

The mom next door. Your next great idea.



MotorMoms is a fresh spin on innovation—inspiring ideas from real moms.

We offer a unique idea generation service that places extraordinarily creative gatekeeper moms in a collaborative environment to generate breakthrough ideas for you and your company.

What makes our approach unique? We cultivate an elite network of some very special mainstream moms—**true creative extroverts**—who generate ideas by drawing from their own, real world experience as household gatekeepers. We bring them together in an all-day, what if, brainstorming session (or as we prefer to call it, **controlled chaos**), to create loads of ideas from a mom's perspective.

What do you get? A customized report full of ingenious, ready-to-test concepts closer to becoming winners with women and families everywhere—because they've been created by real moms.

Could there be any better way to reach decision-making moms than tapping them for creative input from the outset? In our many years of experience we haven't found a more successful approach, and we're excited to offer it to you.

Want to get in on the action? Write us at info@motormoms.com or call 773.467.1804 and Kathy, Laura or Jim will get right back in touch. Let's put MotorMoms to work for you. **Vroom vroom.**

