



Company & Product Info

Yamodo! is the premiere product created by Idea Storm Products, a successful product development and consulting company, whose mission is to design games that inspire the imagination. Their belief is that games should be fun, positive, and inspire an unprecedented level of creativity for all ages and abilities. "To us, it matters not who wins, but who creates," says Bill Phelps, company founder & Chief Imaginator.

Bill Phelps, has a long history of helping companies develop innovative products for a variety of consumer markets. Bill is passionate about creativity and encouraging the imagination. His diverse background in product design, manufacturing, and marketing gives Idea Storm Products a strong competitive edge when designing innovative games.

The original concept for the Yamodo series was created by Bill & colleague Steve Wright, after finding that their constant napkin doodling was a great way to spark unique ideas and great conversation. Determined to bring the imaginative concept to market, Bill refined the original idea until a version was finalized that would have mass market appeal.



Bill & Steve at The 2007 International Toy Fair

Idea Storm Products has achieved some early successes, including sales to Barnes and Noble, and a growing list of awards and honors, including The National Parenting Center, Creative Child, Dr. Toy, Mr. Dad, The Toy Man, and iParenting.

What makes Yamodo unique?

Yamodo is different from all other games because it focuses on creative collaboration instead of an individual winner. Have you ever used an EGGLATRATOR, rode a BUMBALOPE, or played a ROCTUPA? No? Well you will when you play Yamodo!,

which challenges you to draw and define made-up words such as these. Perfect for all ages and abilities, laughter is guaranteed as each player takes a turn adding their creative twists until the drawings and definitions to outrageous words are completed. Be prepared for a hilarious good time, to have your imagination tested, and probably your head examined!

Yamodo! is great for kids, compulsive doodlers, family game nights, corporate brainstorming, educational settings, and rainy days.



Where is Yamodo sold?

The three main markets are gift, toy, & book. Idea Storm attends four major tradeshows – The NY International Gift Show, The American International Toy Fair, The National Stationary Show, and Book Expo America. Yamodo! is sold throughout the U.S. at specialty retailers and online at www.barnesandnoble.com.

There is also an online component at www.yamodo.com, where players can upload all their completed drawings to the website for everyone to see. Currently, there are over 1000 unique drawings posted to the website.

Are there more games planned?

You Bet! Yamodo, Volume 1 will establish the Yamodo brand and gain entry into the marketplace. Successive volumes and versions will be available starting year 2 and will contain similar creative elements. It is Idea Storm's goal to make Yamodo a household brand known for inspiring the imagination and positive collaboration.

In the coming years Idea Storm will work to implement its underlying mission statement, delivering games that promise to be fun and imaginative. For additional information, please visit www.yamodo.com

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