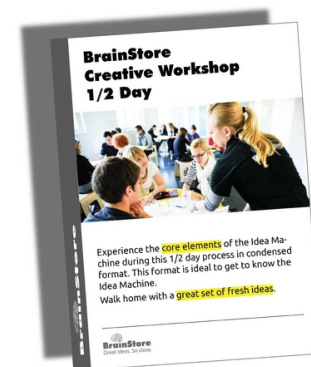


Would you like to get to know the BrainStore Idea-Machine? Do you have an interesting innovation challenge? Do you need a surprising set of ideas in a very short time? Are you looking for grounded ideas and "out-of-the-box-thinking"?

## BrainStore Creative Workshop 1/2 Day

The "Creative Workshop 1/2 Day" is a great format for a simple innovation challenge and to get acquainted with the BrainStore Idea Machine. The workshop is structured in three parts: 1) The amassing phase (goal: quantity). 2) The illumination phase (goal: quality). 3) The like phase (goal: identify the most promising ideas). At the end of the workshop we have a set of concrete ideas, and we know which ideas resonate the most among the participants.



### Usage

You have a simple but urgent innovation topic you would like to work on. And you would like to get to know the BrainStore Idea Machine.

This is how BrainStore creates value for you:

- Powerful contents
- High efficiency
- Short duration
- Professional project management

### Time Box

The "Creative Workshop 1/2 Day" requires a minimal lead time of three days.

### Community

The "Creative Workshop 1/2 Day" is an ideal process to include an interesting community of participants. BrainStore recommends to include participants from within your organisation and external participants. Recommended number of participants: 12 to 24.

### Pricing

All BrainStore offers are based on BrainStore's avant-garde "Pay-What-You-Wish-Model". After receiving the deliverables you have two days to reflect on the value and to set the price. You can set any price you wish. There is no minimum and no maximum. BrainStore will send you an invoice for the amount indicated, due within 10 days. Third party costs are covered by the customer.

13 February 2017