

Overview

MindMeister is the market-leading collaborative online mind mapping software solution. Launched in 2007, the platform has since attracted hundreds of thousands of businesses, academic institutions and creative consumers who have mapped over 300 million ideas online. MindMeister requires only a standard web browser and automatically saves all maps in a cloud that can be accessed at all times.

User Interface

MindMeister was built with a strong focus on intuitiveness and ease of use and has won multiple awards for its user interface. All unnecessary clutter was removed, so that users can concentrate completely on the creative process.

Features

Unlike traditional mind mapping tools, MindMeister allows for real-time brainstorming sessions between an unlimited number of users. Since its integration with Google+ Hangouts in 2013, up to nine users can also collaborate on a mind map while video chatting at the same time.

Mind maps can easily be shared with other users. Non-users can be granted access as well as editing rights to a map via a secure link. Maps can also be published to the web and embedded on blogs and websites.

Another main feature is MindMeister's History View, enabling users to replay the entire change history of a mind map and revert back to any point in time. Users can also track changes by their creator, allowing f. e. project managers to retrace each team member's contributions.

In Presentation Mode, finished maps can be turned into slideshows and presented directly within the website or mobile app, broadcast to other collaborators in real-time, or exported as individual image files.

MindMeister Groups allow users to seamlessly grant and revoke access to mind maps. This feature was designed for the particular needs of project managers and teachers, who profit tremendously from this fast and easy way of dividing big numbers of users into groups and sharing their maps with whole groups within seconds.

MindMeister also supports multiple file formats including other mind mapping files, so users can seamlessly import their mind maps from other programs. Export options range from various mind mapping formats to printable PDFs, Word and PowerPoint files. An export to

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Word for instance converts the entire map content into a hierarchically structured text document which can be used as the basis for further refinement.

Access & Devices

Native mobile apps for iOS as well as Android devices complement the browser-based solution and offer users access to their maps wherever they are. Users can view and edit mind maps online or offline and let the app sync with their MindMeister account whenever connected.

Uses

Application possibilities of MindMeister are almost endless. Businesses and entrepreneurs predominantly use the solution for project management, collaboration with clients and strategic planning, amongst others. MindMeister serves to improve productivity and communication within the firm and enables a more efficient meeting management, especially between colleagues separated by distance.

Similarly, MindMeister is being used by teachers, students and academic institutions to further creativity and collaboration in education. MindMeister gives them the tools to seamlessly link home and school activities, take more efficient notes, manage information and study for exams. They employ maps to summarize books and articles, brainstorm for essays, structure theses, memorize vocabulary and prepare reports.

Private users of MindMeister employ the tool for brainstormings, problem solving, to-do lists and all kinds of planning, from weddings and vacations to house renovations and workout schedules. They map out their ideas, collect valuable links and sources and manage private projects.

Customers

MindMeister is being used by over two million people worldwide, with a majority of users in Asia, North America, Australia and Europe. Thousands of businesses of all sizes have incorporated MindMeister's online solution in their workflow, among them software firms (e.g. Electronic Arts, SAP), lawyers (Dave Maxfield Consumer Protection Law), communication and digital agencies (e.g. Azionare), consultants (e.g. Helen Crozier) and all sorts of service providers (e.g. TecHarbor).

In the education field, students of all grades, starting at the age of 8, employ MindMeister at school and university as well as at home. Teachers use it as their go-to visual support tool,

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presenting notes, pictures and complex concepts in class. They manage class projects, share assignments or distribute templates for the students to fill out.

With about 50% in total, private users make up the third big group of MindMeister's customers.

Partners

MindMeister believes in doing everything possible to enhance our customers' experience. This is the main reason behind us developing strategic partnerships with multiple companies and individuals around the world. These partners represent us on a local level to give our users a more personal service. Our partners advise users on a mind mapping solution with MindMeister that is tailored to suit their needs. In addition to this we have trusted mind mapping trainers and consultants that offer their services to our users.

Our three types of partners:

- Reseller Partner - earn a recurring revenue share and receive large discounts
- Ambassadors - mind mapping trainers and consultants
- Referral Partner - earn a 20% revenue share for referrals

Mission statement

Our purpose is to inspire creativity in business, education and daily life by developing the most intuitive and easy to use mind mapping software. MindMeister was created to bring people together and enable them to better focus their efforts, collaborate more effectively and realize their goals. We want to give everyone, from first grader to CEO, a place to think freely, by eliminating the clutter, the distractions and all the big and small things that occupy our minds and impair our ability to concentrate on what truly matters.
