

Invitation to the BrainStore workshop

BrainStore, 21.02.2008

Boosting African R&D: Take part in the CreativeWorkshop

Dear Conference Participant,

The «Science with Africa» conference is just around the corner and we hope that you are as excited as we are about this upcoming event. 'We' are BrainStore – a Swiss innovation company and the world's first IdeaFactory.

BrainStore has been producing ideas and innovations on a daily basis for over 18 years using an industrial process, a freelancer-network of over 5 000 people, and highly efficient development tools, for many different industries. BrainStore works in record time, at a reasonable cost, on target and with great market success.

For the special occasion of «Science with Africa», the ECA has asked BrainStore to bring its IdeaMachine to Addis Ababa to produce ideas in response to the theme «Boosting African R&D: growing stronger, going global» together with conference participants.

By combining the knowledge and experience of the ECA with the brilliance of international experts and the impartiality of young lateral thinkers, the BrainStore methodology guarantees a very wide array of points of view on the topic of how African R&D can be substantially strengthened.

We are delighted to invite you as conference attendee to participate in the IdeaFactory CreativeWorkshop on Tuesday, 4 March 2008 from 14:30h till 17:30h in parallel to three other thematic sessions of the conference. The workshop will be held with 40 conference members who have special interest in structured innovation and who want to join the IdeaBoosting intensively.

As a participant of the CreativeWorkshop you will actively produce ideas with 20 young lateral thinkers in a structured innovation process led by a team of trained IdeaTechnicians from BrainStore. You will develop inspirations on the topic of how African R&D can be strengthened by addressing capacity needs, increasing usability of research output, fostering interaction among African scientists and other stakeholders and enabling participation of African scientists in international research projects.

The output of this IdeaBoost workshop will later on be compressed into at least 15 practical ideas for initiatives that foster the scientific development and research in Africa. This step will happen at our IdeaShop in the exhibition area that will be open to all conference attendees on 4 and 5 March 2008. Finally, the ideas will be presented and evaluated by all conference participants at the closing session.

Should you be interested in taking part in this unique experience on Tuesday, 4 March 2008, please sign up now. The following link will take you to a sign-up form and a set of questions:

http://www.brainstore.com/content_detail.cfm?pipo=3834&pipopa=28249&pin=1.

Please give detailed answers to these questions as they are important to us creating a good mix of workshop participants.

As places in the CreativeWorkshop are limited, applications will be accepted until Tuesday, 26 February 2008, 12.00 GMT. Selected participants will receive a confirmation by Thursday, 28 February.

For further information or if you have any questions regarding BrainStore, the CreativeWorkshop or your participation please contact me via eMail at kimberley.peters@brainstore.com.

We look forward to seeing you at «Science with Africa»!

Kim Peters, TeamManager