

To brainstorm, make sure you have tenacity...

Idea Generation

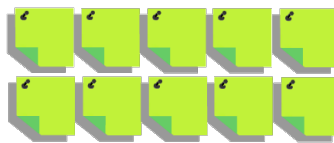
The Inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. Edison and his team tested more than 3,000 designs for bulbs between 1878 and 1880. In November 1879, he filed a patent for an electric lamp with a carbon filament. Though he was often ridiculed, Thomas Edison, made over ten thousand attempts before finally demonstrating the world's first working light bulb 1879. He was asked by a reporter, "How did it feel to fail 10,000 times?" Edison replied, "I didn't fail 10,000 times. The light bulb was an invention with 10,000 steps."

tenacity

Idea Generating



x10 Some basic & common ideas



x100 Many basic & common ideas
Some interesting ideas
Some useful ideas



x1000 Many basic & common ideas
Many interesting ideas
Many useful ideas
Some original ideas
Some extraordinary ideas

During brainstorming you need a mindset of "tenacity" to generate many ideas quickly and masterfully.

In between the mundane, the common and the everyday lurks a universe of undiscovered possibilities. In the Brainstormgym, you'll find it easy to generate a multitude of excellent alternatives for solving your problem. Come navigate the unexplored and accelerate your thinking in the BrainstormGym.