

IDEAPLANT

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石井力重

We make tool

- Process of creative thinking
- It is very personal work
- Many people want to make new idea for profit
- So we study C.T. method from Univ, people, book
- And we develop assist tool of C.T.

Idea Pop-up Cards

- It made from TRIZ theory
- TRIZ is 40 patterns of innovative thinking
- We minimize it
- And we design pict
- Global companies use it —hevy industry T,P,I

Story making cards

- It is jananese only
- 49 cards assist Comics author
- 2way
 - monogatari genkei ron
 - kankei no henka

Brainstorming tools

- Card game
- Guidgrid whiteboard
- For biz,child,koujinoukinoushougaisha

Ideaworkshop

- Open event
- Training in company
- Making many ideas of special object

Consulting

- Expert want to know how he make ideas
- It is very personal work
- So we hear and find his basic process
- We simplify it
- He teach the way of ideation when he want
- But center of value is saving himself.

Mission

- We assist creative leader
- By making tool(analog,degital) and method