



**IDEA**

IDEA Corporation is a strategic-creative consultancy offering  
**DISCOVERY DESIGN ENGINEERING ANIMATION MANUFACTURING SUPPORT**

## DESIGN WITHOUT BORDERS



**Our world class offshore creative teams expand our client's development budgets, accelerate their project timelines, and synchronize their innovation and business processes to improve product time-to-market.**

## **SAN FRANCISCO**

**Our corporate headquarters, home to our executive team, design leaders and program managers.**



## **AHMEDABAD**

**Our creative engine, with over 100 experts working in market research, industrial design, engineering and animation, develops products better, faster and cost-efficiently.**

**WE THINK, SEE, ACT**

**Recognizing opportunity - Visualizing possibilities - translating vision into reality.**



**receive  
review  
realize  
resolve**

**We've gathered top-notch talent from diverse global companies and recruited from the most prestigious learning institutions worldwide, including; Indian Institute of Technology and the National Institute of Design.**

## INNOVATION

**We employ an in-depth process of discovery and technology assessment to gain the insight needed to solve client challenges. Our expert managers stateside oversee the entire development cycle, thus aligning your innovation schedule with business goals to ensure on time solutions.**



## DESIGN

**We take holistic approach to the design and development process with a powerful creative engine. We break the restraints of conventional thinking and focus our imaginative solutions via market research, strategic positioning, brand cognition and pure creative vision.**

## ENGINEERING

**Our engineers work hand-in-hand with our industrial designers to quickly bridge the gap between concept and production-ready reality. IDEA has assembled an extensive group of approved manufacturers in India and China, allowing us to oversee first-article and pre-production sampling.**



## ANIMATION

**We bring products to life with realistic animated imagery, illustrating the experience, story, function, benefits and features of our designs to achieve a lasting impression with consumers.**



## EXPANDING YOUR MARKET SHARE WITH CREATIVE PROCESSES



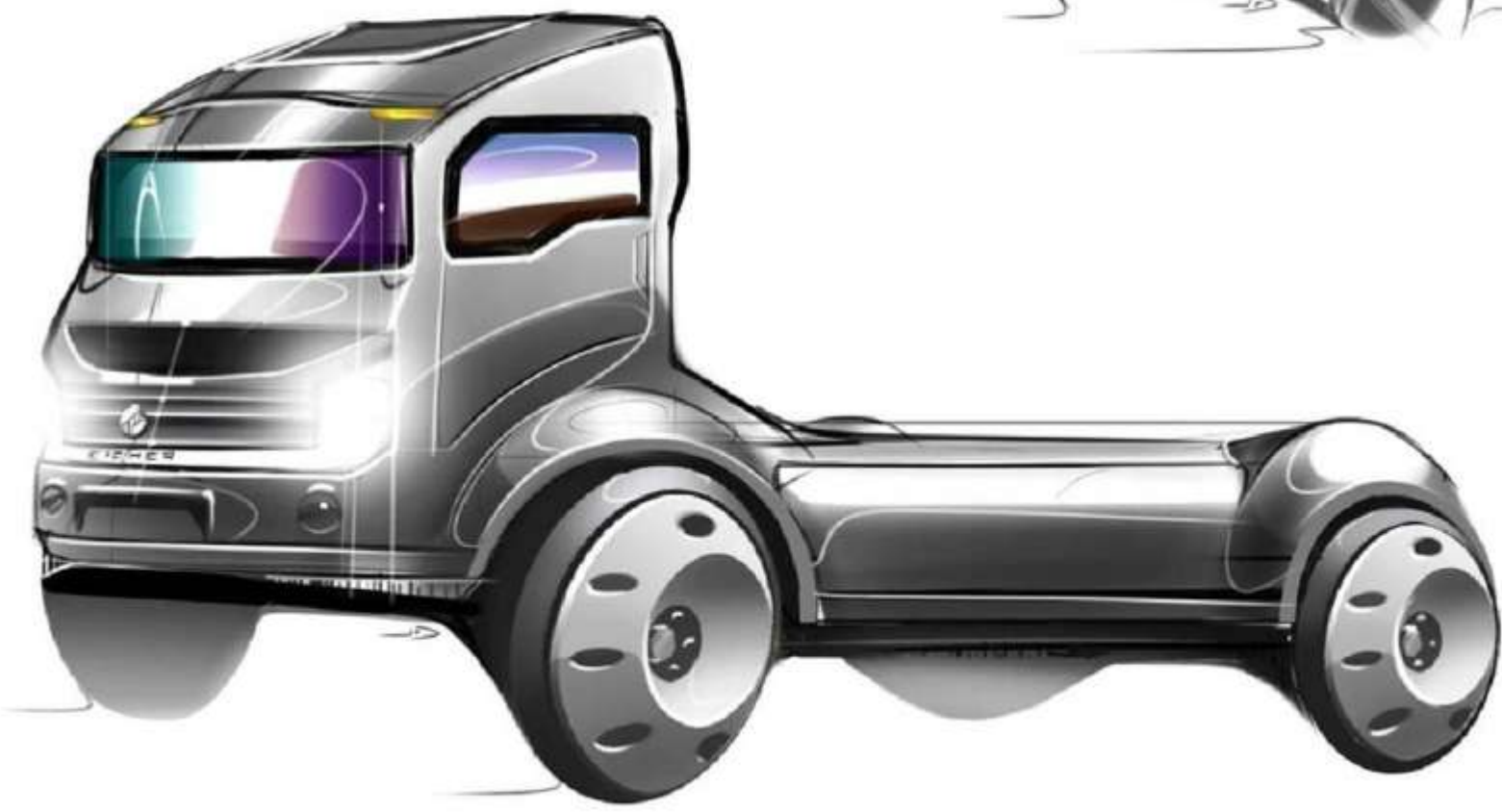
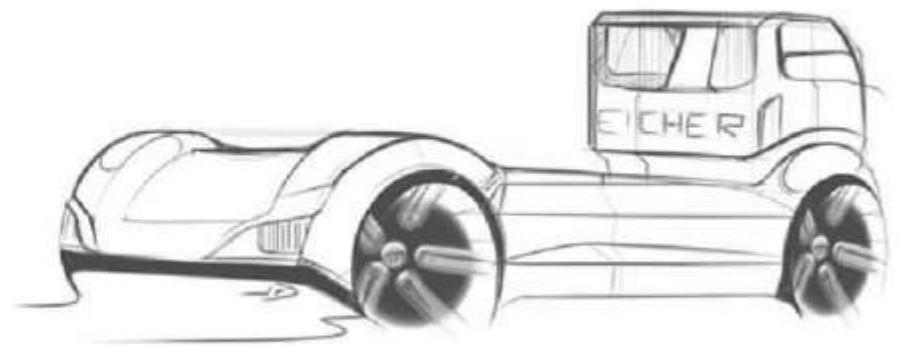
**IDEA's creative solutions are at par with those of top global creative-design firms.  
We fundamentally believe in extraordinary work for companies that want extraordinary products.**

TRANSPORTATION DESIGN

*our attaché*



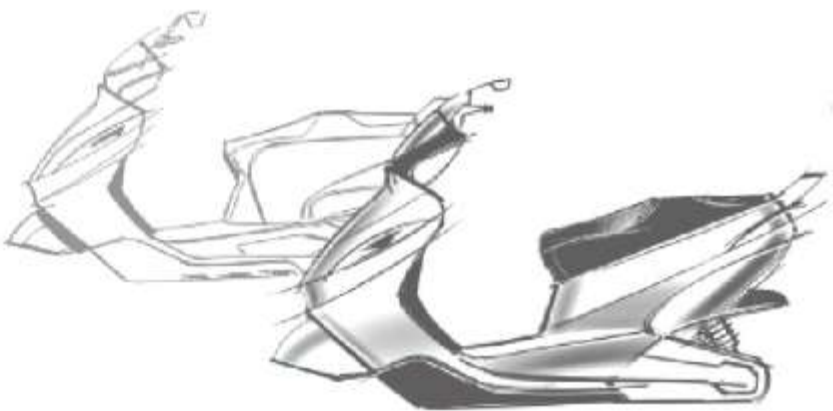
*attaché*



# BMW Z8 AUTOMOTIVE INTERIOR

Car interiors for BMW





# ELECTRIC ASSISTED PEDICAB

Designing a high end, electrically assisted pedicab to seat 2 adults and 2 children. The design also accomodated staorage space and spavce for branding.

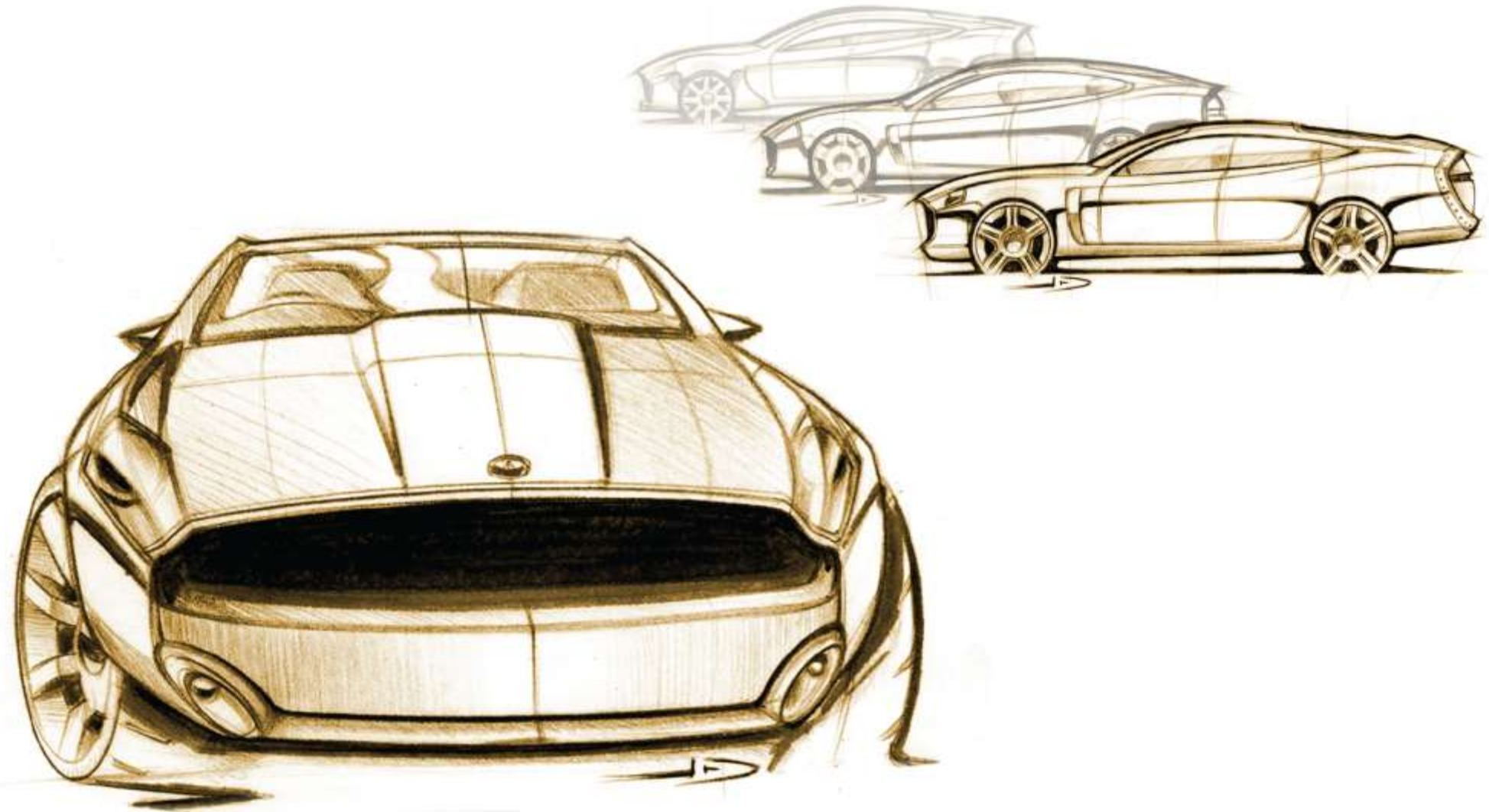


# 3-WHEELER FOR THE DISABLED & ELDERLY

The product aims to provide an easy and efficient vehicle for the elderly & the physically challenged











**IDEA**

B 304 Shapath IV, SG Highway,  
Ahmedabad 380051, Gujarat, India  
Tel: 91.79.40205555  
Fax: +91.79.40205528

**That's the Idea!**

303 2nd street, North Tower, Suite 660,  
San Francisco, California 94107  
Tel: 866.480.4322  
Fax: 415.882.9702