



Dream Up
Continuous Ideation
Platform

From Seed Strategy

Collect a constant
stream of fresh ideas from
a network of minds.



Seed's Dream Up gathers and inspires a diverse online audience to continuously co-create new, business-changing ideas.

WHY IT WORKS



Global Reach— Without the Travel

Our intuitive online platform creates a rich and vibrant ideation environment with global reach, all at your fingertips.



Flexible Recruit

Dream Up can accommodate any audience, whether that's consumers, category experts, an internal panel from your organization—or a combination of the above—to suit your business needs.



Dynamic Co-Creation

Relevant, thought-provoking stimuli and creative prompts are custom-crafted to push participant thinking beyond the expected into untapped areas, rich for ideation.



Break Barriers, Break Through

Our unique ideation interface was built with human psychology in mind, creating a “safe space” for free thinking and uninhibited experimentation—thereby inspiring participation from those who might be hesitant in traditional ideation environments, and nurturing ideas to grow from fleeting to game-changing.



Versatile and Efficient

Designed to run continuously or periodically, each Dream Up session can be as long-term or quick-turn as you'd like—making it the perfect ideation solution to plug into any stage of your innovation process.

HOW IT WORKS

Collect & Evaluate

Participants respond to creative prompts + submit their own ideas, then choose which ideas move forward.

Build & Improve

Select ideas are discussed and built upon in the online platform.

Vet & Select

Ideas are vetted with consumers and your team for viability and passion to pursue.

Want to learn more? Contact us @ 859-594-GROW (4769)

Seed Strategy
Where clarity grows.®