

i1 VERBIFIED COMPANY INDEX

indexone

delivered by
selenev



The i1 Verbified Company Index comprises companies whose names have become commonly used verbs. Included companies are: Uber (UBER), FaceTime (AAPL), WhatsApp (META), ChatGPT (MSFT), Photoshop (ADBE), Venmo (PYPL), Google (GOOG), Twitter/X (X), Zoom (ZM), and Cash App (SQ). The index is market-cap weighted and rebalanced monthly



INVESTMENT CASE



Becoming a verb in everyday language represents the highest level of brand dominance and consumer mindshare a company can achieve. This linguistic phenomenon creates an enormous competitive moat, exceptional customer loyalty, and powerful organic marketing that no amount of advertising spend can fully replicate[1].

Companies whose names achieve verb status enjoy structural advantages in customer acquisition and retention. They benefit from “top-of-mind” awareness that lowers marketing costs, strengthens pricing power, and creates significant barriers for competitors. Historical and modern examples show that verbified brands tend to dominate their categories for extended periods, turning their names into shorthand for the entire service[2][3].

The i1 Verbified Company Index concentrates on a select group of high-quality businesses that have reached this elite status

[1] <https://stickybranding.com/blog/how-brand-names-become-verbs>

[2] <https://www.businessinsider.com/companies-with-names-that-have-become-verbs-2018-7>

[3] <https://www.threerooms.com/blog/when-your-brand-name-becomes-a-verb>





PERFORMANCE

Cumulative index performance



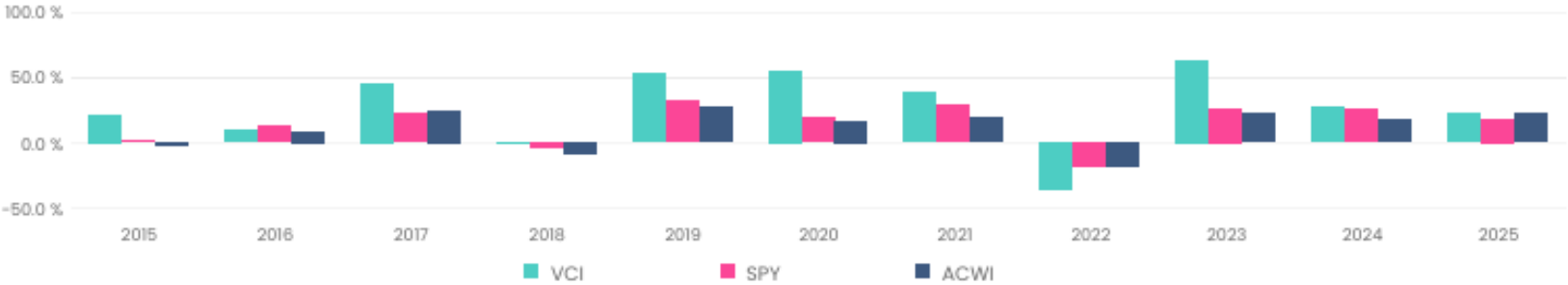
Performance includes backtest data, live data from January 28, 2025

Index risk and return characteristics

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	STD DEV(ANN %)	MAX DRAWDOWN %	DRAWDOWN PERIOD	SHARPE RATIO	SORTINO RATIO
VCI	23.98	39.0	2021-12-27 - 2022-11-03	0.96	1.24
SPY	17.32	33.72	2020-02-19 - 2020-03-23	0.79	0.95
ACWI	16.67	33.53	2020-02-12 - 2020-03-23	0.66	0.79

Calendar year returns



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
VCI	21.27	9.52	45.5	-0.15	52.52	54.87	37.94	-35.71	62.74	27.26	21.5
SPY	1.29	11.99	21.7	-4.56	31.22	18.33	28.72	-18.65	26.18	24.89	17.72
ACWI	-1.98	8.42	24.33	-9.12	26.58	16.35	18.66	-18.81	22.26	17.45	22.42

Index Performance

	3MO %	YTD %	1YR %	3YR (ANN %)	5YR (ANN %)	10YR (ANN %)	ITD (ANN %)
VCI	10.69	3.18	27.61	22.3	15.54	24.47	22.93
SPY	9.35	8.45	24.4	21.32	13.3	15.26	13.69
ACWI	8.01	9.12	24.65	19.9	10.65	12.69	10.97



Index performance does not reflect the deduction of any fees or expenses. Performance is provided on a total-return basis. Historical performance illustrations in the indices may be based on a back-test calculation. Past performance of an index is not a guarantee of future results. This information does not constitute, and should not be considered a substitute for financial, legal, or tax advice

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