



Services and Capabilities

Bill Gross started Idealab in 1996 to create and operate pioneering technology companies. The structure of Idealab has allowed us to test many ideas at once and turn the best of them into companies, attracting the human and financial capital necessary to bring them to market.

In addition to capital, Idealab provides a full range of resources to infuse start-ups with the support they need to rapidly introduce innovative products and services.

Idealab resources include:

- Financial advice and research
- Corporate strategy
- Competitive research
- Development and technology
- Product and business marketing
- Office space and accompanying office services
- Product design
- Graphic design and branding
- Legal
- Human resources
- Accounting
- Business development

Idealab's business creation activities are located in historic Old Town Pasadena, California. Our facility is designed to foster an open collaborative process of communication and information sharing among employees of Idealab and our operating companies.

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