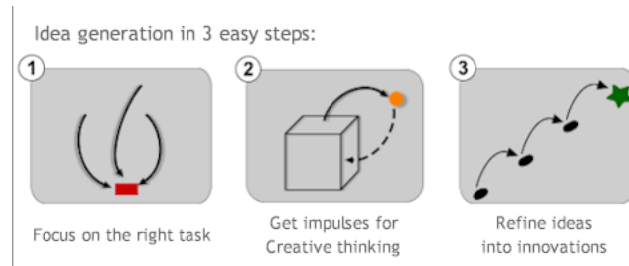


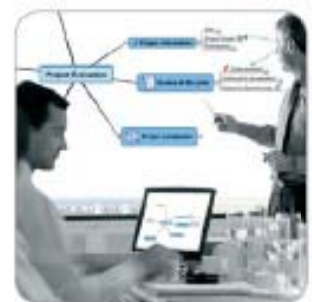
Visual Mind™ Add-In theRealizer

theRealizer for Visual Mind™ is a unique brainstorming software that will inspire and guide you to generate, compare and refine new ideas through a step by step creative process



Formulate an inspiring and challenging work task.

For any successful ideation process we need to ensure we solve the correct problem. It will have to be articulated as a crisp, focused and inspiring question. Regardless of how creative and new the ideas we come up with, if they do not solve the intended problem it is of no value in the present. The way we articulate the work task controls the kind of ideas we will generate. The actual wording of the work task will focus our search for ideas in a specific direction and decide how far “out-of-the-box” we will be able to reach for new ideas. theRealizer software and the **Visual Mind™** suite of tools assist you to come up with many alternative wordings for you to select from.



Brainstorm ideas from our existing experiences.

Initially we have to “unwrap” our mind from existing ideas. These are ideas based on our logical and rational thinking. This will free up our minds for positive creative idea generation. This is equally important if we actually find any idea useful to carry out or not. All the time these ideas have not been offloaded from our minds or written down, they will block our creative thinking capacity.

Use the Creative tools to get NEW ideas.

It requires energy to make new connections in our brains. This is what theRealizer and the **Visual Mind™** suite of tools help you with. Let the tools provoke and energise your thinking to find pattern breaking ideas. Using a couple of the tools to keep energy levels high and the self inspiration flow to continue idea generation. By choice of the most appropriate tool related to our specific work task and situation will guide us through the process.

Comparison and ranking of different kinds of ideas.

Among all of the ideas we generate, we may have generated hundreds, we still know there are “stars” but it is such a tedious process to work through these without tools to help. By using the specially designed selection tools and functions within theRealizer and the **Visual Mind™** suite of tools you will find diagram tools, checklists and scorecards to measure different characteristics for the idea’s creative and competitive potential.

Build the ideas total market value.

New and pattern breaking ideas are not ready for use as they are initially “born”. This is where we need to refine our ideas, focusing on their usability and competitive potential. There are creative filters to pass and filters based on our market knowledge. Included within theRealizer is such a tool that will allow us to refine and assist the process to help build each idea’s market value and develop it for launch.

theRealizer is software for Idea Generation

- **Lateral Thinking**

Tools and methods are based on the principals for lateral thinking.

- **Step-by-Step Guide**

theRealizer guides you through easy to follow steps to make a success of the creative process. The ability to jump between different steps: Working on the Challenge, Generating ideas, Refining and selcting ideas or search for complementary ideas in the idea bank.



- **Creative Tools**

For each step in the process you have tools and you can switch between tools still working on the same challenge and it's related ideas.

- **Impulses**

Apply the +100 creavity provocations to your challenges to get really new thoughts and ideas to challenges.

- **Prioritise.**

Interactively drag ideas to prioritise and compare them based on criterias.

- **Refinement of Ideas**

Add structure to sort and refine the ideas to make it easy to decide which ideas to go ahead and realise.

- **Warm-up**

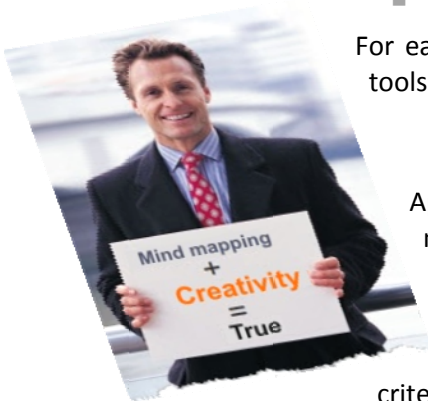
Use tools to get started and inspired. theRealizer will put you in a creative thinking-mode supplementing your logical and rational thinking with creative and pattern-breaking thinking.

- **Reuse Ideas**

Ideas are stored in Visual Mind™ maps and saved in a real time searchable ideas bank, giving project and management teams easy access to previously generated ideas. Using the integrated suite of tools available with theRealizer and Visual Mind™ opens many dimensions to enhance your ideas and philosophies generated.

- **Visual Mind™ and Visual Mind™ Server**

Use Visual Mind™ integrated suite of tools and Add-ins that facilitates clustering, filtering and enhancing of top priority ideas and set project and management task information.



“Visual Mind™ the powerful interactive Mind Mapping tool”



Realize