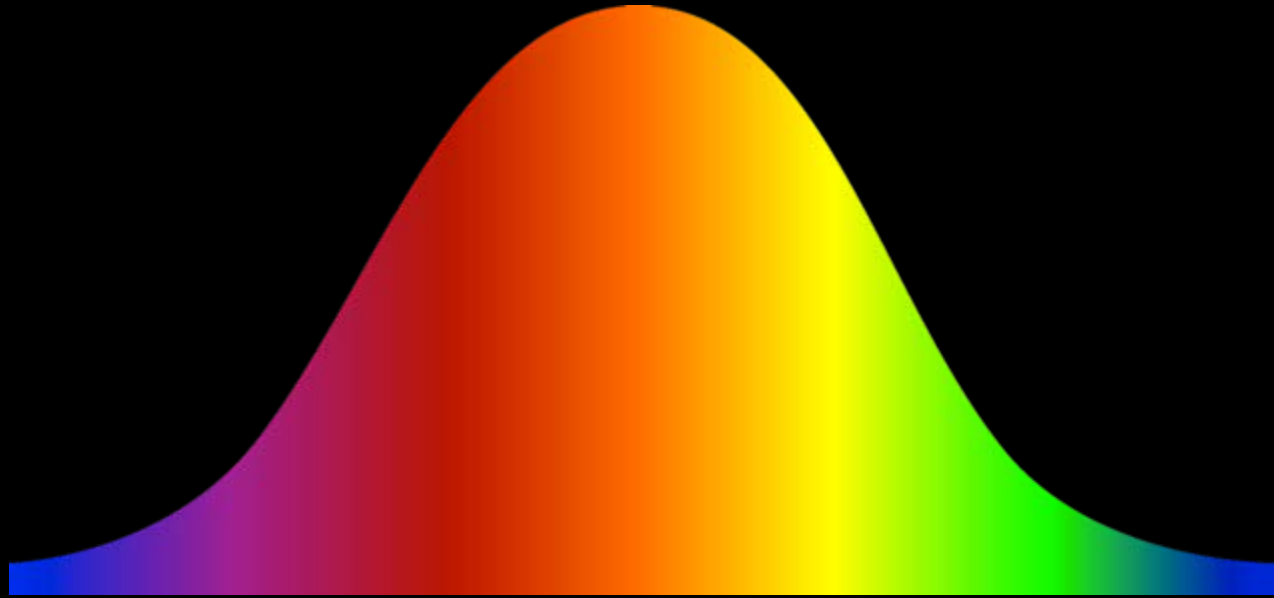


CREATIVITY:
THE ONLY WAY
FOR BUILDING

RAUL CUERO PhD
INVENTOR / SCIENTIST
DISTINGUISHED PROFESSOR
INTERNATIONAL PARK
OF CREATIVITY

2% of world's population creates job for 98% population



1,8 % of the world's population in science and engineering (0,1% inventors)

(West)

0,2 % of the world's population in science and engineering (0,1% inventors)

(East)

LIMITS TO ECONOMIC GROWTH:

1. Decrease of the **CULTURE OF CREATIVITY**
2. Misunderstanding of **INVENTION** versus **INNOVATION**
3. Expiration of current patents



ECONOMIC EFFECTS OF THE ABOVE CONDITIONS:

1. Fragile world economy:
 - a) Limit on renewable resources
 - b) Large impoverishment of non industrialized countries (LDC):
 - Lack of venture capital and/or purchasing capacity

19th century

INVENTIONS = CREATION OF
NEW TECHNOLOGY

- Electricity
- Steam technology
- Synthetic Chemistry
- Antibiotics

STRONG ECONOMY,
EFFECT AT ALL LEVELS OF
ECONOMY AND SOCIETY.
EVERYBODY
PARTICIPATED AND GOT
BENEFITS

After 19th century

INNOVATION =
TRANSFORMATION
OF EXISTING TECHNOLOGY

No New science, only
communication technology:

- Iphone
- Internet
- Petroleum and mining
(exploration technology)

INNOVATION /
TRANSFORMATION = NO
SOCIAL IMPACT AT ALL
LEVELS

1989

ECONOMIC SHIFT
IN LDC (s)

EQUATION FOR PROSPERITY

$$P_1 = \left(\frac{Ct}{It} R \right)^n + M$$

P₁ = Profit

Ct = Time of Conceptualization

It = Time of Implementation

R = Resources

M = Marketing

Building capacity: Imperative pragmatic solution

I. Reestablishing a strong human culture of creativity based on:

- a) Implementing creative process
in adolescents towards
prosperity**

- b) Implementing multidimensional creative process (science, technology, arts, humanities and engineering within an entrepreneurial approach**
- c) IP encouragement**

A world model case:



INTERNATIONAL
Park of Creativity

INVENTION CENTER
www.parkofcreativity.org



FOUNDER
RAUL CUERO, PhD
SCIENTIST/INVENTOR
1996 (WORLD)
2008 (COLOMBIA)

INTERNATIONAL HEADQUARTERS OF THE IPOC

USA

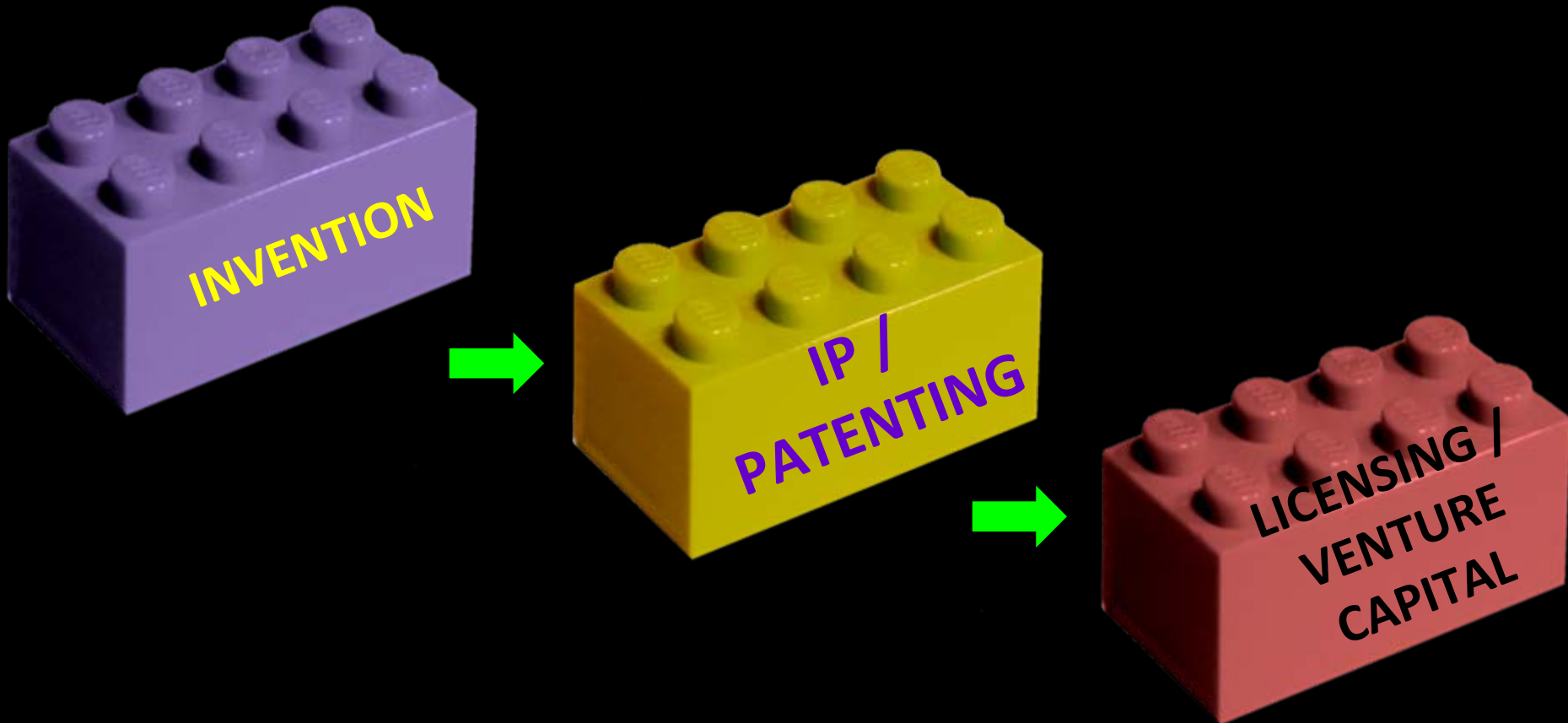
ISRAEL

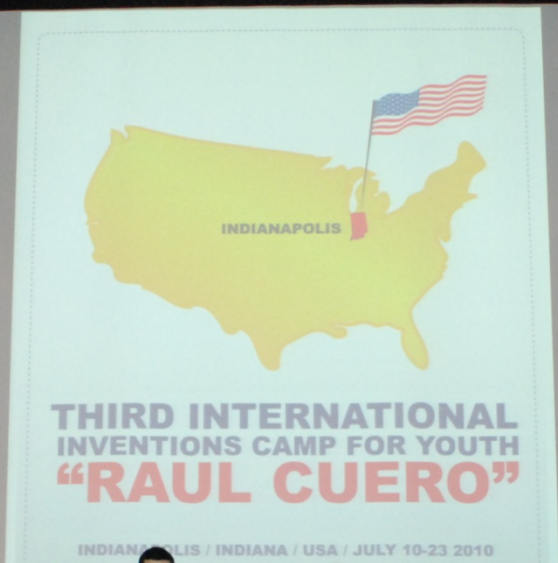
MEXICO

COLOMBIA



INTERNATIONAL PARK OF CREATIVITY AIMS









Parque
Internacional de la Creatividad



PARQUE
Internacional de la Creatividad
Centro de INVENCIÓNES

Raul Cuenca H.D.

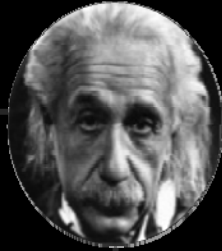
GREAT INVENTIONS

V.S

EARLY AGE

Age of Invention
(years old)

20



Einstein
German/
Jewish

19



Cuero
Colombian



Newton
UK

18

17



Da Vinci
Italian

16



Alba Edison
USA

15

Great world
Inventors

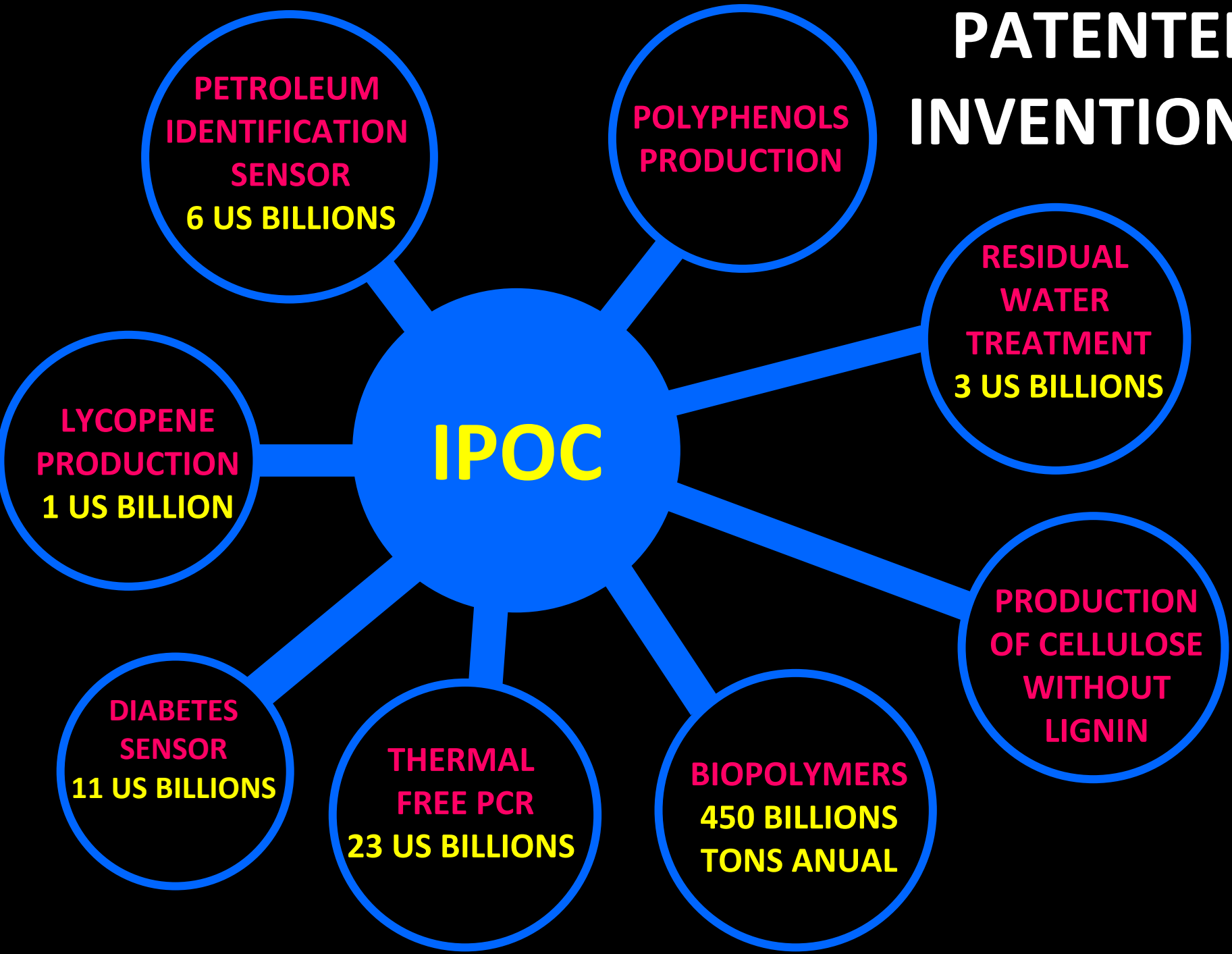
**Age of Invention
(15 to 20 years old)**



**IPOC'S YOUNG
INVENTORS**

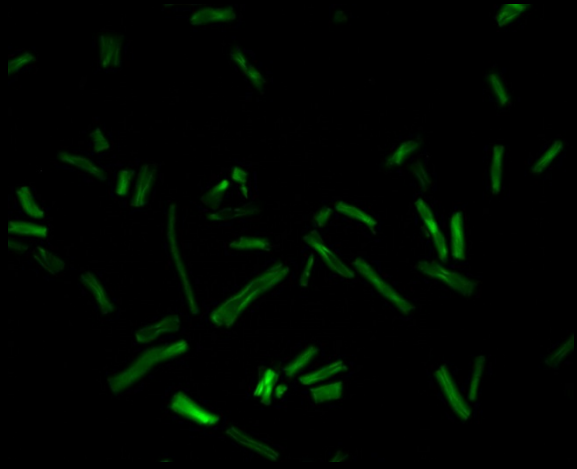
IPOC
inventions

PATENTED INVENTIONS

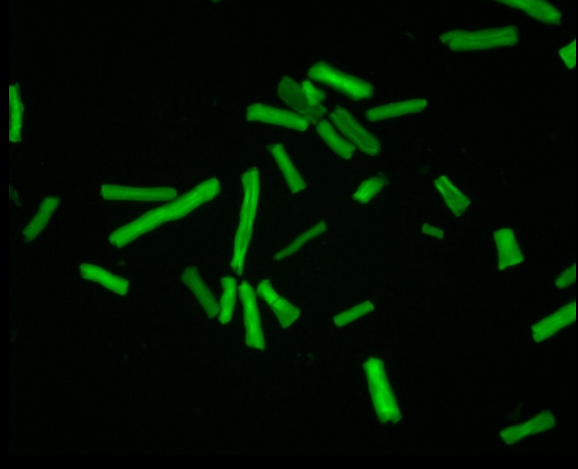


Green technologies

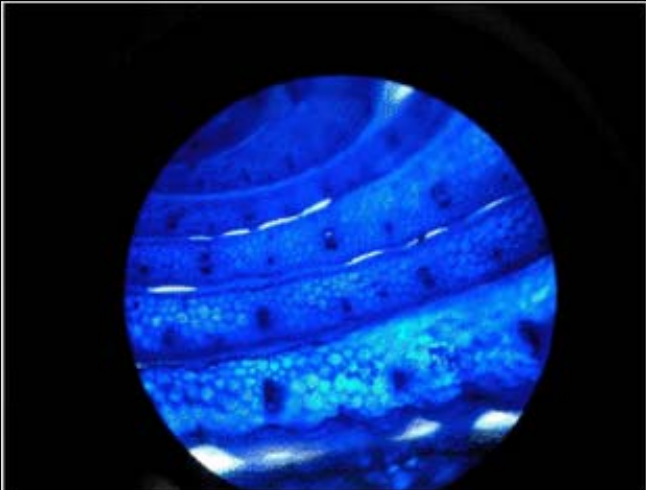
CELLULOSE WITHOUT LIGNIN FOR BIOETHANOL PRODUCTION



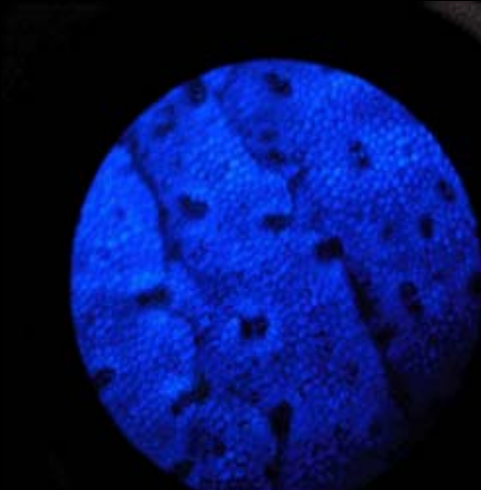
COMMERCIAL CELLULOSE



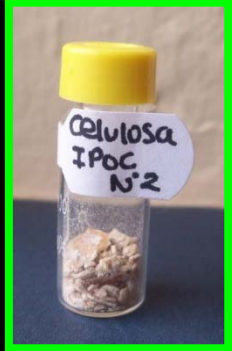
IPOC CELLULOSE



COMERCIAL CELLULOSE FIBER



IPOC CELLULOSE FIBER





**IPOC
LYCOPENE**

ANTITUMORAL AND/OR ANTIOXIDANT

- The conventional Cost is about **100 DOLLARS PER GRAM. PRODUCTION IN 3 MONTHS**
- We produce higher levels of lycopene **10 DOLLARS PER GRAM. PRODUCTION IN 2 WEEKS**

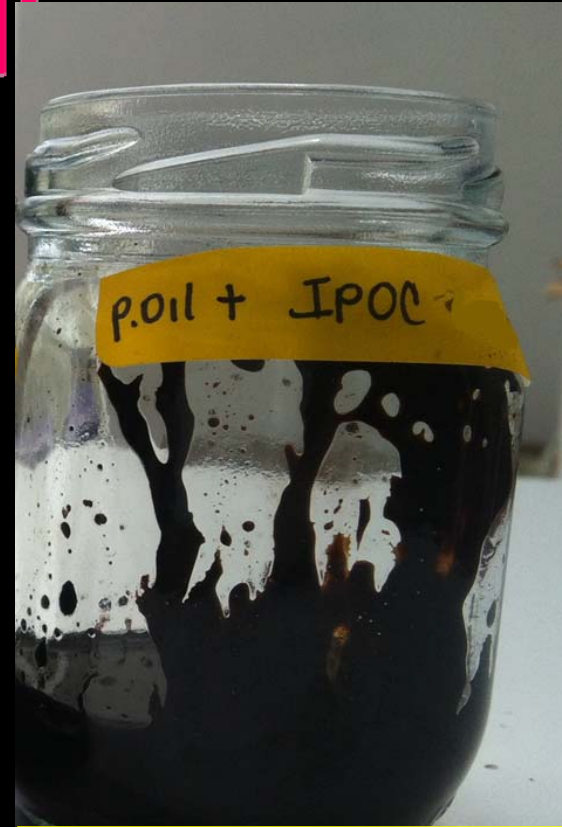
BIOFOAM



COMPOUND FOR REDUCTION OF VISCOSITY OF PETROLEUM

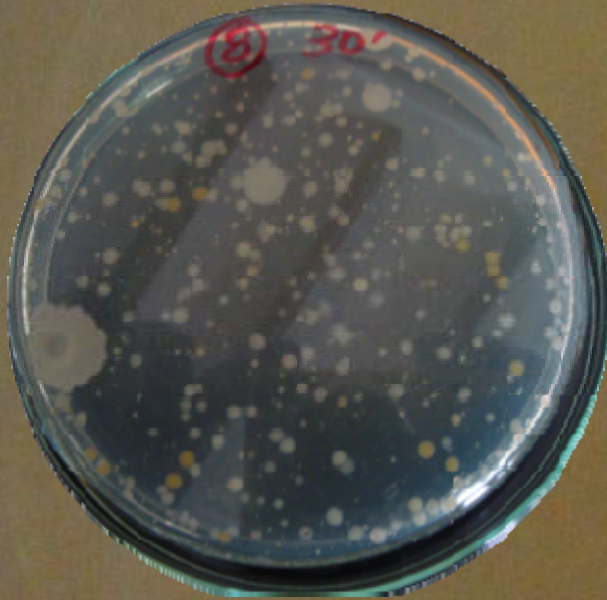


**CONTROL
PETROLEUM OIL
WITH 12 API**



**PETROLEUM OIL + IPOC
COMPOUND
33 API**

RESIDUAL WATER TREATMENT



**NON
TREATED
SAMPLE**



FLOCCULATION



**TREATED
SAMPLE**

II. Creation of companies:



III. Building venture capital capacity:

- 1. Create an international fund among developed nations industry for:**
 - a) Partnership with LDC(s) for invention, IP, production, marketing and commercialization of technologies.**