



A woman with her hair in a bun, wearing a grey jacket, is sitting on a hillside. She is looking out over a vast valley towards a range of mountains under a sunset sky. The text 'CBI: Human oriented pilot experiment at CERN' is overlaid in white on the left side of the image.

CBI: Human oriented pilot experiment at CERN

Why do we exist?

**Technology
needs meaning**

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Human centered approach

- **CBI**

Challenge Based Innovation is a multidisciplinary venture diving deep into human needs and how we could use technology to fill them.

6 teams

6 months

6 human driven projects

8 universities

...and CERN

Example from previous pilot:

“We aim to change, how autistic children learn social skills.”

(process video)



What's next?



empowering people



empowering people



We're **growing**



This Wednesday





IDEALAB

Google - Imv

1/3 DigitalGlobe
IGN-Fre

75



How do we...

Find **relevant problems**

Stimulate a **mix of people** the right way

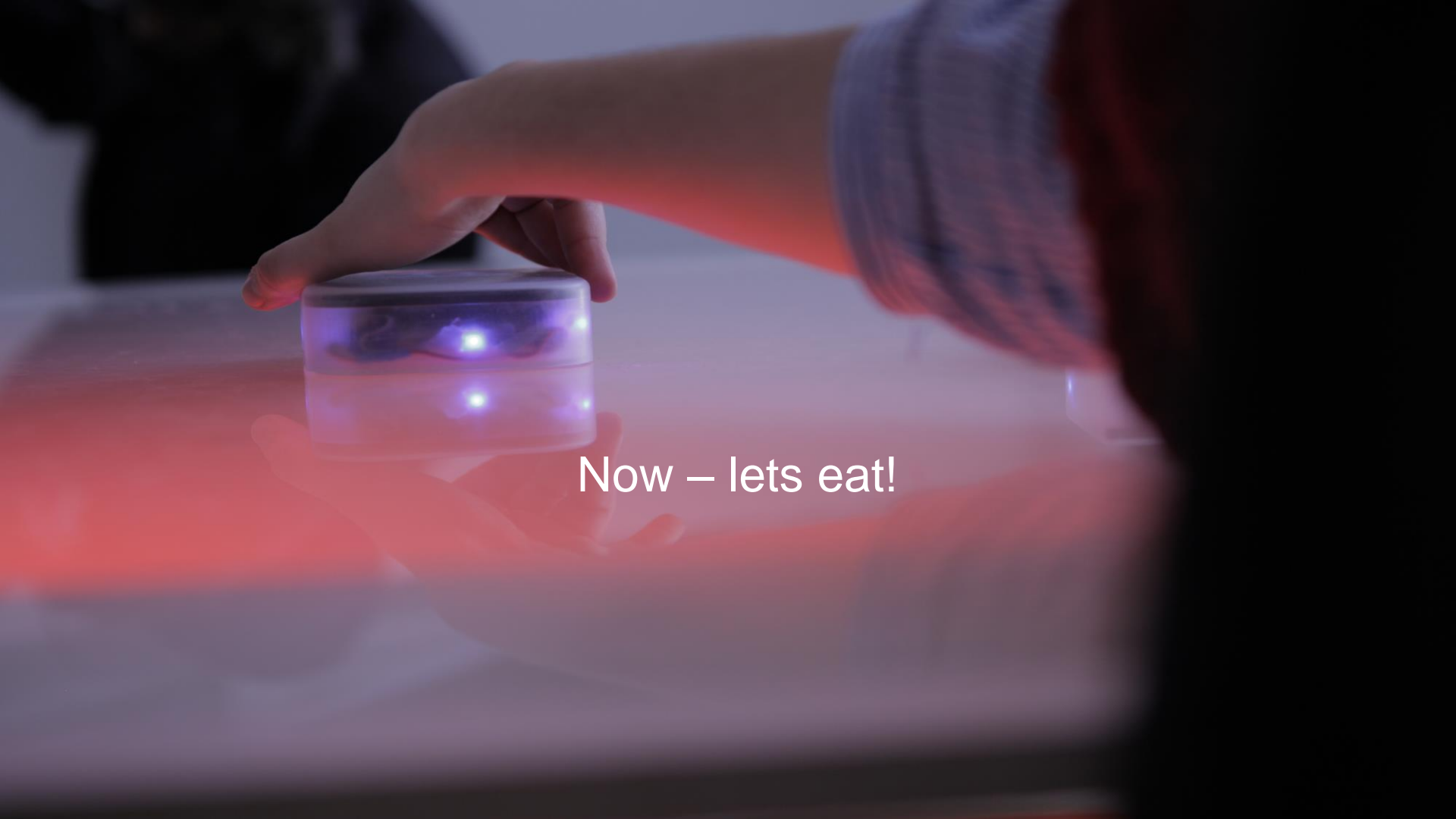
Allow **big impact** projects to happen

In the next 3 days we will...

get to **know each other** – students have 2 weeks

build the foundation for upcoming 6 months

and establish **ways of working together**



Now – lets eat!