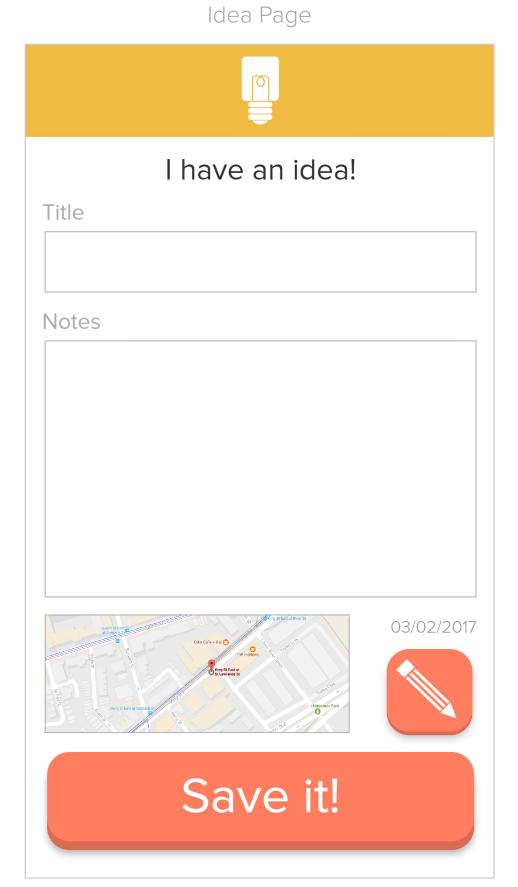
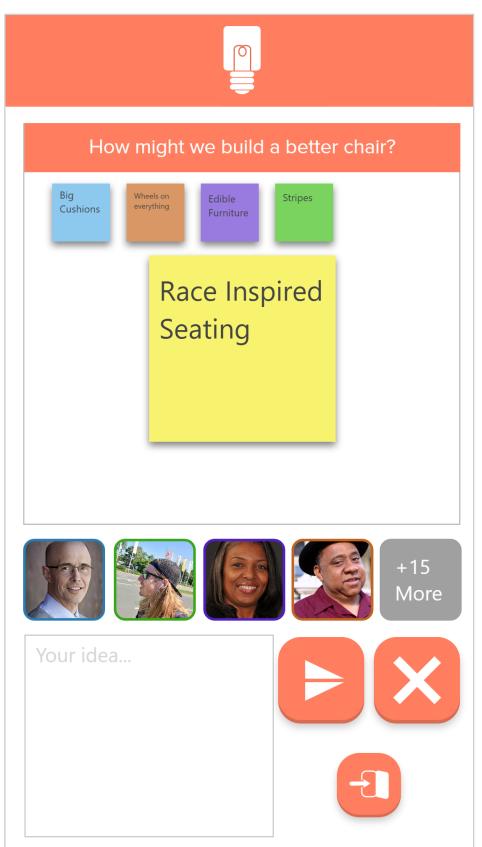
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Brainstorming Page



With the urgency for creativity emerging in all market sectors, there is a need for a true "guide" and helping device for the creative process. The Ideator app aims to introduce the more youthful and tech savvy generation to the concept of brainstorming and provides them with new sources of inspiration.

We've all had times when we've come up with a sudden idea; the Ideator app has an "Idea" page where a user, who may have suddenly come up with a concept, can quickly record the concept with text and/or a drawing while the app simultaneously records the user's current location and date for further reference. This data, coupled with a short voluntary "quiz" afterwards, helps the app decide the best methods and circumstances (based off of other user data) of inspiration for a user.

Finally, the "Brainstorming" page is the first mobile collaborative tool for brainstorming that allows users in real-time to post "sticky-notes" on a board where group members can see and piggy-back off of in their own thinking in order to bring the creative process out of the office and into the mobile world.