

Crystalize

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PR Headline (philosophical):

Make good ideas great... make great ideas happen.

What is it?

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

Who is it for?

People with ideas, inventors, entrepreneurs, daydreamers.

What makes it unlike anything else in the world?

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

How does it work?

It asks you a series of simple questions to help you develop and validate your idea. When you're done, it compiles a professional looking PDF executive summary. Past ideas are archived and can be recalled and edited. Also lets you have your ideas reviewed confidentially.

Why are we doing it?

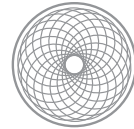
It's a powerful tool for us and others. It helps you stay focused on what's most important when evaluating and executing your idea. Stay focused and answer the right questions. Important for entrepreneurial types. Narrows down your ideas to help you focus on the best ideas. Help you look professional to investors and partners. Take good ideas and make them great. Take great ideas and make them real.

How are we promoting it (earned vs. paid media)?

Win the Miami hackathon, speaking engagement, word of mouth, app review sites, productivity sites.

What would somebody tell a friend?

Usually the idea itself would be shared, and it will include a small amount of branding. This app helped me take my idea to the next level.



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What are the risks, who are your competitors:

Stratpad

Unique UI / Experience:

Very close to apple HIG

Siri like interface

A trusted confidant

What's the total potential size of the market?

300 million + iPhone owners * 80% are on an up to date firmware.

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