CREATIVITY: THE ONLY WAY FOR BUILDING CAPACITY

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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

\[ P_1 = \left( \frac{C_t}{I_t} \right)^n R + M \]

\( P_1 = \) Profit
\( C_t = \) Time of Conceptualization
\( I_t = \) Time of Implementation
\( R = \) Resources
\( M = \) Marketing
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
MEXICO
ISRAEL
COLOMBIA
INTERNATIONAL PARK OF CREATIVITY AIMS

INVENTION → IP / PATENTING → LICENSING / VENTURE CAPITAL

Confidential Cuero’s
Age of Invention (years old)

20  
19  
18  
17  
16  
15

Einstein German/Jewish
Cuero Colombian
Newton UK
Da Vinci Italian
Alba Edison USA

GREAT INVENTIONS V.S EARLY AGE

Confidential Cuero’s
Age of Invention
(15 to 20 years old)

IPOC’S YOUNG INVENTORS

Confidential Cuero’s
IPOC inventions
IPOC

- PATENTED INVENTIONS
  - PETROLEUM IDENTIFICATION SENSOR
    - 6 US BILLIONS
  - POLYPHENOLS PRODUCTION
  - LYCOPENE PRODUCTION
    - 1 US BILLION
  - DIABETES SENSOR
    - 11 US BILLIONS
  - THERMAL FREE PCR
    - 23 US BILLIONS
  - RESIDUAL WATER TREATMENT
    - 3 US BILLIONS
  - PRODUCTION OF CELLULOSE WITHOUT LIGNIN
    - 450 BILLIONS TONS ANUAL

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- DIABETES SENSOR
  - 11 US BILLIONS

- LYCOPENE PRODUCTION
  - 1 US BILLION
Green technologies
CELLULOSE WITHOUT LIGNIN FOR BIOETHANOL PRODUCTION

COMMERCIAL CELLULOSE

IPOC CELLULOSE

COMMERCIAL CELLULOSE FIBER

IPOC CELLULOSE FIBER

Confidential Cuero's
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 OIL

CONTROL PETROLEUM OIL WITH 12 API

PETROLEUM OIL + IPOC COMPOUND 33 API

Confidential Cuero’s
RESIDUAL WATER TREATMENT

NON TREATED SAMPLE

FLOCULATION

TREATED SAMPLE

Confidential Cuero’s
II. Creation of companies:
III. Building venture capital capacity:

1. Create an international fund among developed nations industry for:

   a) Partnering with LDC(s) for invention, IP, production, marketing and commercialization of technologies.