

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.