



brainstorm ideation tools

Inspiring human creativity, powered by GenAI

World-class ideation
facilitation techniques

+

GenAI-powered
scenario creation

=

40% more, higher
quality ideas

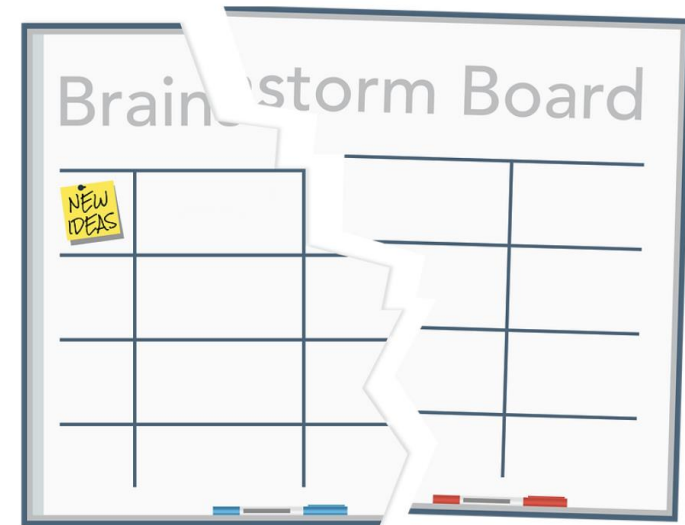
Why use Brainstorm?

Ideation requires
inspiration



however

Collaboration tools ≠
inspiration



To think creatively, we need prompts to get out of our own biases/institutional beliefs

Putting a team in front of a whiteboard for live ideation introduces 5+ biases limiting creativity

Our unique GenAI approach



Most GenAI

Operational Efficiency

Chat bots
Data synthesis
Assisted option filtering

vs.



Our GenAI

Enhance Human Creativity

Challenge beliefs
Prompt lateral thinking
Generate ideas to refine