

# Workshop EducaInnova for Inventors

## Neuroscience, Creativity and Innovation



MIND



Realization  
Organization

**ABIPIR**

ASSOCIAÇÃO BRASIL INTERNACIONAL DE INVENTORES,  
CIENTISTAS E EMPREENDEDORES INOVADORES

Certificated by

**i IFIA**

INTERNATIONAL FEDERATION  
OF INVENTORS' ASSOCIATIONS

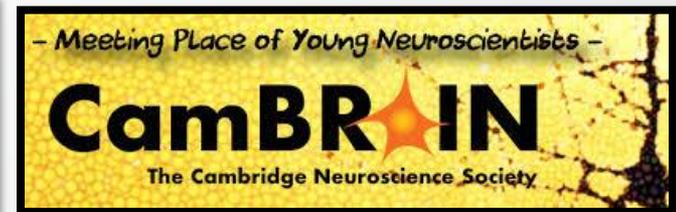
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## Mentor:

Marcelo Vivacqua – University Professor, Doctor in Biotechnology and Neuroscience, inventor awarded in 10 international invention's Fairs; Founder and President of ABIPIR, Consultant in Innovation, member of Neuroscience web communities of Cambridge and Stanford Universities. Representative of IFIA's ExCo at American Continent and member of Juri at international Inventions' Fairs. Author of EducaInnova Method and author of INNOVACITIES.



# Workshop EducaInnova for Inventors

## Neuroscience, Creativity and Innovation



**MIND**

**Description:** the workshop consists of some series of playful and fun activities, all based on scientific principles of Neuroscience by using EducaInnova Brain Game contained in EducaInnova Neural Modeling Method - **MIND** .

**Goals:** promoting the increasing the quality of life by boosting the brain performance improving cognitive skills (logic reasoning, memory, concentration, focus), creativity focused on developing innovative inventions, techniques to develop entrepreneurial skills (leadership, efficient time management, planning, persuasion, Neuromarketing techniques to sell you invention and find investors etc. ) and emotional skills( self-control, self-confidence , self-esteem and empathy).

**Target public:** independent inventors, scientists , students, teachers and all of those who wants to become a successfull inventor independent of age or professional background.

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## What is MIND?

MIND is an exclusive education methodology developed based on neuroscience scientific principles. It has as the main difference of others methods the fact that it can promote the physical changes in the brain caused by the physical and behavioral stimulus which are present in the EducaInnova. These changes results in increasing of cognitive skills as memory, focus, special vision, logic and creative thought etc.

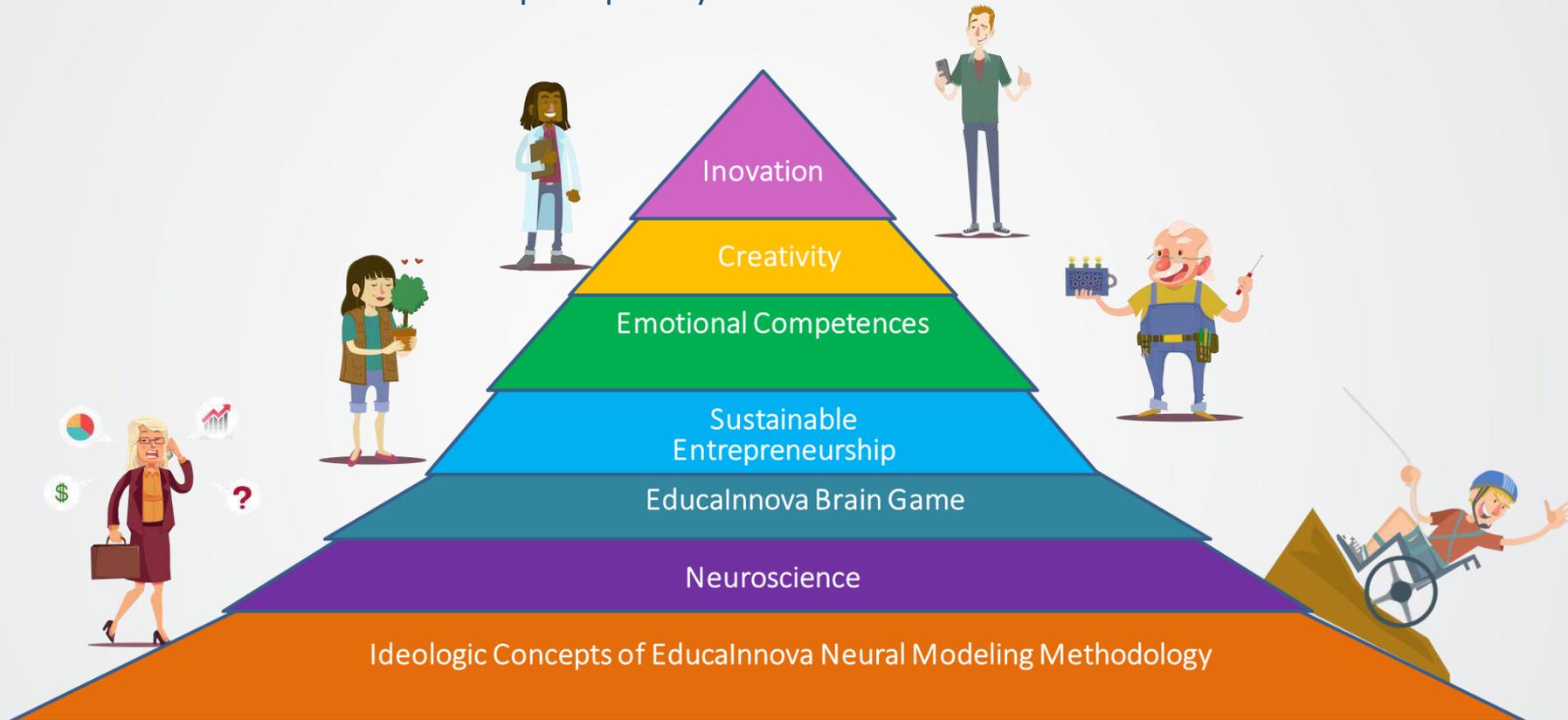
These changes named neuro modeling are characterized by the production of new neurons and synapses strengthen.

The results will depend of the efforts and discipline which the participants will spend time practicing the exercises content in the methodology.



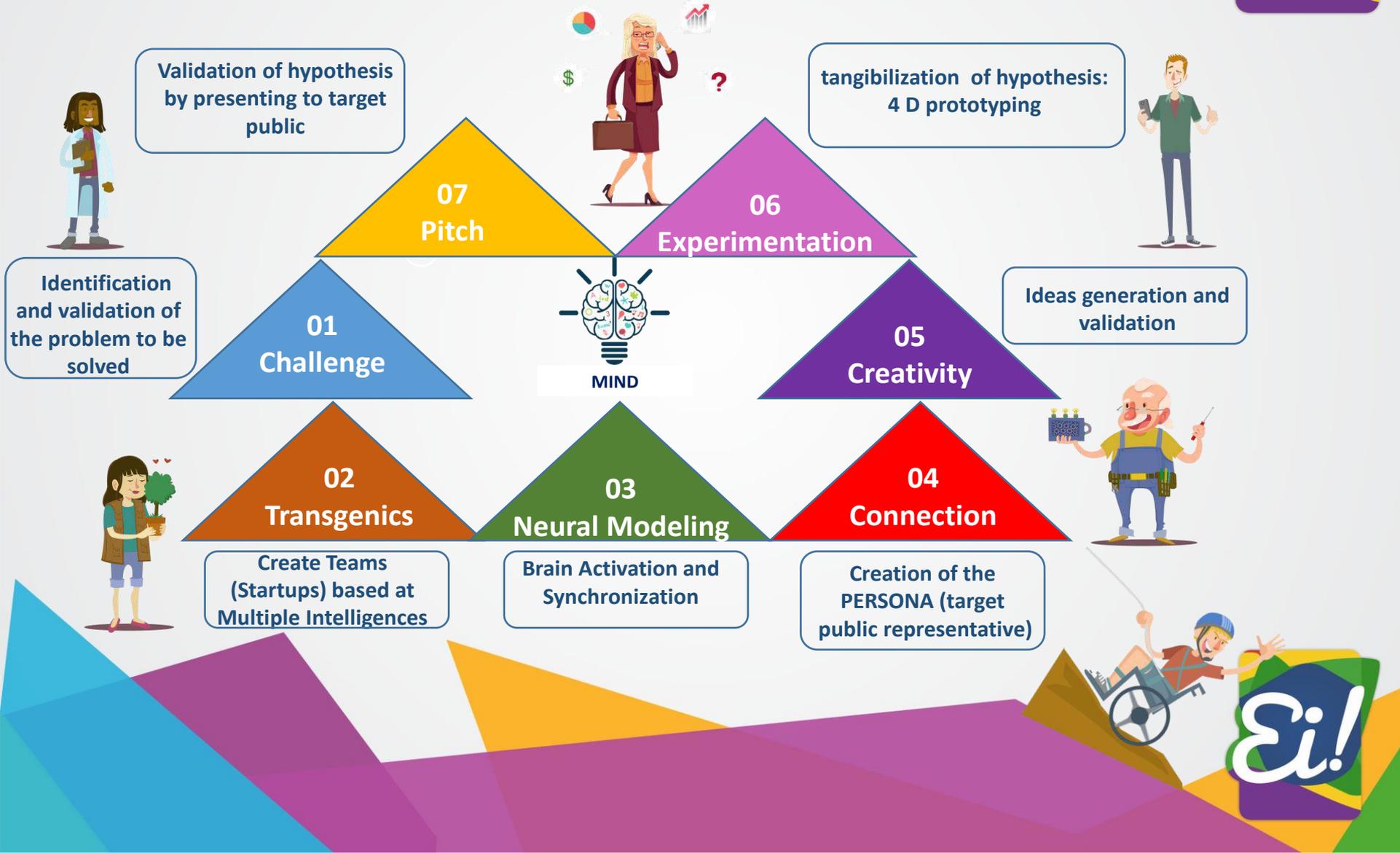


## EducaInnova Neuroeducational principles Pyramid



# Infographic

## Processes of EducaInnova Neural Modeling Method



EducaInnova Brain Game is a educational tool of MENTE which helps to teach the participants in a ludic and funny way and aims to contribute to form professionals with the investigative spirit of scientists (Albert), curiosity and creativity of inventors (Thomas), the boldness of entrepreneurs (Gisele), the agility of Startups (Steve), humanist attitude (Sol) and with emotional competences to avoid bad behaviors as the “non sense” Jack used to do.





## Portfolio



Free workshop – State School of Vitoria City



Workshop for students Of private school

Workshop in the public school





## Portfolio



EducaInnova in Foz do Iguaçu - PR



Visit of the Governor of Espírito Santo State Paulo Hartung at workshop



Presentation of EducaInnova in Switzerland

## EducaInnova during InnovaCities - ES



## EducaInnova for CEO Companies



## Social responsibility of ABIPIR - EducaInnova



The funds raised with the EducaInnova are used to offer free workshops for children, youth, adults and seniors with low income in order to provide better quality of life and prepares them to take more chances in the labor market, respectively. More than 800 people have already been benefited with free workshops .



## Social responsibility of ABIPIR - EducaInnova



These features also allow ABIPIR offer free participation of Inventors, Scientists, Entrepreneurs, Students and Teachers in INNOVACITIES having been already benefited over 4,000 people in five editions of the event in Vitoria , Espirito Santo State and in INNOVACITIES Latin America in Foz do Iguaçu.

