



**colour**  
the universe  
by  
**smashing**  
**ideas**



From  
**Finland**  
To the  
**whole world**  
For  
**free**

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Graphic design by Ningfeng Zhang (Laurea U. A. S)

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# What

## What is massidea.org?

When combining a wide range of people and their different but complementary insights, a novel thinking outside the box is possible. Until today tools for this communal interaction have been limited.

Massidea.org founded on solid scientific theories\* is an open innovation community where people can share not only their ideas but also today's challenges and visions of the future; key factors when creating new innovations.

By smartly connecting people and their different brainchildren, a creative space boosting the individual and communal creativity is born. Start smashing ideas with us in Massidea.org!

\* More information about scientific background theories are provided at [www.massidea.org](http://www.massidea.org)

# Why

## Why massidea.org?

Online Social Networks such as Wikipedia, Facebook and Youtube have revolutionized the way we collaborate and communicate among others. Sharing has never been as easy as it is nowadays.

Open networks are permanently changing how the working life is operating. Today the success will depend on the ability to utilize external resources. Therefore the educational and innovation systems must evolve and provide tools to operate in this challenging environment.

On the way to working life students are spending thousands of hours while learning new competences. On the other hand teachers are working hard to keep up with ever changing environment while making sure that up-to-date and competitive education is given.

In massidea.org these significant personal investments can be capitalized without extra efforts. A strong integration to everyday studying and teaching tasks provides an easy path to generate a personal knowledge profile; a far greater tool than your current CV or university diploma.

While enhancing your creativeness we help you to build your own network. It does not matter if you are looking for your first job or you want to strengthen your current professional network, life becomes easier when you combine your expertises with others.

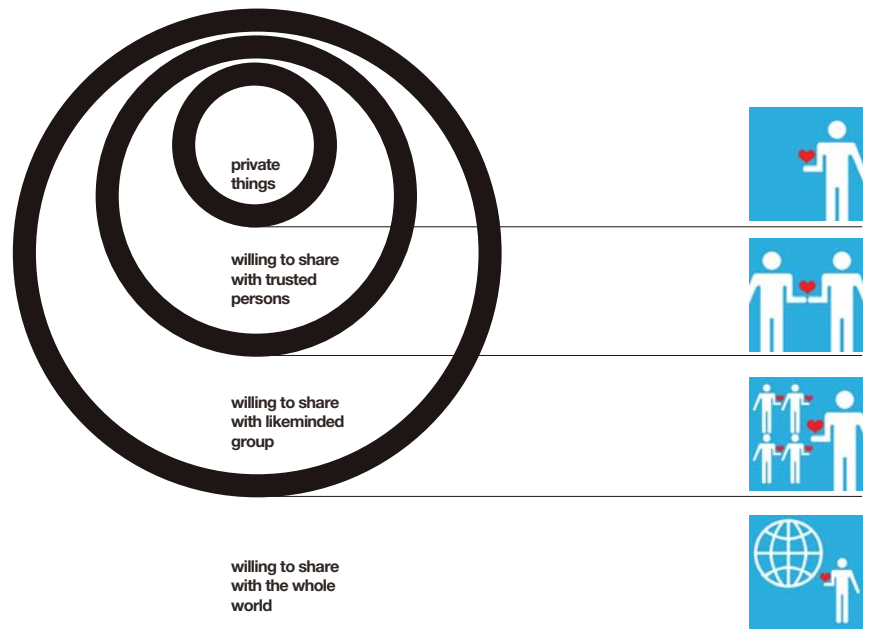


# How

How does it work?

- 1 create account**  
Creating your personal account is a free of charge and it takes only a minute.
- 2 upload and share**  
After joining you can immediately start adding content and share your insights with others.
- 3 your portfolio is extending**  
All your posts are extending your personal knowledge profile.
- 4 connecting people and contents**  
Your posts acts as an interface to others users and their insight. More posts, the greater your possibilities to interact are.
- 5 boosting creativity**  
Unexpected connections between people and content creates a stimulating environment which is boosting your creativity. Meet new people and discover novel ideas.

# How do you share?



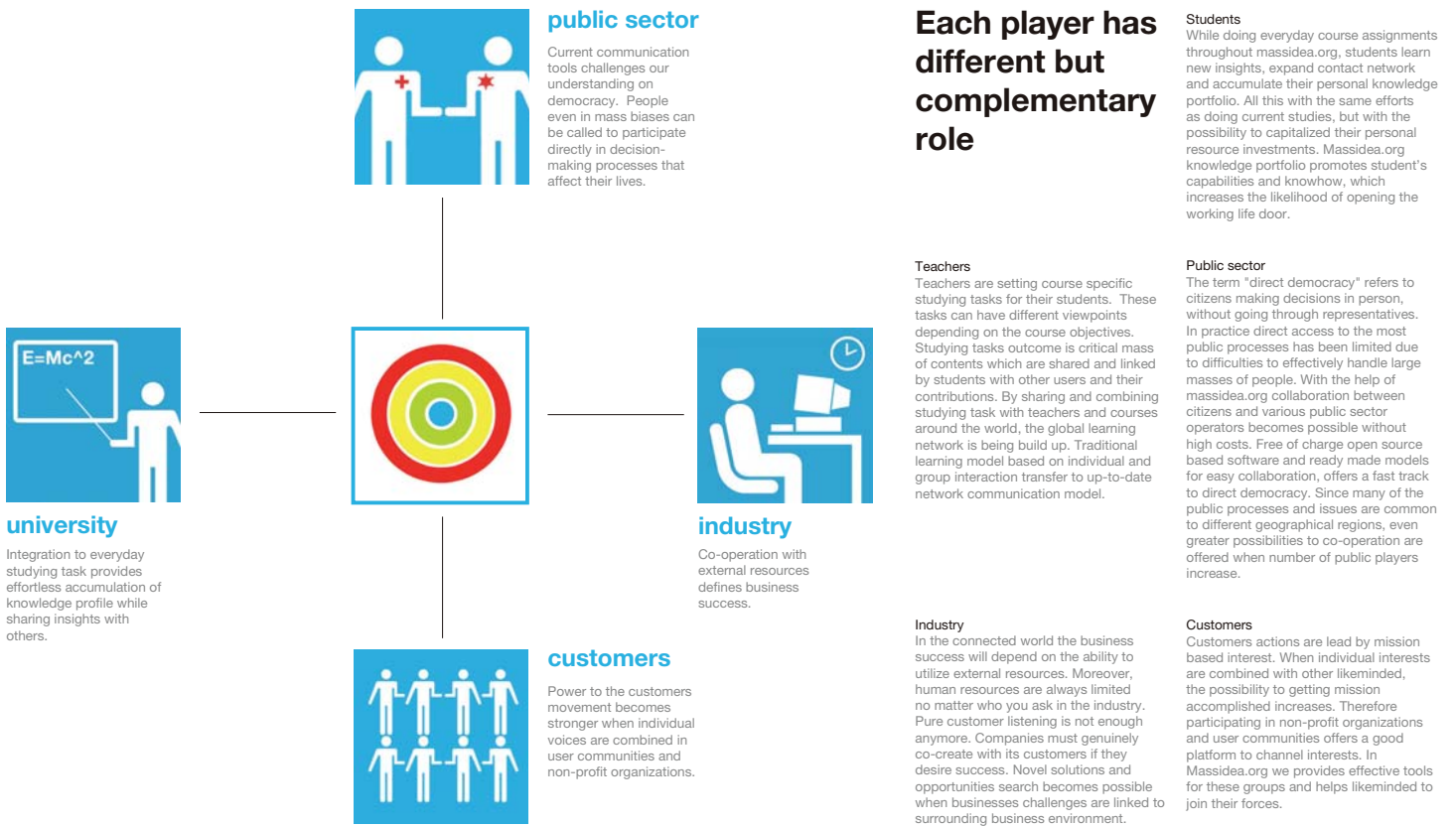
We all have thoughts that we want to keep private. We understand it and recommend that you will share only those thoughts and that you are willing. Although, if you want you can save your inner thoughts as private and see what connections are being created around your insight.

We also offer tools to share thoughts with trusted peoples such as your friends, family and co-workers. In some cases you might also want to open the door to like-minded people who are interested to solve the same issues as you are. Massidea.org groups and campaigns gather together a wide range of people who share the same mission.

The more open you are, more likely you will have new connections. Comments, help and contacts from Massidea.org are based on your thoughts making this interaction unique.

# Whom

Whom is it aimed for?





## Who

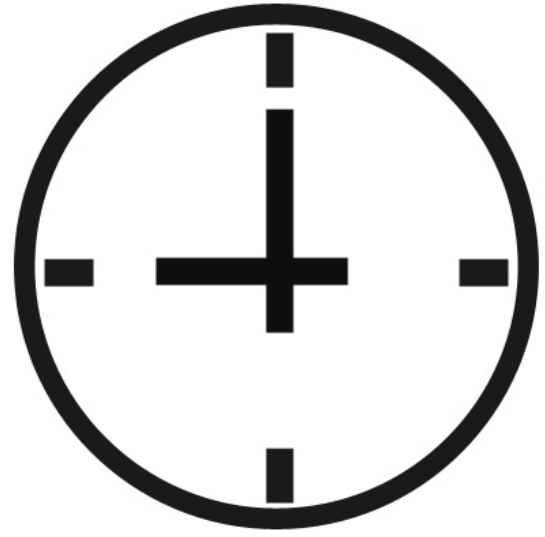
Who are we?

We are a community of believers sharing the common goal: colouring the universe by smashing ideas with masses. Making the world a better place throughout new innovations is also a pretty funny. Our multicultural team combines the mixture of talents and insights. We learn everyday something new by interacting with each other.

Without funding our journey to unknown would not be possible. Massidea.org is operated and developed by European Social Fund (ESF) funded project. Officially the project was started in January 2009 and it is coordinated by Dr. Teemu Santonen from Laurea University of Applied Sciences. Currently the project group includes 12 partner universities but we are all the time looking for new likeminded partners who share our passion.

First and foremost we believe in the power of young university students. Therefore, Massidea.org development and administration is mainly based on student work while they are undertaking their studies. everything you see and feel – such as this marketing material’s graphical design by Ningfeng Zhang – have students imprint.

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## When

When is the time to act?

Want to join and seize the opportunity? Your contribution is welcome. Moreover, if you do not believe in us, we want to hear also that. We are committed to our mission and we feel confident that we can overcome the identified obstacles.

# JOIN US NOW AND START SMASHING IDEAS

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the  
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