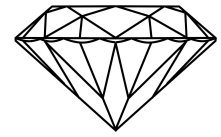


Crystalize

Confidential



Crystalize

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What's it called?

Crystalize

What's the PR headline?

Crystalize is an idea catalyst to help to make good ideas great, and great ideas happen.

What is it?

A mobile app that helps you catalog your ideas and distill them down to make them successful.

Who is it for?

People with ideas: inventors, entrepreneurs, and daydreamers.

What makes it unique?

It's the simplest way to organize and develop your ideas.

How does it work?

It asks you a series of questions to help you develop and validate your idea. When you're done, it compiles a professional looking PDF executive summary to print an email. For a fee you can have the idea confidentially reviewed by a business mentor.

Why are we doing it?

It's a powerful tool for us and others. It helps you stay focused on what's most important when evaluating and executing your idea, and look professional to investors and partners.

How are we promoting it?

Every shared idea has a small reference to our app, so users spread the word organically. Additionally: app review sites, productivity sites, public speaking, and other earned media.

What's the potential size of the market?

300+ million iPhone owners, 80% of which have up-to-date firmware - so about 240 million people.

What are the risks?

We need to evaluate the legal risk of idea submission. Competition from business plan apps, but none have our focus on simplicity and idea development.