

# Loose Leaf

## iOS App Store Launch



Available in the App Store: Tuesday, November 18th 2014

Loose Leaf by Milestone Made offers iPad users a clean, simple, scratch paper app for brainstorming, sketching, cutting, and sharing. It's the brainstorm app for the layman. More than the sum of its simple toolset, Loose Leaf is the perfect app to build and show your ideas without the overwhelming brush settings, textures, options, or menus. Utilizing iOS8's CloudKit for one-tap sharing, Loose Leaf makes it easier than ever to "Bring Your Ideas Together".

As its name implies, Loose Leaf mimics a stack of loose leaf paper; it's a place to be messy and creative on the iPad. Akin to a multi-page whiteboard, it not only enables you to sketch out rough ideas, but also import, cut, rearrange and sort content with the swipe of a finger (or two!). With practical import and export options including CloudKit sharing, the app lets you annotate photos or use the scissors to cut and mix them up. Its practical application stretches across one-on-one meetings, interior/exterior design, story boarding, education, and more. Loose Leaf keeps things simple by offering just five pen colors, an eraser, image import, scissors, and a protractor-ruler combo. Multi-touch gestures are used to rearrange cut-outs and navigate between individual pages in the multi-page list view.

Adam Wulf started Milestone Made in 2012 and is an independent developer living in Northwest Houston. With an app featured in Apple's iPhone 3GS commercial *Commute* in 2009, he continues to prove to the software industry that there is still room for the little guy. With over 2 years of careful planning and development, he has managed to deliver something fresh to a market flooded with drawing and note-taking applications.

### Prerelease Demo Available

To receive prerelease build of Loose Leaf, please reply to [adam@milestonemade.com](mailto:adam@milestonemade.com) with your Apple ID email address.

### App Store Link (Nov 18th):

<https://itunes.apple.com/us/app/loose-leaf/id625659452?mt=8&uo=4&at=10INU>

**Price:** \$4.99

### Launch Date

Tuesday, November 18th

### Website

<https://getlooseleaf.com>

### Contact

Adam Wulf  
[adam@milestonemade.com](mailto:adam@milestonemade.com)

### Promo video (1 minute)

<https://vimeo.com/109160944>

### App Preview video (30 seconds)

<https://vimeo.com/111184426>

### Logo and Screenshots

<http://getlooseleaf.com/presskit.zip>