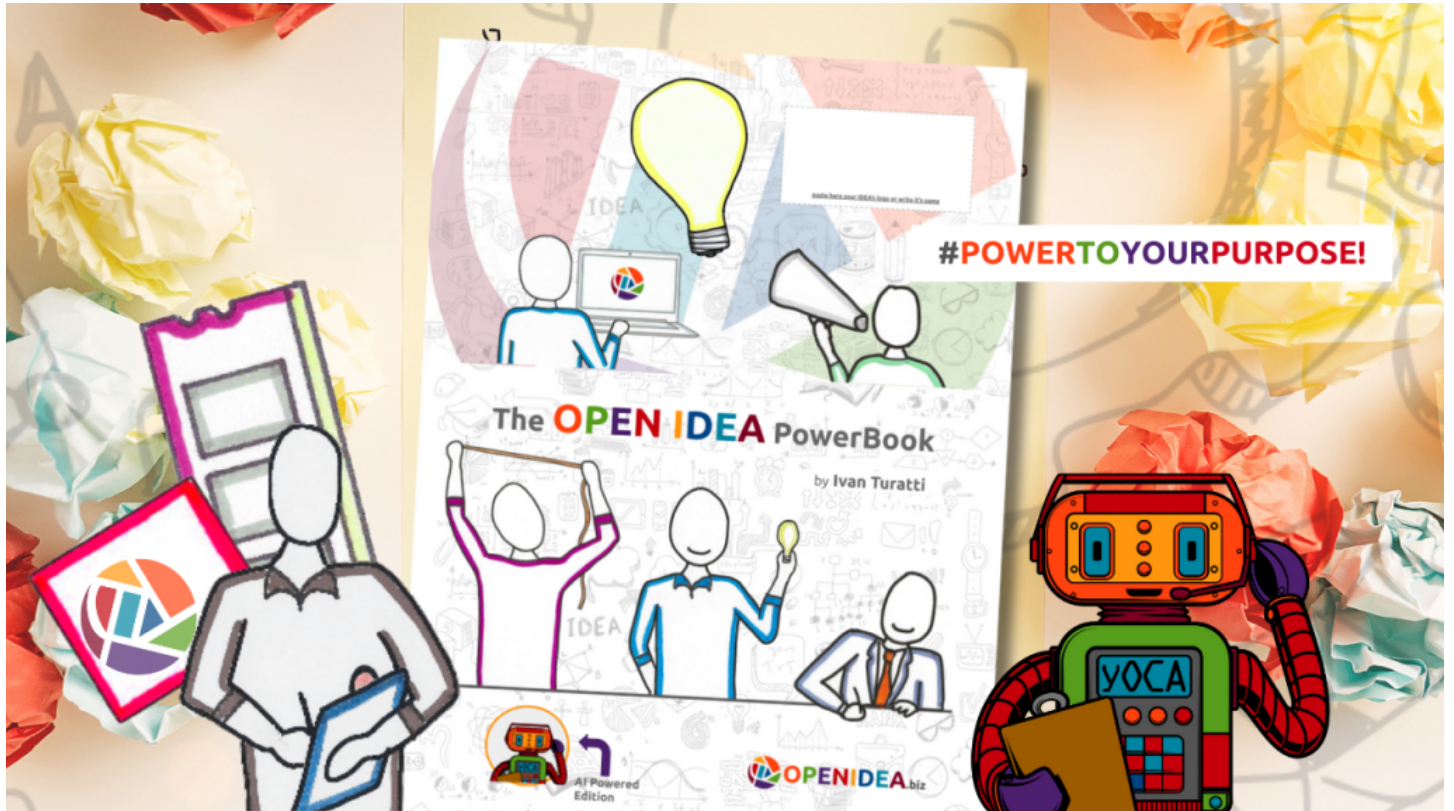


# Mixing Human and Artificial Intelligence to Empower Brand Communication for Founders introducing OPENIDEA.biz

OPENIDEA.biz's tools combine human expertise and AI to address key challenges in brand communication, offering founders the support needed to clarify purpose, communicate effectively, and foster innovation.



**Verona, Veneto Jun 11, 2024 ([Issuewire.com](https://www.issuewire.com))** - OPENIDEA.biz is dedicated to empowering businesses and non-profits through innovative communication strategies and tools. Founded by Ivan Turatti, it provides a comprehensive framework and AI-powered assistance to help organizations achieve their communication goals and make a positive impact in their respective fields.

In today's fast-paced business environment, many founders struggle with core issues such as lack of purpose clarity, ineffective communication, and the absence of brainstorming support.

According to a Global Entrepreneurship Monitor (GEM) report, approximately 40% of entrepreneurs struggle to articulate a clear sense of purpose as their businesses grow. This lack of clarity often leads to misalignment and strategic drift. A study by Harvard Business Review found that around 35% of entrepreneurs report difficulties in effectively communicating their strategic vision and core values to external advisors, leading to suboptimal consultant relationships. Furthermore, the Kauffman Foundation reports that 50% of solo entrepreneurs feel isolated and lack access to a supportive network for brainstorming and feedback.

To address these critical challenges and empower founders and freelancers, OPENIDEA.biz has developed The OPEN IDEA Power Book and yOCA AI (your OPEN Communication Assistant).

## The Implications of These Challenges

Without a clear purpose, founders often struggle to inspire their teams, attract customers, and align their business strategies. Ineffective communication can lead to misunderstandings, missed opportunities, and inefficiencies. The lack of a brainstorming partner can leave founders feeling isolated and unsure about their decisions, leading to stagnation and missed potential innovations.

## How The OPEN IDEA Power Book and yOCA Solve These Issues

Developed by communication expert Ivan Turatti, The OPEN IDEA Power Book is a comprehensive framework designed to help founders and organizations systematically develop their communication strategies. This unique tool aids users in defining their purpose, understanding their audience, and creating compelling narratives that resonate with their target market.

- **Purpose Clarity:** The Power Book guides users through a structured path starting with the Power Assessment and Purpose Explorer steps. These sections help founders deeply explore their motivations, values, and the impact they aim to create, ensuring a crystal-clear articulation of their business purpose.
- **Effective Communication:** Each step of the Power Book provides a blueprint for founders to gather essential data, understand their competitive landscape, define their unique positioning, map their network, and establish a strong, purpose-driven brand identity with an engagement and action plan. This foundation enables more precise and impactful communication with consultants, stakeholders, and the broader market.
- **Brainstorming Support:** yOCA, the AI-powered assistant, complements the Power Book by offering real-time support in market research, content generation, and strategic planning. yOCA's ability to provide insights and brainstorm ideas ensures that founders are never alone in their journey. It acts as a reliable partner, ready to assist with idea validation, feedback, and continuous improvement.

"In over 24 years in the communication market, I have talked to hundreds of business and nonprofit founders, in different niches and stages of their journey, from startups to established entrepreneurs, solopreneurs, and freelancers. The key to their success started when they finally managed to establish strong, purpose-driven communication foundations for their brands," says Ivan Turatti, founder of OPENIDEA.biz. "My goal with the Power Book and yOCA is to provide a structured path and continuous support, ensuring that every founder can achieve clarity and communicate their vision effectively."

To support founders in understanding if they could benefit from its services, OPENIDEA.biz is offering FREE Power Assessments and demos of yOCA. Interested individuals can visit [www.openidea.biz](http://www.openidea.biz) to book their session and start their journey toward effective communication and business growth.

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