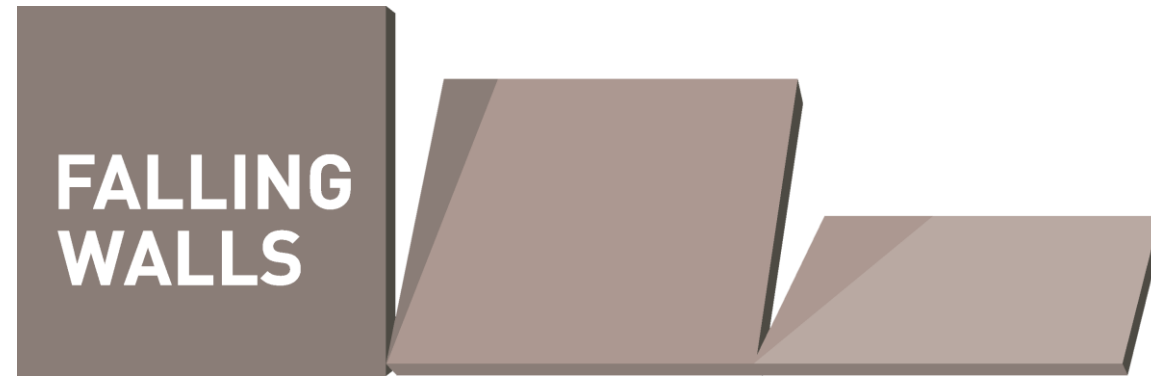




5 YEARS IN **25** COUNTRIES
AND NOW IN **KYIV**



**KLITSCHKO
FOUNDATION**

A close-up photograph of a person's hands using a hammer to break apart a wall. The wall is made of a light-colored, textured material, possibly plaster or concrete, with some reddish-brown patches. The person is wearing a dark long-sleeved shirt. The hammer has a wooden handle and a metal head. The text 'IDEAS THAT FALLING THE WALLS' is overlaid in large, bold, yellow capital letters. The word 'IDEAS' is on the top line, 'THAT FALLING' is on the second line, and 'THE WALLS' is on the third line. The background is slightly blurred, focusing attention on the action of breaking the wall.

IDEAS

THAT FALLING
THE WALLS



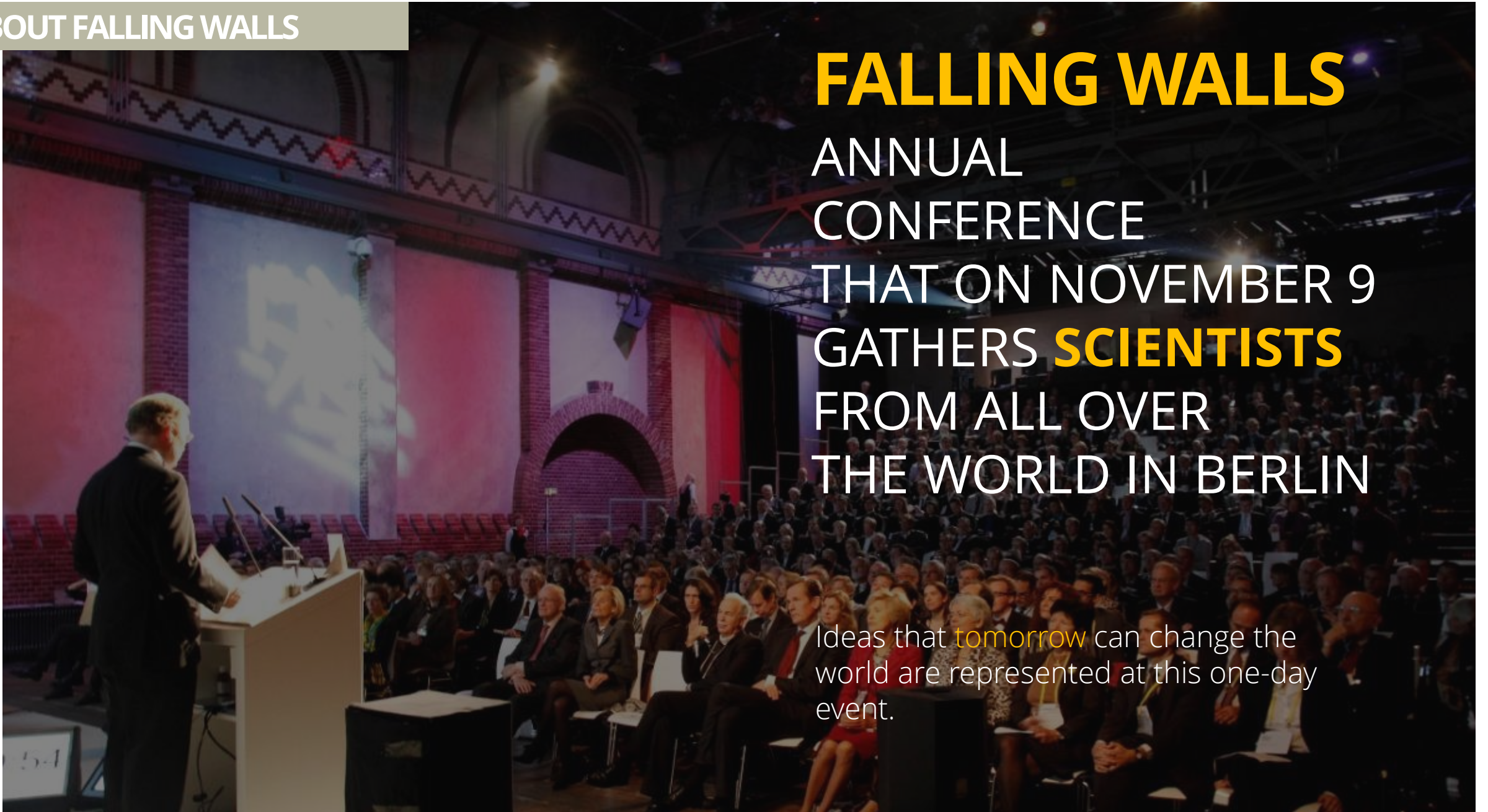
Incredible scientific conference in modern format aimed at
looking for ideas that can change the world



FALLING WALLS

ANNUAL
CONFERENCE
THAT ON NOVEMBER 9
GATHERS **SCIENTISTS**
FROM ALL OVER
THE WORLD IN BERLIN

Ideas that **tomorrow** can change the world are represented at this one-day event.



EXAMPLES OF IDEAS FROM THE CONFERENCE



FOODSTUFFS RECYCLING
INTO ELECTRICITY OR COMPOST



SAURKRAUT + COW PUS
ABSENCE OF UNPLEASANT
ODOR



HOW TO
SHAKE OFF A
DEPRESSION?

And thousands other ideas that are
already serve for public



GREAT MINDS BETTER IDEAS FUTURE BREAKTHROUGHS



FALLING WALLS LAB

Innovative interdisciplinary format of the conference for young geniuses from all over the world. This Lab enables young scientists and specialists to present their ideas, research projects and initiatives.

FALLING WALLS
CONFERENCE



FALLING WALLS LAB
FINAL
IN BERLIN



QUALIFYING LABS





FALLING WALLS LAB DISCOVERS YOUNG GENIUSES

FALLING WALLS VENTURE

8 November 2013
Chamäleon Theater

1

DAY

100

SPEAKERS

3

min.

REPORT



3 MINUTES
3 SLIDES
= ONE IDEA

Participant will have 3 minutes and 3 slides to present his idea in scientific, social, industrial or business sphere.

FALLING
WALLS

LAB

IN PARTNERSHIP WITH
ATKearney



THE GOAL

- Popularization of science
- Resolution of current issues in different spheres
- Discover and support young talents



PARTICIPANTS OF
THE CONFERENCE



UP TO **35** YEARS

YOUNG TALENTS AND INNOVATORS
WITH **BREAKTHROUGH** IDEAS

FROM ARCHITECTURE, MEDICINE, ECONOMY,
IT AND **TO** FREE SCIENCE

FROM 5 TO 10 JUDGES

Scientists, Doctors of Science,
businessmen, business angel investors,
leaders of thoughts, etc.



FACILITATORS



Falling Walls – international platform for leaders in science, art, business, society. It was founded in Germany on the occasion of 20-th anniversary of the falling of the Berlin`s Wall.



Klitschko Foundation is a charitable organization, promoting development of science, education and sport among young people. The organizer of Falling Walls Lab Kyiv.



Institute of International Relations is an academic platform for carrying out the conference.

FEBRUARY-MARCH

- Involving the university as a basis for carrying out the conference
- Involving media – partners



APRIL-MAY

- Involvement of sponsors and partners
- The first announcement of the event
- Arrangement of conditions for contestants for submitting applications
- Visiting universities with the lecture concerning the conference



JUNE-JULY

- Announcement of the contest
- Involvement of the universities and specialized institutes to cooperation in spreading of information



AUGUST

- Announcement of the results and 100 names of the participants



CONFERENCE

SEPTEMBER 17
FALLING WALLS

TARGET AUDIENCE OF POPULARIZATION

 GEOGRAPHY	UKRAINE (CITIES 1 MIL. +) + EUROPE (GERMANY)
 GENDER/AGE	FROM 18 TO 50 Y.O. WOMEN: 65%,MEN: 35%
 STATUS	SALARY: AVERAGE, AVERAGE +, HIGH
 OCCUPATION	PAID MANAGERS, OWNERS OF MEDIUM AND BIG BUSINESS
 HABITS	READ, LEARN, BUY MAGAZINES, WRITE IN SOCIAL NETWORKS
ACTION	POPULARIZE AND ATTEND EVENTS, SPREAD INFORMATION, CRITICIZE



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