



ideation



voting



concept
outlines



forness[®]
response



naming



E-DEATION[®] SERVICES

COMBATING CONFORMITY BIAS, ONE IDEA AT A TIME

From idea co-creation and generation, to voting and collaborative concept development, everything about *e-deation*[®] services was built to overcome innovation-busting Conformity Bias:

- **It captures anonymous ideas from anyone on your team** (anywhere they work), in real-time—removing the creativity-killing inclination to self-edit.
- **It randomizes the order of ideas during voting**, so no two ballots are exactly alike. This eliminates voting fatigue for those just-under-the-wire ideas.
- **It assists users with creating concept outlines**, so the ideas that ignited genuine excitement stay alive—while also providing a place to see what other concept creators are building—so no good idea is left behind.



ideation

IDEATION

By co-creating with consumers, teams open themselves up to fresh ideas and insights that they can see—and build on immediately. Unlike some online whiteboard platforms with more complicated designs and high-learning curves, *e-deation*[®] service's focus on interactive, instant idea generation is as simple as log-on-and-start-ideating.



VOTING

Once ideation is complete, this database-driven system converts the log of ideas to a click-vote format—allowing for easy reviewing and voting. You can even take notes on specific ideas for easy reference.



FORNESS® RESPONSE

By embedding our foundational Forness® thinking within the site, we help remind everyone to focus on all the valuable (and exciting) elements in each idea, and then apply them towards concept outlines.



CONCEPT OUTLINES

Building initial concept outlines individually and directly within the *e-deation*® website helps keep the original excitement of a great idea close at-hand—and helps alleviate the "watering-down" of novel ideas to more commonplace ones.



NAMING

Successful naming requires quantity. "Quantity x Quantity" in some instances. *e-deation*® services makes it easy to generate possibilities, sort, vote (and repeat) to get the best set of names possible for further investigation and vetting.

TESTIMONIAL

"Ideas To Go was instrumental in helping our company quickly, efficiently, and cost-effectively vet a wide range of internally-generated concepts and ideas with their consumer network. ITG then worked with us to incorporate that consumer input and refine our concepts—readying them for a quantitative concept screen test. The concepts tested quite well, and we are preparing two of them for market launches."

David Burrows—VP and Chief Marketing Officer, REDCO FOODS