

Project process «Boosting African R&D: growing stronger, going global»

Preparation



KickOff

Location: Addis Ababa
11 February 2008

KickOff

Together with the ProjectTeam BrainStore defines a detailed IdeaBriefing: project objectives; criteria; viewpoints; and the team profile are set.



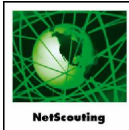
IdeaWeb

Location: Biel
February 2008

IdeaWeb

A password protected website is created. You decide who should have password access. The IdeaWeb is regularly updated with new documents and information.

IdeaBoosting

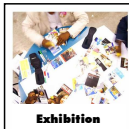


NetScouting

Location: International
February 2008

NetScouting

6 experienced NetScouts surf the hidden depths of the Web and dig up exciting inputs and inspirations relevant to the task.



Exhibition

Location: Addis Ababa
@ Science with Africa
4/5 March 2008

BrainStore Exhibition

Conference participants stop by and become actively involved in the IdeaBoosting process using BrainStore's ideation software and a range of creativity techniques.



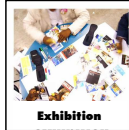
Workshop

Location: Addis Ababa
@ Science with Africa
4 March 2008

Workshop

A group of 40 conference participants and 20 young lateral thinkers develop thousands of raw ideas in a structured animated workshop.

Compression



Exhibition

Location: Addis Ababa
@ Science with Africa
4/5 March 2008

BrainStore Exhibition

All collected inspirations collected from the IdeaBoosting phase are presented in a surprising way. The conference participants formulate concrete raw ideas.



ThinkTank

Location: Addis Ababa
@ Science with Africa
5 March 2008

ThinkTank

In the ThinkTank, the raw ideas are carefully evaluated by experts for practicality. Result: 15 favourite ideas which correspond to the criteria.



IdeaDesign

Location: Addis Ababa
@ Science with Africa
5/6 March 2008

IdeaDesign

The 15 favourite ideas are professionally and comparably visualised for presentation. The essence of each idea is understood in one second.

Selection



OwnerPreview

Location: Addis Ababa
@ Science with Africa
6 March 2008

OwnerPreview

The ideas are previewed to the ProjectTeam. Based on their feedback, final adaptations are incorporated for the IdeaSelection.



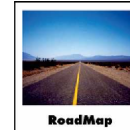
IdeaSelection

Location: Addis Ababa
@ Science with Africa
6 March 2008

IdeaSelection

The ideas are presented to all participants of the conference during the closing plenary. Support and polarisation responses are measured. Results are evaluated and presented as part of the process.

RoadMap



RoadMap

Location: tbd
April 2008

RoadMap

In the RoadMap Workshop, BrainStore and the ProjectTeam define the next steps for every idea. Defined steps include timing and sponsoring. This will help UNECA to attract new partners and funding institutions. Result: A RoadMap for the favourite ideas and briefing for the Countdown documents.

CountDown



CountDown

Location: tbd
May 2008

CountDown

The Countdown is prepared according to RoadMap Workshop results. The finished Countdown documents increase likelihood of idea buy-in within your organisation.



BrainStore
Empowering Innovation