so a short lock does not cost more than the planet. Include a first lock, or lower the floor for planets. ^[9]
3. **Show the take rule at the point of payment.** One plain line beside the pay button: who can take this, when, and what the lock costs. The rule is already in the terms and the guide. ^[6, 8] Nobody should meet it for the first time after paying.
4. **Make the launch case easy.** The guide already mentions a QR code, an embed card, and an image-and-link snippet. ^[13] Put those on the page a buyer sees after they claim, so the launch post is two clicks away.
5. **Ask people you know.** Write to makers who have launched recently. Set up their planet with them. Ask what nearly stopped them.
6. **Post on Indie Hackers.** The story, the public numbers, and one question. Follow the rule in the Channels section. ^[23]
7. **Post a Show HN.** The map, the rules of the game, and the founder in the thread. Follow the rules in the Channels section. ^[24, 25]
8. **Launch on Product Hunt.** A complete post, no upvote asks. ^[26, 27]
9. **Count.** For 30 days after the last post, count paid claims from people you do not know, and the excursions their addresses get. The rankings page and the card receipts will show most of this. ^[17]
10. **Decide.** Apply the kill criterion below.

Risks

A figure in this report is wrong

This is a real risk. Prices change. Linktree showed us pounds, and we did not check whether it shows other prices elsewhere. ^[21] The rankings page changes every day, and the counts we quote are a snapshot from 9 October 2026. ^[17] Any dollar-to-pound conversion in this report uses Named Atlas's own published display rate, which it says is not a live feed. ^[9] Re-check any number before you repeat it.

We cannot see who paid

The rankings page shows claims, not buyers. ^[17] Some of the seven may be tests, gifts, or the founder's own claims. If most are, demand from strangers is lower than the page suggests. If the founder has sales data that tells a different story, that data beats our reading.

Takeover anger

Someone loses an address they used for a launch. A stranger took it for 10% more. They get nothing back, and no refund. ^[6,16] They say so in public. This is the most likely bad press for the product, and it lands hardest on exactly the buyer we suggest. The fix in the plan, showing the rule at the point of payment and making the lock affordable, reduces it. It does not remove it.

Refund disputes

The terms say no refunds once the estate is written, and the buyer ticks a box to agree. ^[8,16] A buyer who did not read it may still dispute the charge with their card provider. Consumer rules on digital purchases are a legal question. This report is not legal advice. Get proper advice if disputes appear.

An empty map

The promise is "a public address people can find". ^[2] If few people walk the map, the address does not do much on its own. The site says the sky is young, and the numbers agree. ^[2,17] Every buyer, early on, has to bring their own traffic. That makes the first sales harder than they will be later, and it makes the kill test below a little harsh. We think that is fair.

Rules we did not read

We did not read the rules for Reddit or for MetaFilter Projects. Posting there blind could get the founder's account removed and the product's name tied to spam.

The buyer we picked is wrong

We chose small product teams and indie makers from the site's own copy and from where we could read the rules. We had no interviews. If the replies on Indie Hackers and Show HN say launch teams do not want this, the founder should listen to them, not to us.

Licence risk for the buyer

The licence ends if the service ends. ^[5] A business buyer may weigh that. Say it clearly, as the site already does, and do not promise more.

Kill criterion

Thirty days after the last of the Show HN, Indie Hackers, and Product Hunt posts, count paid claims from people you do not know.

If that count is fewer than 10, stop selling Named Atlas as an address for businesses and launches. (ESTIMATE: the threshold of 10 is our judgement, not a benchmark.)

Stopping means stopping the business pitch, not necessarily the map. If people enjoy the map but do not pay to claim, that is a different product and a different report.

What we could not verify

- **Who paid for the seven claims.** The rankings page shows claims and listed values, not who paid or when. ^[17] We do not know how many came from strangers.
- **Sales, refunds, and disputes.** We had no access to Named Atlas sales data. Everything about demand comes from public pages.

- **The payment step itself.** We read the guide and the terms on the payment step, the ten-minute hold, and the tick-box. ^[8, 10] We did not walk a real claim through to the card page, so we have not seen how the take rule and lock appear there.
- **A separate pricing page.** <https://namedatlas.com/pricing> returned "not found" on 9 October 2026. Prices live on the guide and the terms. ^[8, 9]
- **Reddit rules.** We tried the rules pages for r/SideProject, r/smallbusiness, r/WeAreTheMusicMakers, r/Newsletters, and r/InternetIsBeautiful on 9 October 2026. All were blocked from our research connection. We have not read them.
- **MetaFilter Projects posting rule.** The Projects page opened. ^[28] We did not find a Projects-specific posting rule. The MetaFilter FAQ was behind a bot check.
- **Linktree prices in other countries.** The pricing page showed us pounds. ^[21] We did not check what it shows elsewhere.
- **Store listings.** We found no App Store, Google Play, browser extension, or Product Hunt listing for Named Atlas on 9 October 2026. It is a web map.
- **Customer interviews.** None. The buyer is inferred from the site's copy.

Sources

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7. What are the estate terms? <https://namedatlas.com/guide/estate-terms> Read 9 October 2026. A licence; not land, not a token, not refundable.
8. Estate terms (full). <https://namedatlas.com/terms> Read 9 October 2026. Version 2026-09-16; floors £5 / £40 / £150 / £480; lock fee at least £1 a month; no refunds; ten-minute checkout hold.
9. How much does it cost? <https://namedatlas.com/guide/how-much-does-named-atlas-cost> Read 9 October 2026. Floors £5 / £40 / £150 / £480; 1.30 dollars or 1.17 euros per pound display rate; upgrade credit down to 20%; lock fee; take at least 10% more.
10. How does it work? <https://namedatlas.com/guide/how-does-named-atlas-work> Read 9 October 2026. Open the map, name it, add a destination, sign in, pay; foothold on first claim of a larger scale; gifting.
11. For marketers. <https://namedatlas.com/for-marketers> Read 9 October 2026. Weekly log of Impression (arrival), Visit (descent), Click (beacon); sample log labelled not live.
12. Why not just use a bio link? <https://namedatlas.com/guide/versus-link-in-bio> Read 9 October 2026. A bio link is a list you carry; this sits on a shared map with a guestbook and neighbours.
13. How people use it. <https://namedatlas.com/guide/examples-and-use-cases> Read 9 October 2026. Product team points a sector at a launch; shop claims a planet for £5; community posts a coordinate.
14. Can I prove this paid for itself? <https://namedatlas.com/guide/can-i-prove-this-paid-for-itself> Read 9 October 2026. No made-up return; match campaign tags in your own analytics.
15. What numbers do you count? <https://namedatlas.com/guide/what-numbers-do-you-count> Read 9 October 2026. One arrival, one descent, one excursion per explorer per address per day.
16. Can I get a refund? <https://namedatlas.com/guide/cancellations-and-refunds> Read 9 October 2026. No refund once the estate is written; quiet traffic or a later take does not unlock one.
17. Rankings. <https://namedatlas.com/rankings> Read 9 October 2026. 7 claimed addresses; listed together £319; highest listed value £68; most travel 48 arrivals and 5 excursions.
18. Carrd Pro plans. <https://carrd.co/docs/pro/plans> Read 9 October 2026. Pro Lite \$9 a year; Pro Standard \$19 a year; Pro Plus \$49 a year; free Basic below Pro Lite.
19. Carrd Pro. <https://carrd.co/pro> Read 9 October 2026. "Go Pro from just \$19 / year"; plan grid from \$9 a year; free Carrd account; 7-day Pro trial.
20. Beacons pricing. <https://beacons.ai/i/pricing> Read 9 October 2026. Free \$0 with 9% seller fees; Creator \$8.33 a month billed annually (\$100) or \$10 monthly; Creator Plus \$25 (\$300) or \$30; Creator Max \$83.3 (\$900) or

\$100.

21. Linktree pricing. <https://linktr.ee/s/pricing> Read 9 October 2026. Free £0; Starter £3.50 a month billed annually or £4.50 monthly; Pro £6.50 or £8; Premium £16 or £18.50, as the page showed it to us.
22. Indie Hackers about. <https://www.indiehackers.com/about> Read 9 October 2026. Founders of businesses and side projects share stories, give and receive feedback.
23. Indie Hackers, "Meta: What are the rules for posting here?". <https://www.indiehackers.com/post/meta-what-are-the-rules-for-posting-here-7yZTszjjBZPFdyBRhfl7> Read 9 October 2026. Link your own stuff but spark a discussion or ask for feedback; spam is flagged.
24. Show HN guidelines. <https://news.ycombinator.com/showhn.html> Read 9 October 2026. Something people can try, ideally without sign-up; no landing pages; do not ask friends to upvote.
25. Hacker News guidelines. <https://news.ycombinator.com/newsguidelines.html> Read 9 October 2026. Not primarily for promotion; no generated or AI-edited text; do not solicit upvotes.
26. Product Hunt community guidelines. <https://help.producthunt.com/en/articles/3615694-community-guidelines> Read 9 October 2026. No mass messaging, no upvote asks, no self-promotion in comments.
27. Product Hunt, why are posts removed. <https://help.producthunt.com/en/articles/484940-why-are-posts-removed> Read 9 October 2026. Services are "not a product"; posts need a logo, tagline, and images.
28. MetaFilter Projects. <https://projects.metafilter.com/> Read 9 October 2026. For members to announce newly completed web projects; no Projects posting rule found.