



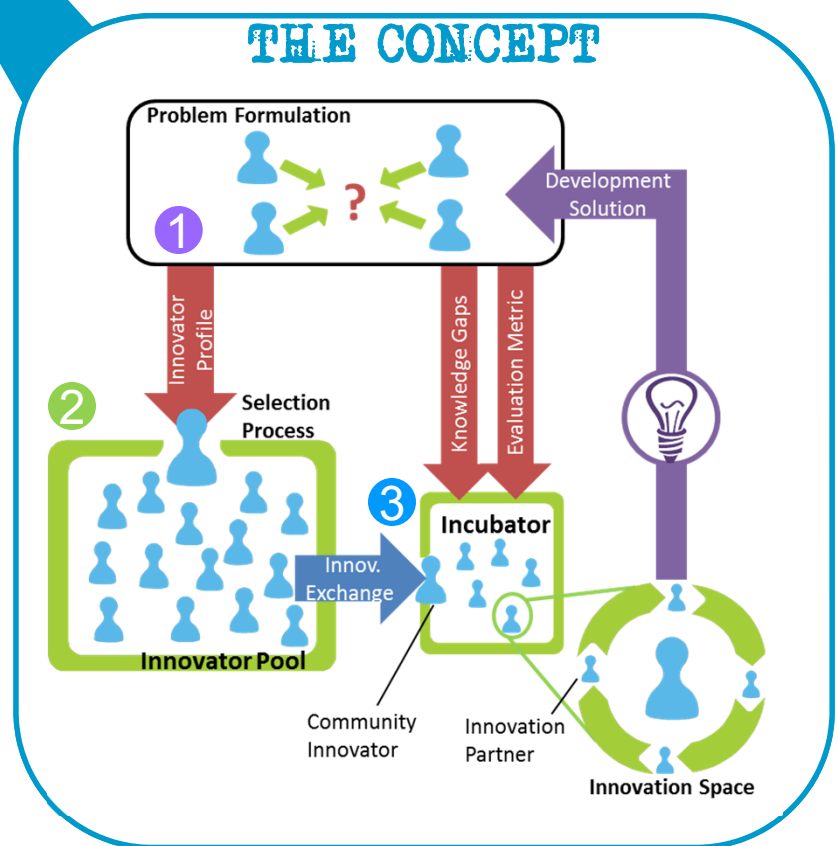
# ENGINEERING2EMPOWER (E2E): BUILDING BUSINESSES AROUND BUILDING HOMES



**Question:** If innovation is desperately needed from within the informal sector of the developing world, how can we stimulate it? How can we remove the barriers to allow the community to transcend mere partnership and even collaboration to actually become the innovative engine that produces new processes and technologies in response to their development challenges?

**Answer:** **THE IN-SITU INCUBATOR**

**1 Problem Formulation:** Identify **Knowledge Gaps** that are most sensitive to in-situ conditions, community attitudes/experiences, and/or local market constraints. The formulation of an **Innovator Profile** then articulates the attributes of the community members best suited to fill these **Knowledge Gaps**.



**2 Phase II: Selection Process:** Identify community members matching the **Innovator Profile**. Build an **Innovator Pool** mined for **Community Innovators** invited to participate in a half-day **Innovation Exchange**.

**3 Phase III: The Incubator:** allow the selected **Community Innovators** to respond to specific, identified **Knowledge Gaps** in an **Innovation Space** with the assistance of **Innovation Partners**, multidisciplinary consultants who provide a sounding board for ideas.

