

IdeaSquare

Strategy: Setting the Scene
Pablo Garcia Tello (CERN)
ISAB Meeting, June 27th 2024





What are we presenting today?



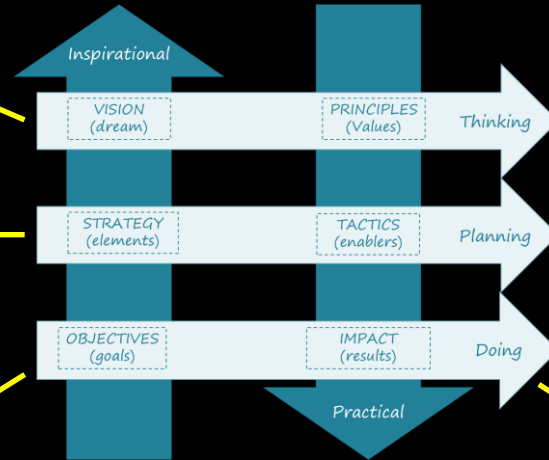
- **A more detailed strategy with reference to the previously sent strategy draft document.**
- **Focusing on present and mid-term future.**
- **Reflecting where we want to go and what we want to achieve in the future.**
- **Mentioning some concerns we have for IdeaSquare's future development.**

What IdeaSquare's team will be presenting?

IdeaSquare's wants to become a global reference facility dedicated to the development and implementation of transformative educational and training programs to address complex social problems in a sustainable and inclusive way.

- IdeaSquare's Team
- IdeaSquare Physical Space

- Spirit of openness and collaboration
- Embracing diversity
- Integrating different cultures
- Passion for generating transformative innovation
- Commitment to excellence



- Active Participation in European Funded Projects
- Competitive Space for Ideation and Prototyping
- Co-developing Executive Education Workshops
- Hosting Innovative R&D&I Projects
- Establishing Open and Pro-active Communication and Outreach Channels

- Contributing to CERN's Mission and Values
- Enhancing CERN's Role in European R&D&I Strategy
- Educating and Training Future Generations
- Supporting CERN's Research Community at Large





IdeaSquare faces difficulties



- **Despite our best efforts, it is not the best moment for IdeaSquare.**
- **Some latest developments have altered the previous plans.**
- **We are implementing mitigation measures as much as we can.**
- **We seek the ISAB advice and supporting action.**

IdeaSquare

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none">• Committed Team.• A Value Proposition on High Demand.• Facility at CERN.	<p>S</p> <p>W</p>	<p>Weaknesses</p> <ul style="list-style-type: none">• Unstable Money Income Sources.• Dependence on EU Grants.• Being in a “continuous start-up mode”.
<p>Opportunities</p> <ul style="list-style-type: none">• Become a Reference Facility for Breakthrough Thinking.• Building Extension.• Unique Approach to Education and Training.	<p>O</p> <p>T</p>	<p>Threats</p> <ul style="list-style-type: none">• Running out of Budget.• Budget Cuts from CERN.• Dependence on the EC Grant’s Cycle.

IdeaSquare Priorities

	URGENT	NOT URGENT
IMPORTANT	<p>Secure IdeaSquare Financing until the mid 2027.</p> <p>1</p>	<p>Secure IdeaSquare financing from 2028 and beyond.</p> <p>2</p>
NOT IMPORTANT	<p>Consolidate paid Executive Education Courses.</p> <p>3</p>	<p>Extension of the Building.</p> <p>4</p>



Please ask questions