



BIG IDEA AI[®]

AI CREATIVITY &
INNOVATION TRAINING

The background is a solid gold color. It features several decorative elements: a white wavy line on the left side; a white starburst shape at the top center; a white circle at the top right; a white wavy line on the right side; a white starburst shape at the bottom left; a dark blue starburst shape at the bottom center; and a white circle at the bottom right.

**"AI will be the catalyst for the next
wave of human innovation."**

— Tim O'Reilly

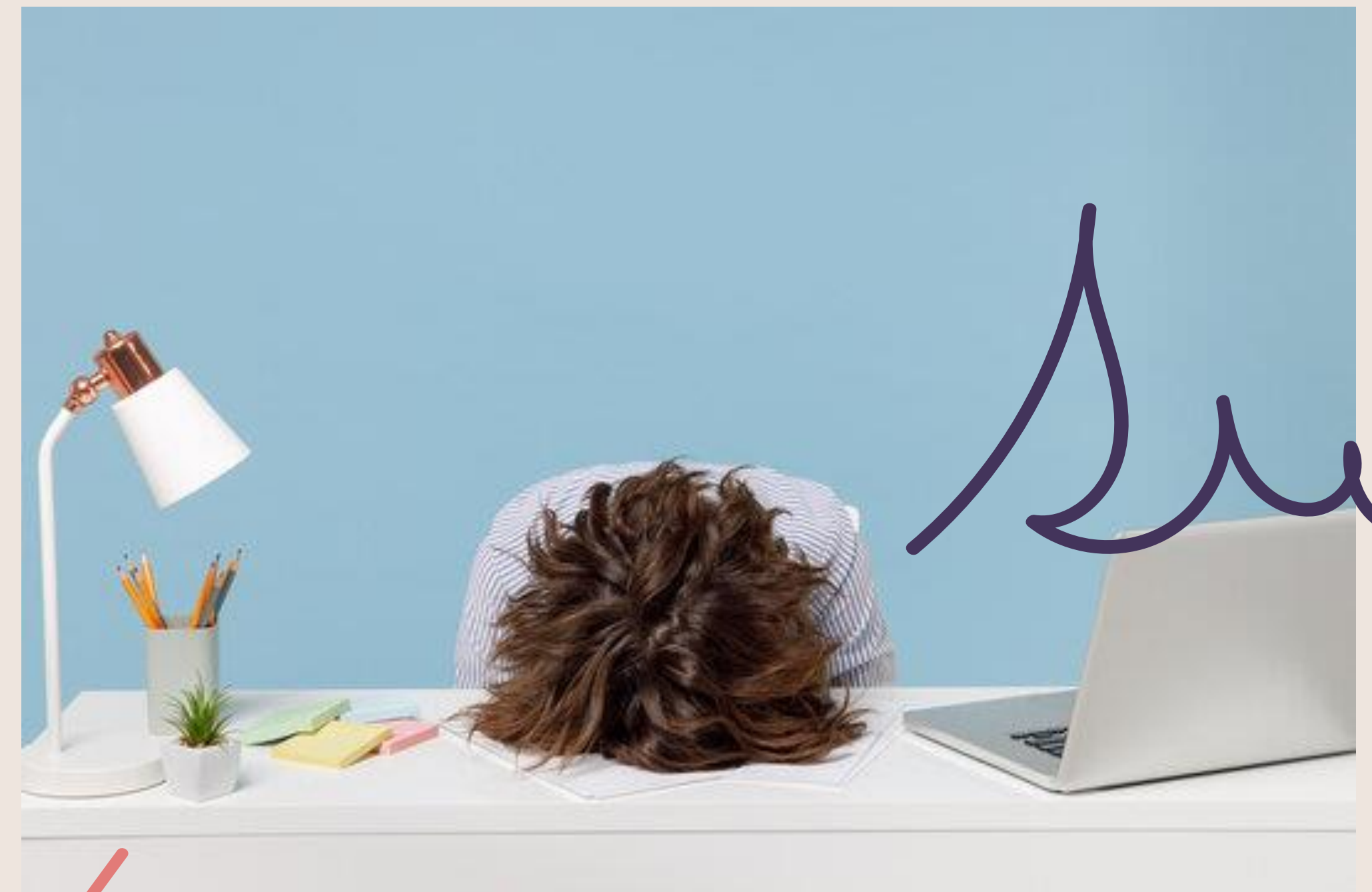
Open Secret?

Want to know the 'open secret' of corporate training?

'Love it – Leave it'

People love training... but, it's soooooo hard to maintain back at the desk that most people leave it.

Sound familiar?! It is to us. In the past 20+ years we've trained thousands of people in all areas of creativity and innovation. STICKYNESS was our biggest challenge! So, we did something about it...



AI Powered Creativity

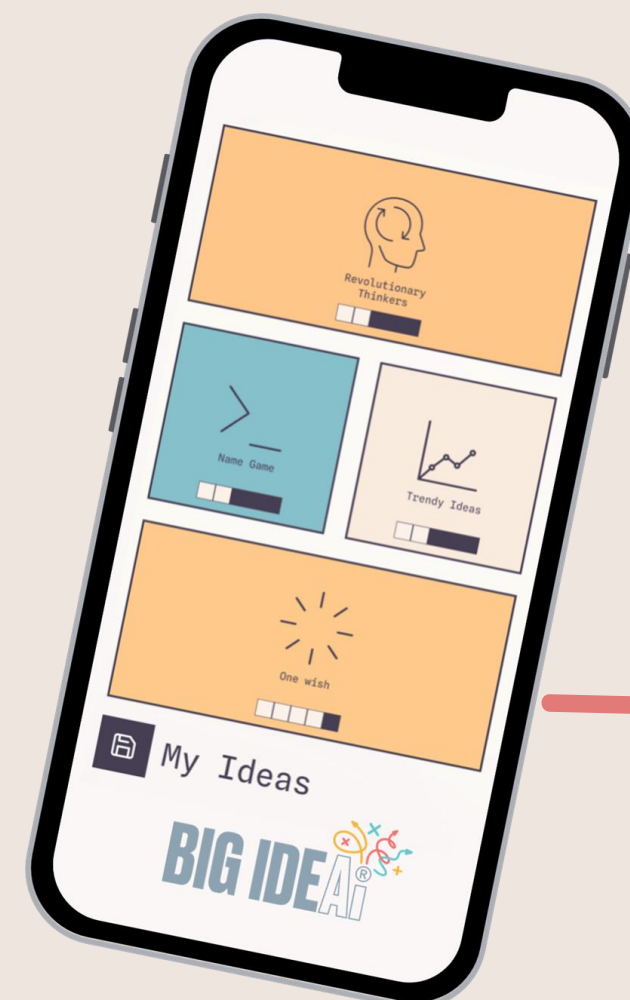
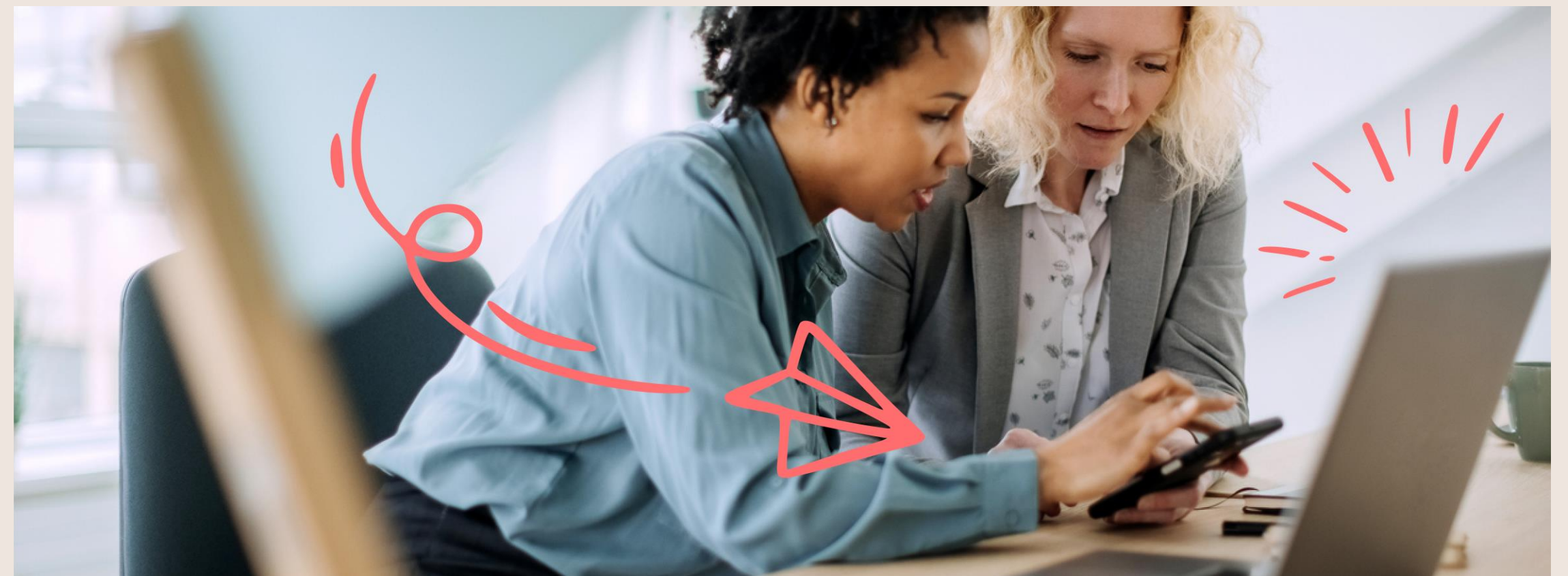
We uniquely combine world class training with AI technology via the BIG IDEAi App.

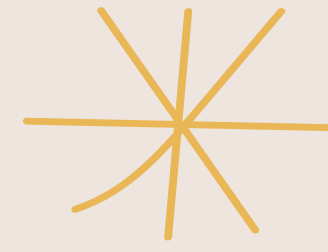
Empowering people with a powerful tool that makes everyday creativity convenient, easy and fun.

Reinforcing learning, amplifying success.

It puts 10,000 ideas in your pocket.

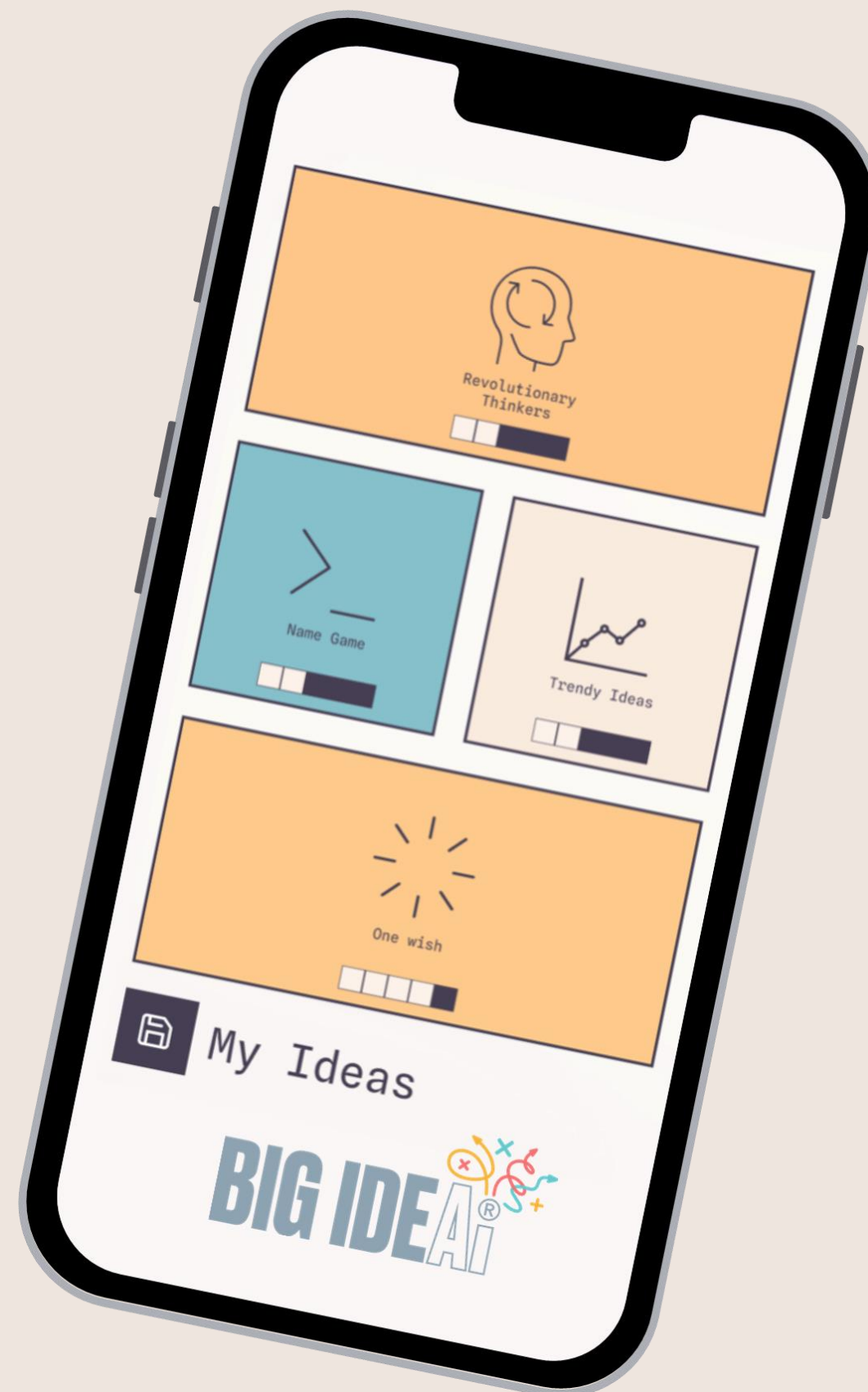
It makes creativity **STICKY**.





The World's **BEST** Brainstorm App

(Check it out at www.bigideai.com)

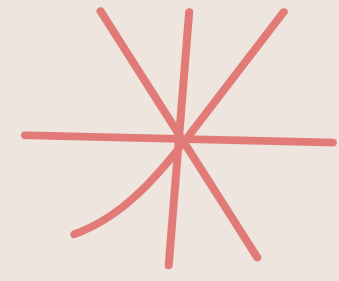


Quality. Quantity. Speed

Anytime. Anyplace. Anywhere

BIG IDEAi[®]

Who we are

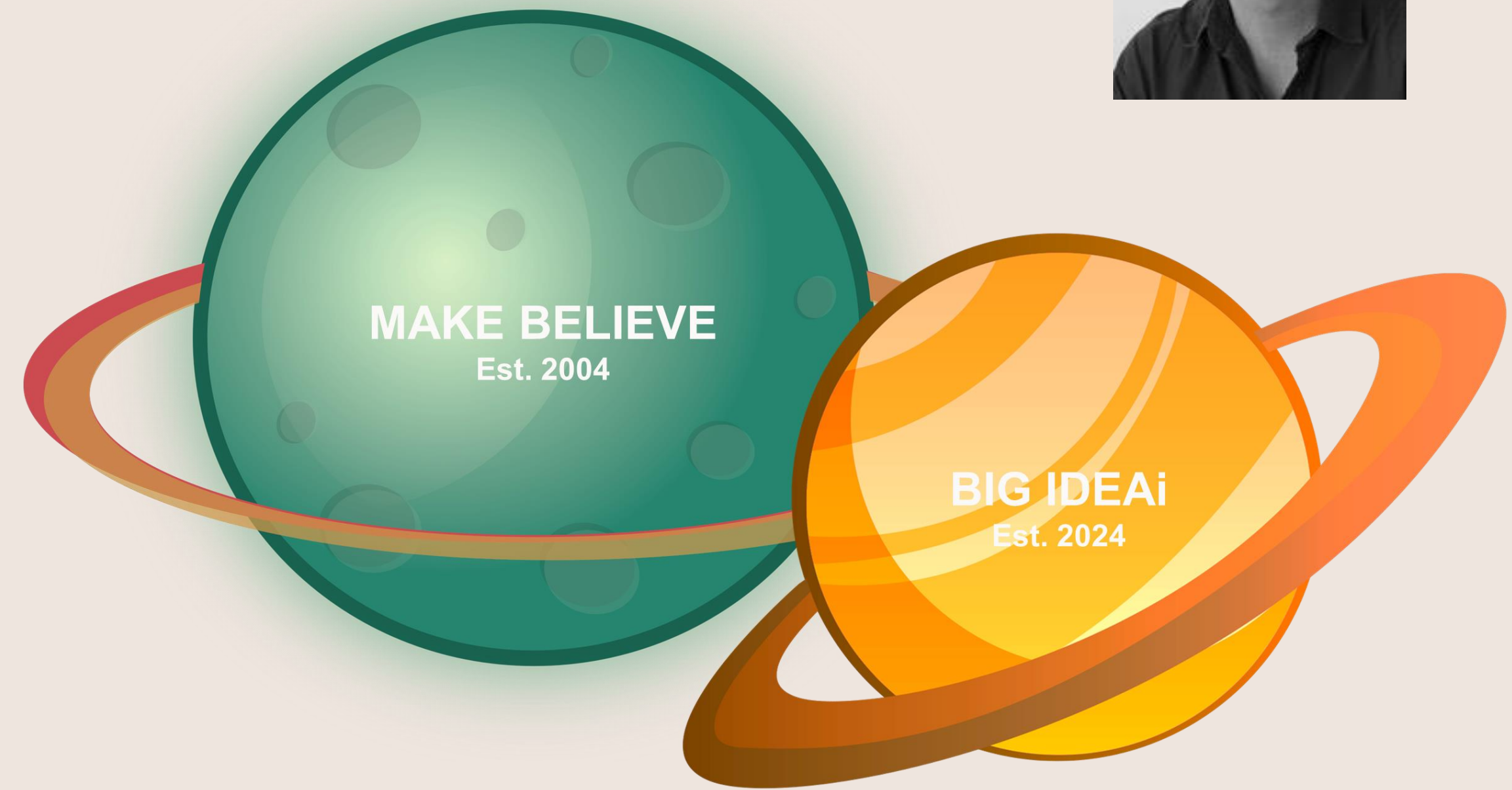


Tech-led innovation agency with first-hand experience of launching AI products and services (unlike many other agencies).

We believe humans are central to creativity and innovation. BUT... AI represents a 'Once in a generation' opportunity to upgrade skills and tools.

Our mission is to empower clients with the vision, strategy, skills and tools to accelerate in the turn.

As a sister agency to Make Believe we bring over 20+ years of experience innovating with the world's leading clients (and a few grey hairs to prove it).



The Elephant in the room?

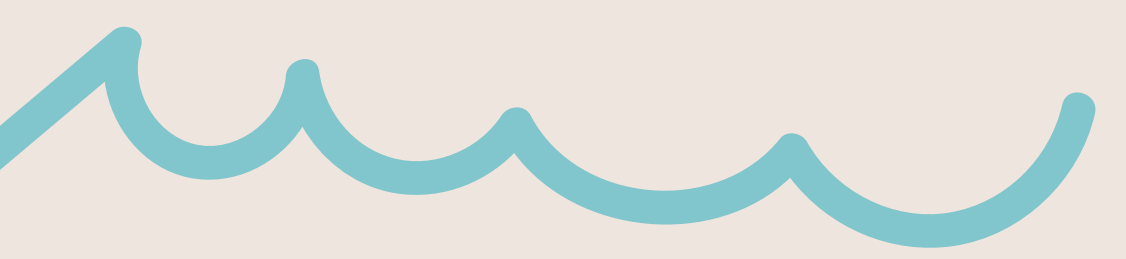
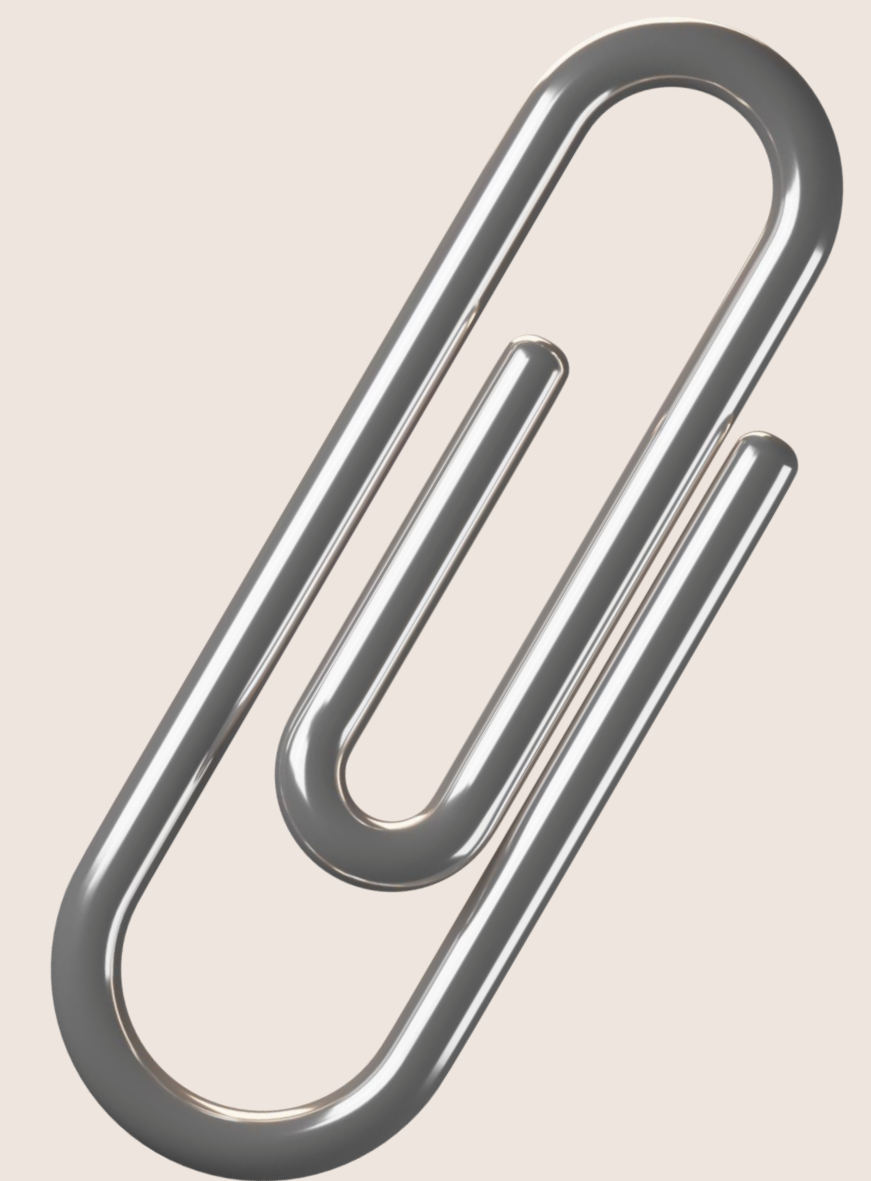
AI will NOT replace human creativity

BUT...

The future is augmented - we must learn to 'Surf with AI'

This begins with capability and training...





FUN CREATIVE CHALLENGE?!

Think of as many creative uses for a paperclip as you can in 30 seconds.

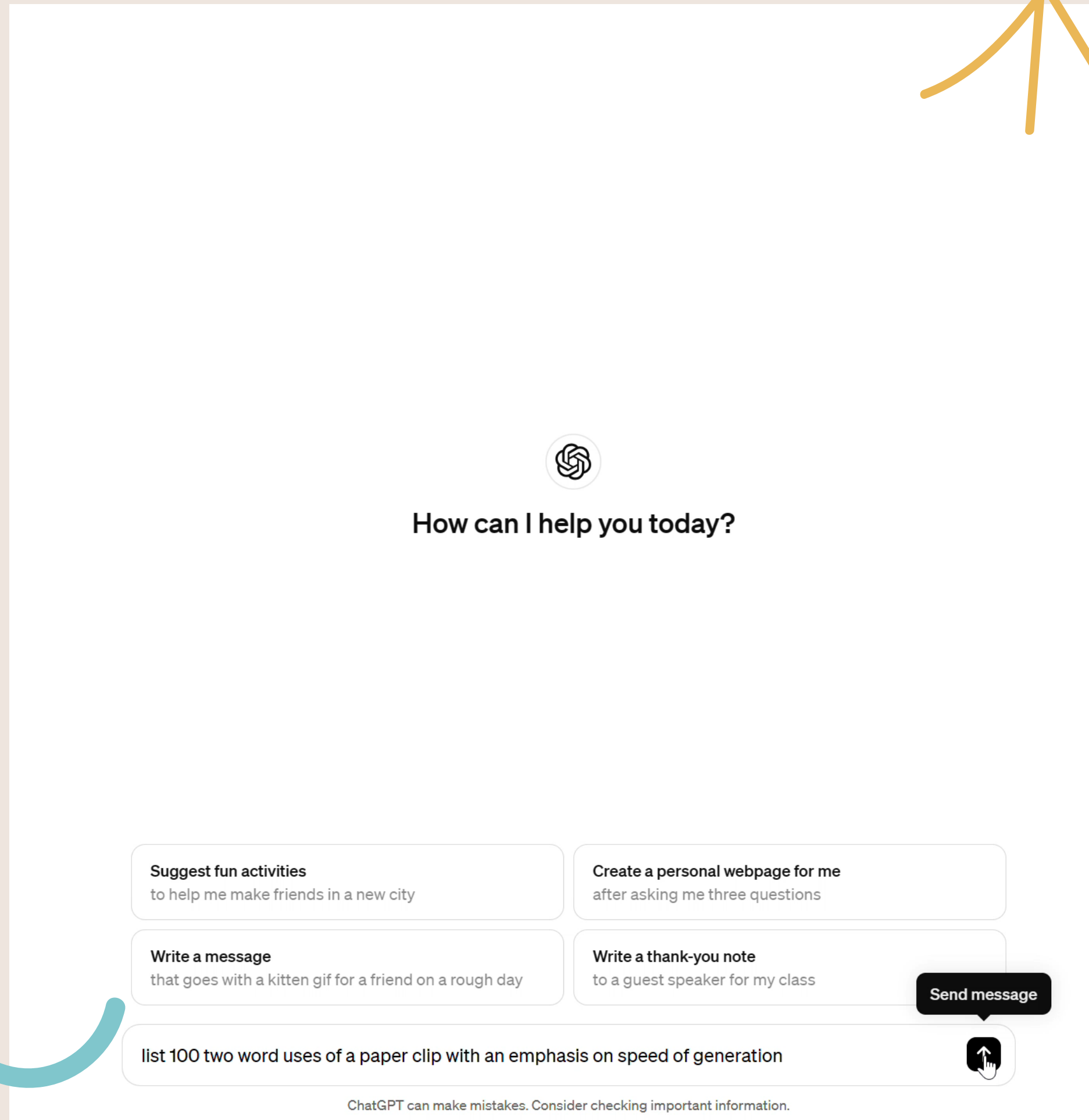
No wrong answers.

GO!



Human average score : 5

Human record score : 16



FUN CREATIVE CHALLENGE?!

Think of as many creative uses for a paperclip as you can in 30 seconds.

No wrong answers.

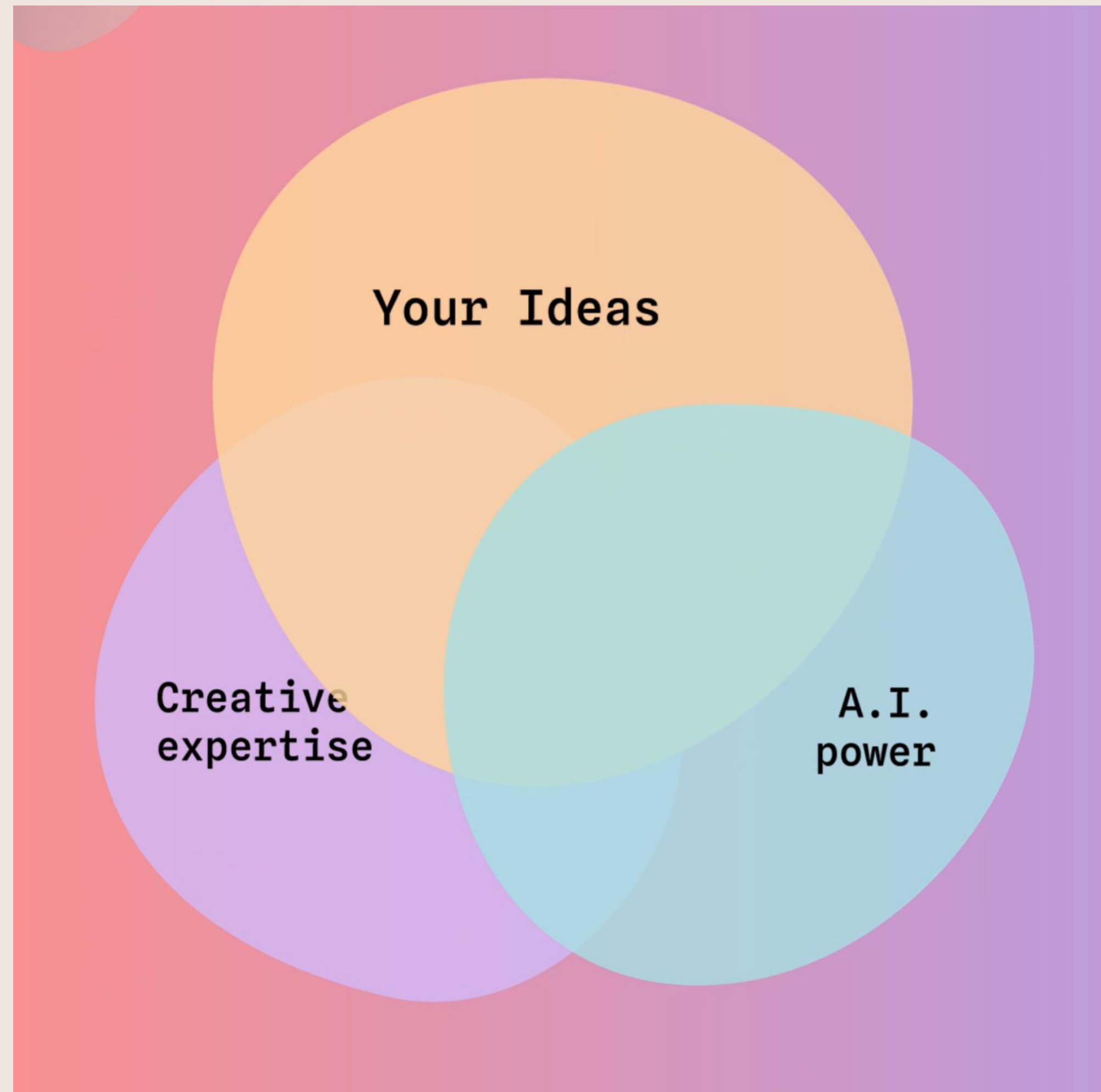
GO!

Human average score : 5

Human record score : 16

Augmented score: **100+**
(every c15 seconds!)

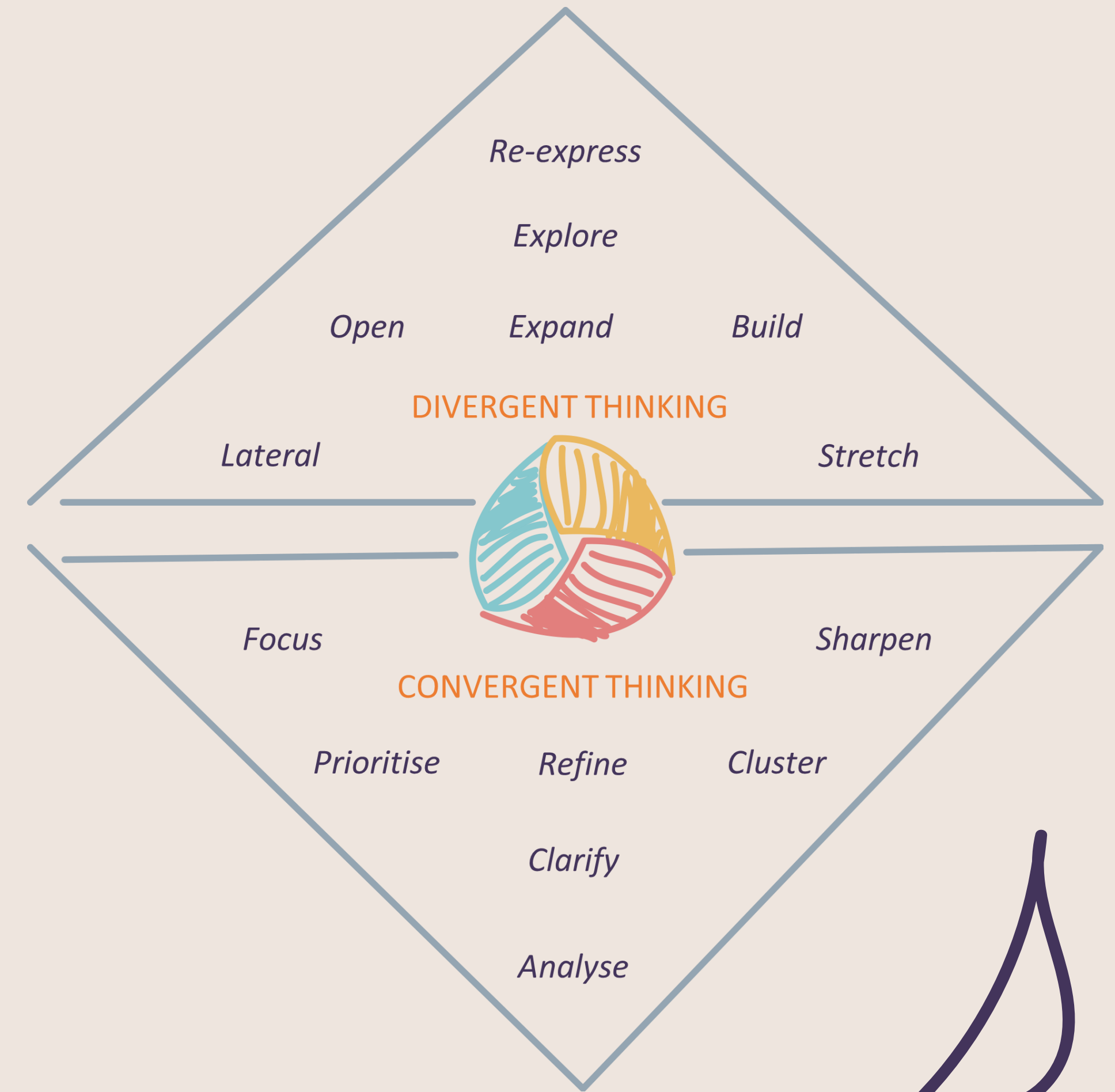
New Creative Intelligence



AI Acceleration

AI is accelerating changes in creativity and innovation that are already in play for most clients:

Process	>	Agility
Linear	>	Dynamic
Centralized	>	Distributed
Human	>	Augmented
Reactive	>	Proactive
Closed	>	Open
Isolated	>	Integrated
Vertical	>	Flat
Iterative	>	LIVE!



Training/Capability

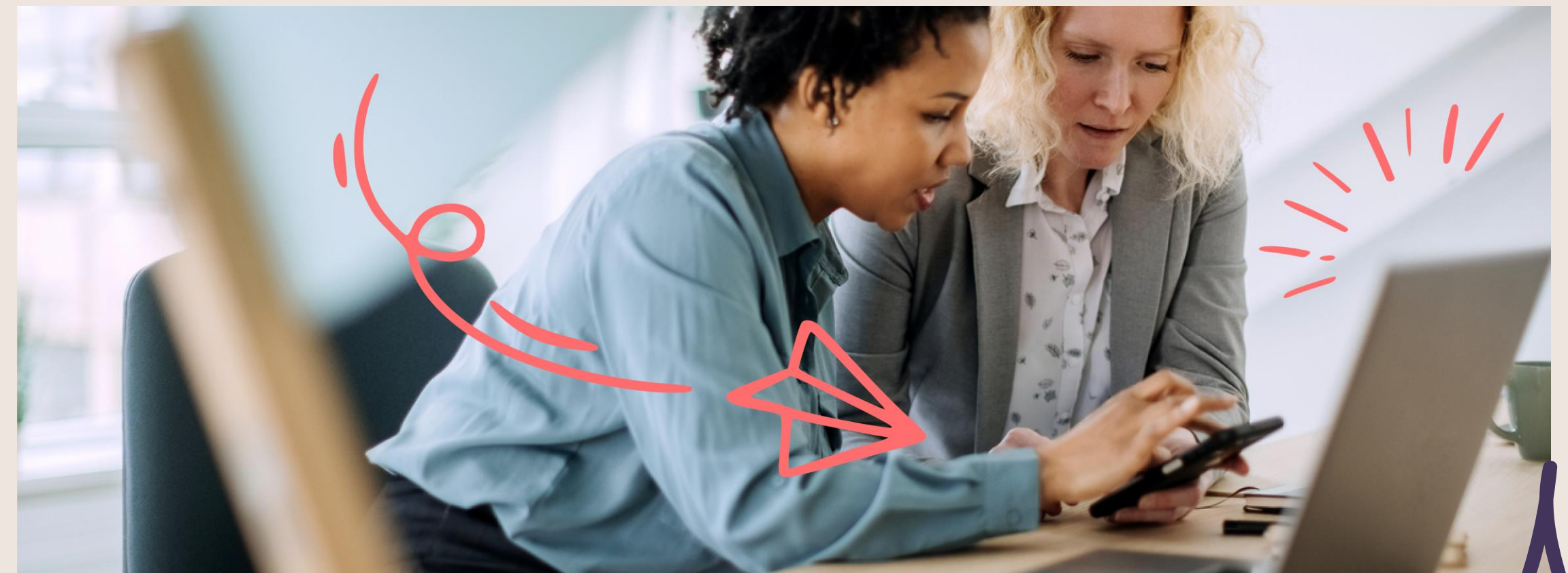
It's never been more important to upgrade creativity skills and toolkits. We offer a menu of training options (inclusive of student app subscription).

Intro/Overview – Drop in 30 mins sessions

Live / Virtual training – Bespoke 2hrs sessions

Challenge focus – Bespoke live 2hrs sessions

Your App – Bespoke app design/ training sessions



Course content

Typical training content (different degrees):

Creativity & Innovation

- AI Era Implications
- New Innovation Engine/Ecosystem
- Organisation/Team/Personal Opportunities

Creative Skills

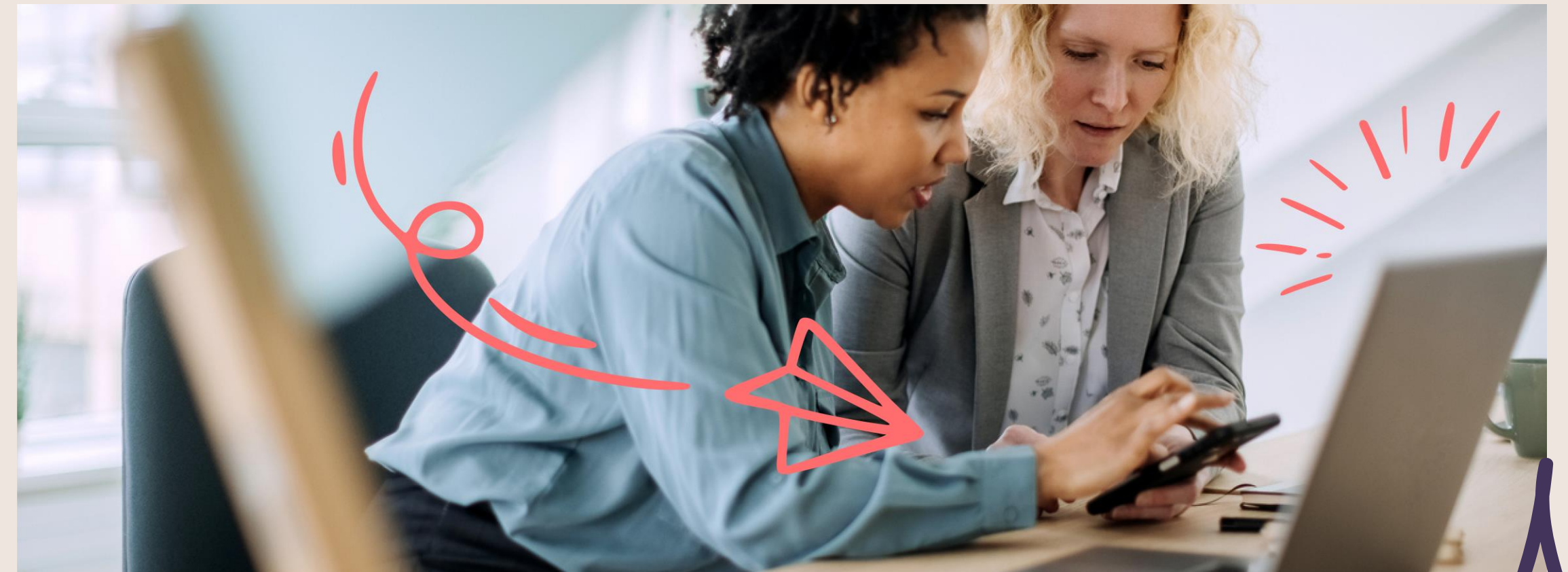
- Insight Skills/Tools
- Ideation Skills./Tools
- Invest Biz Model Skills/Tools

Creative Behaviours

- Habits and Culture

Creative App

- Usage/Output/Support



BIG IDEAi App

The world's best brainstorm partner.

Pro Tools – 25+ years consulting experience

Canvas Format - Stimulus rich, multi-sensory and fun.

Flexible start - Insight + Idea + Invent canvases.

WOW Outputs – Stunning visualised prototypes

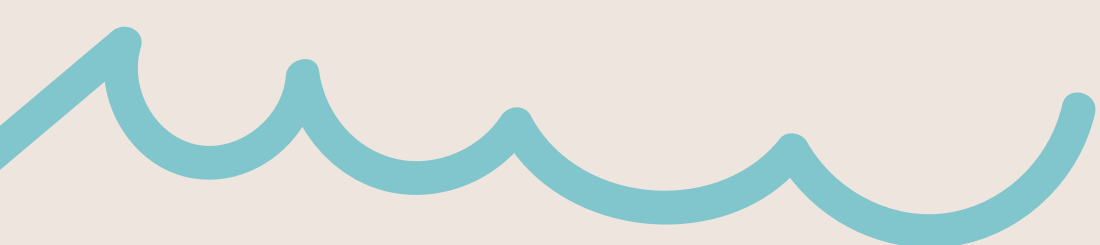
Easy share – Multiple outputs in one click

The innovation agency in your pocket.



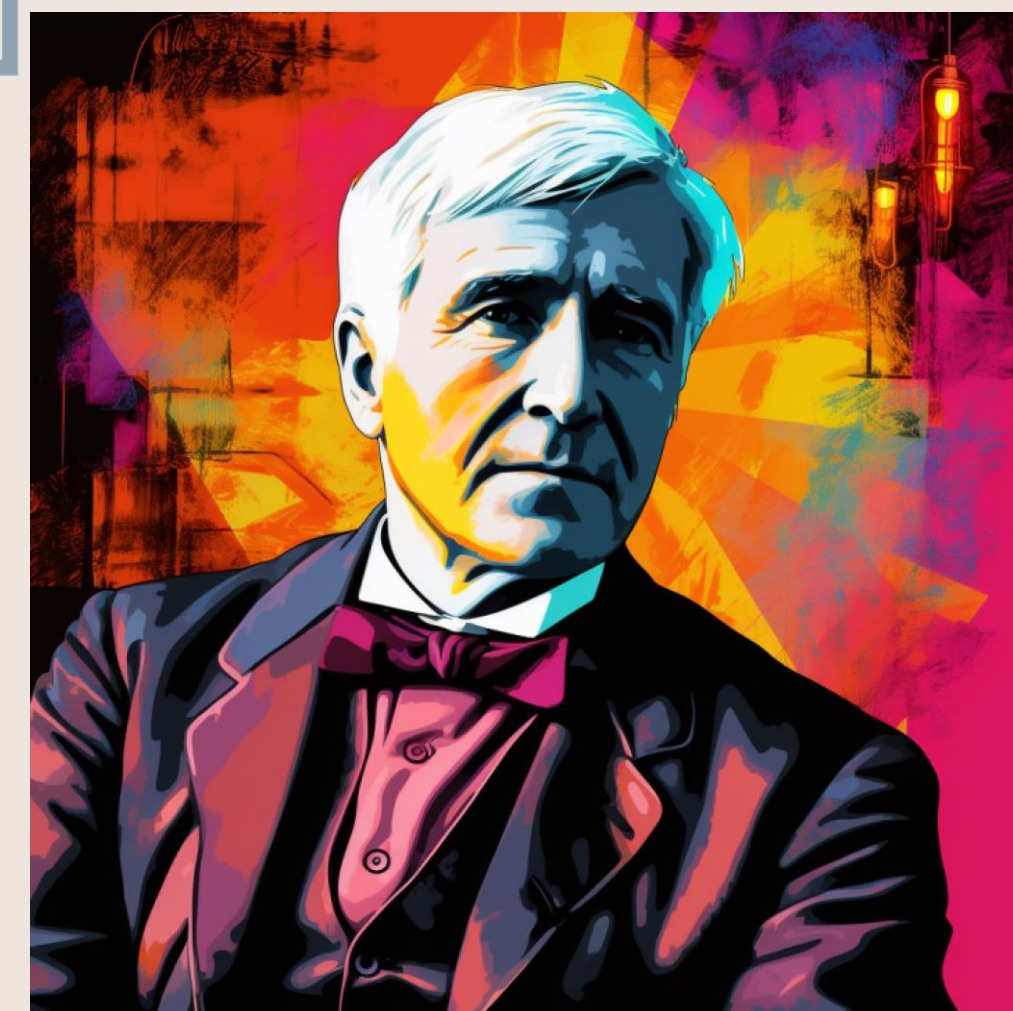
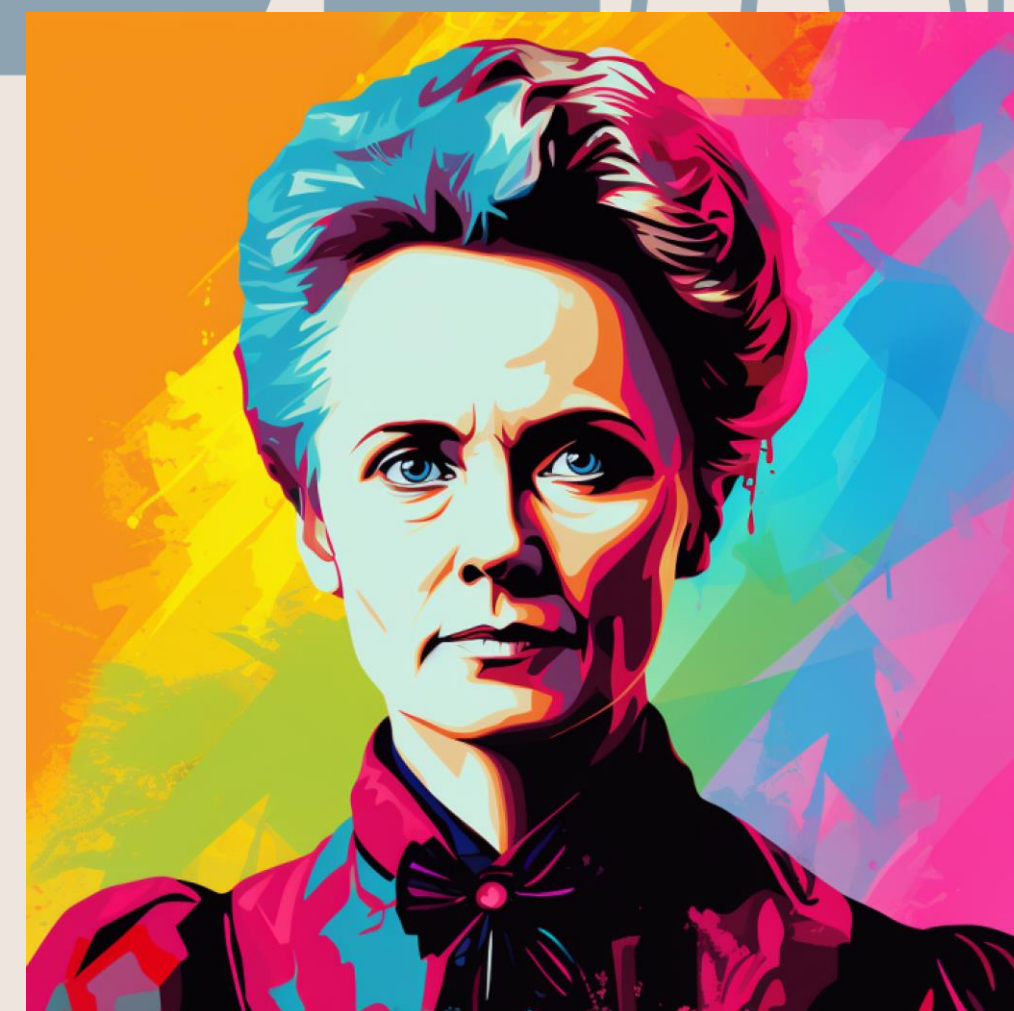
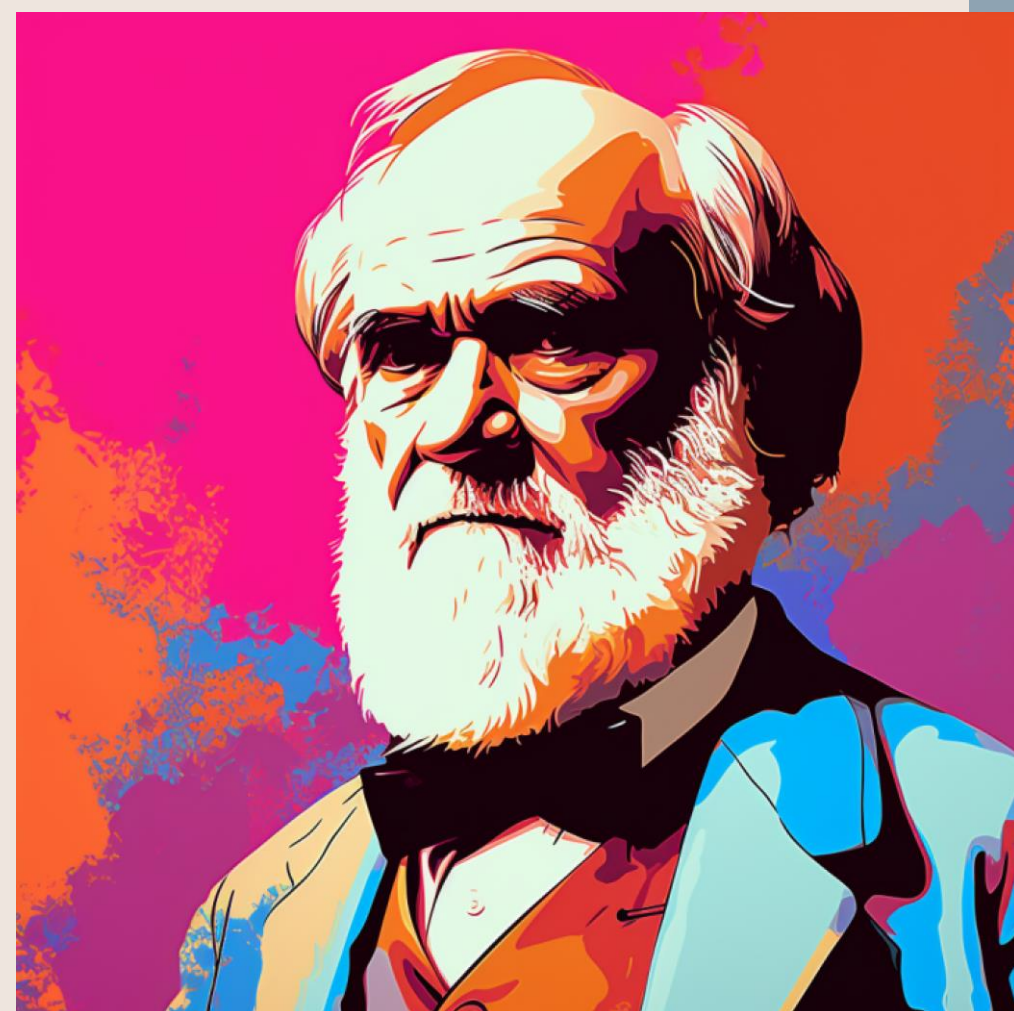
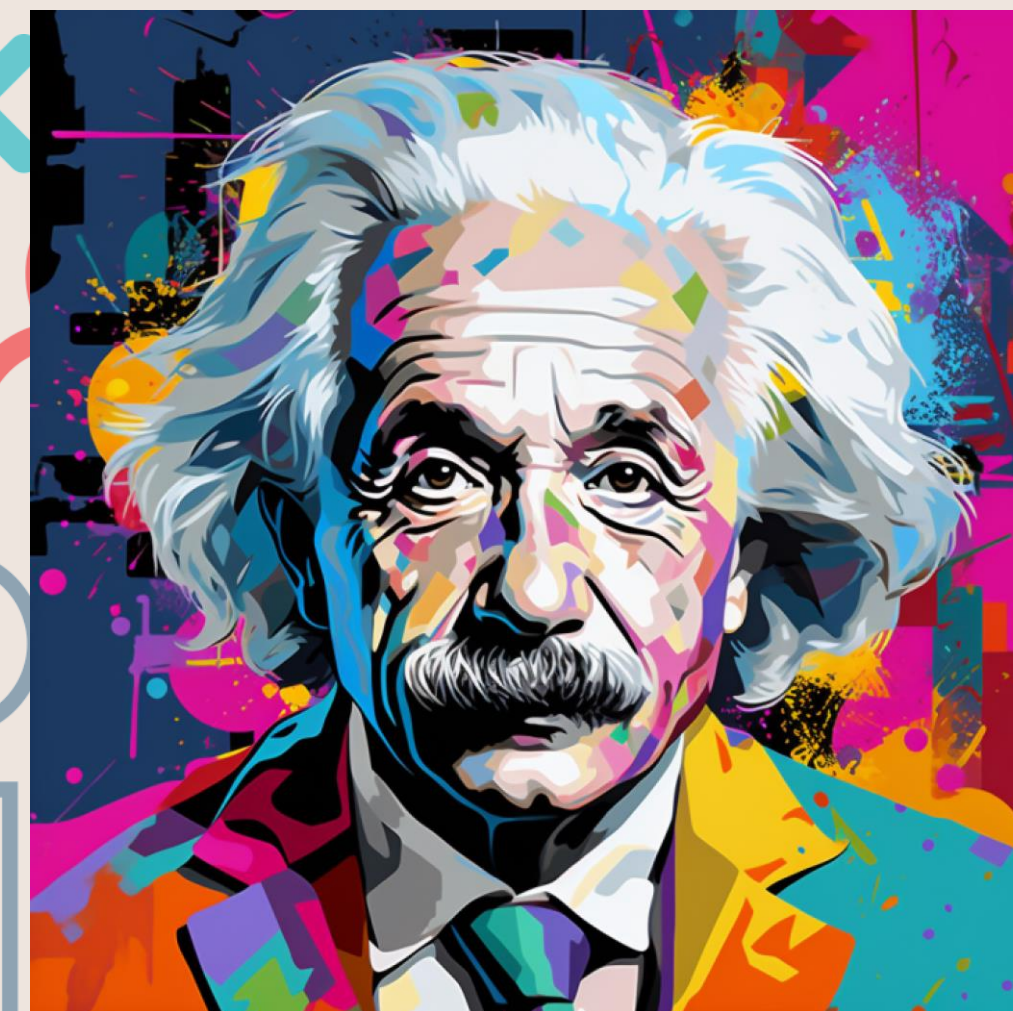
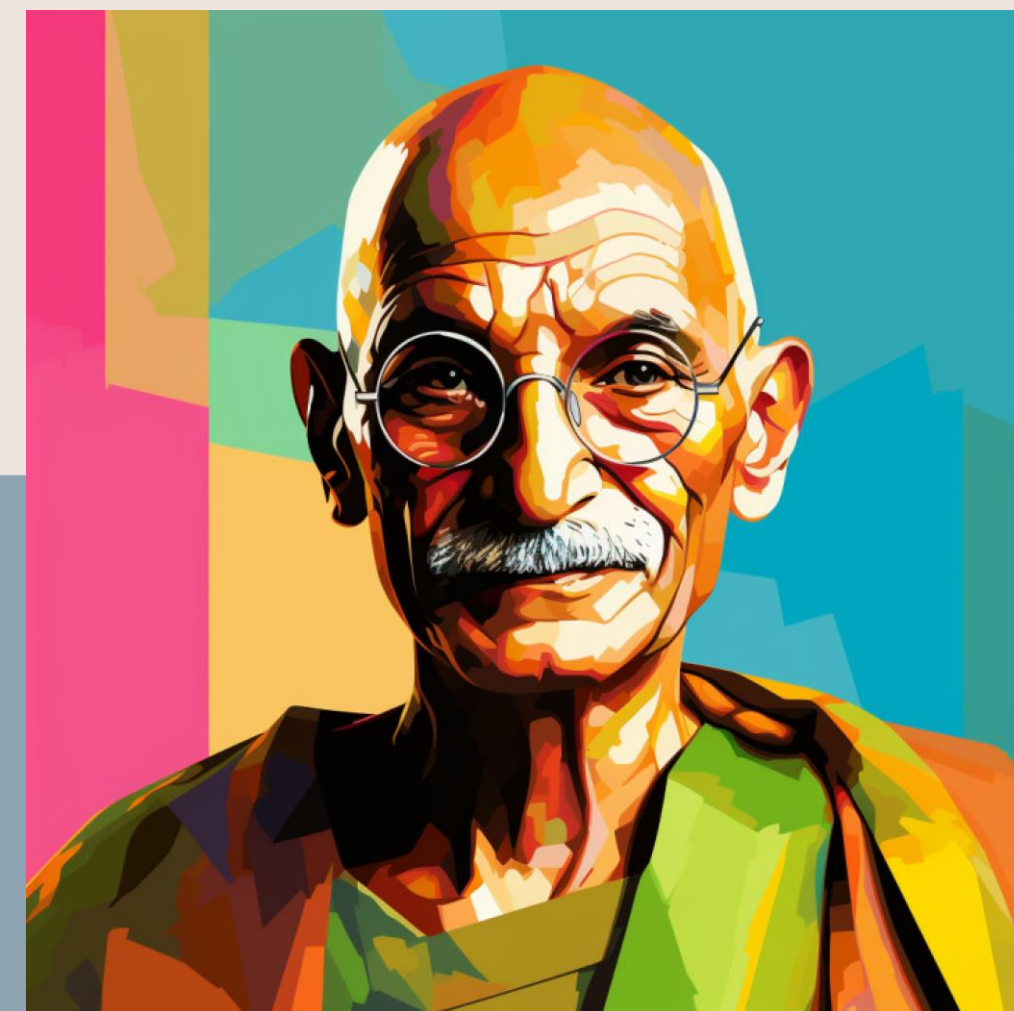
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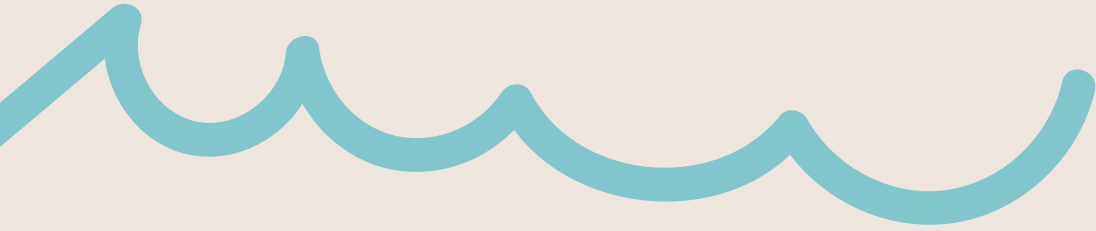
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Two minds are better than one...



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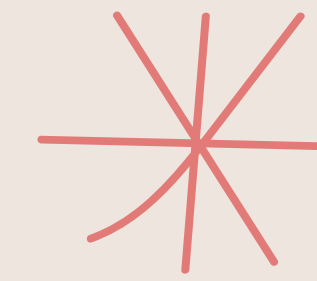
Let's connect...

We're helping some of the world's most exciting companies lead with AI Creativity & Innovation. .

Including leaders in Food, Beverage, Healthcare, Technology and Charity sectors.

If you're looking to build on your creativity & innovation skills and toolkit...

We'd love to talk.



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US Lead
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Thank you!

Check out our website for
more content:

www.BIGIDEAi.com