

BrainStore, 19.02.2008

BrainStore at «Science with Africa»: «Boosting African R&D: growing stronger, going global»

The IdeaFactory BrainStore is a Swiss-based innovation company that has been producing ideas on a daily basis since 1989. Especially for the «Science with Africa» conference, BrainStore will be running its IdeaMachine from 4 to 6 March 2008 to find at least 15 astonishing ideas that foster the scientific development and research in Africa.

The method of Industrial IdeaProduction introduces maximum efficiency to the innovation process. BrainStore offers unlimited creativity: in record time, thousands of inspirations are created for a specific task. Ideas are systematically created within a clearly defined process, with the inclusion of totally different people who bring their own individual perspectives and needs into the IdeaProduction and thus produce widely supported, accepted and unique ideas.

More Information www.brainstore.com

BrainStore today employs a permanent staff of 80 and over 5000 freelancers from all over the world. BrainStore works for clients of all sizes and in a wide range of industries; from large companies like BASF, USB, Nestlé or Siemens, to mid-sized and small businesses, NGOs and public institutions. All clients have the one same goal: being an innovation leader in their field.

How can you join the IdeaProduction at Science with Africa?

There will be two opportunities for conference participants to get individually involved in the creation of ideas:

- CreativeWorkshop: This session – filled with exciting creative and idea stimulating activities – will be open to 40 selected conference participants. This workshop runs for three hours on Tuesday afternoon, 4 March 2008.
- IdeaShop: BrainStore will set up a booth in the exhibition area that's open to all conference participants on 4 and 5 March. Anyone can drop past and contribute to the idea creation process whenever they have time.
- IdeaSelection: All conference participants will be presented with the final ideas – at least 15 of them – as the main event of the closing conference session on 6 March. Participants are invited to respond to each idea and their evaluations are made available to everyone in real-time to immediately display the best and most polarizing ideas.

The interaction with the IdeaFactory BrainStore offers everyone at the «Science with Africa» conference the opportunity to experience the unique ideation process in action and to be there when ideas about for the future are created!