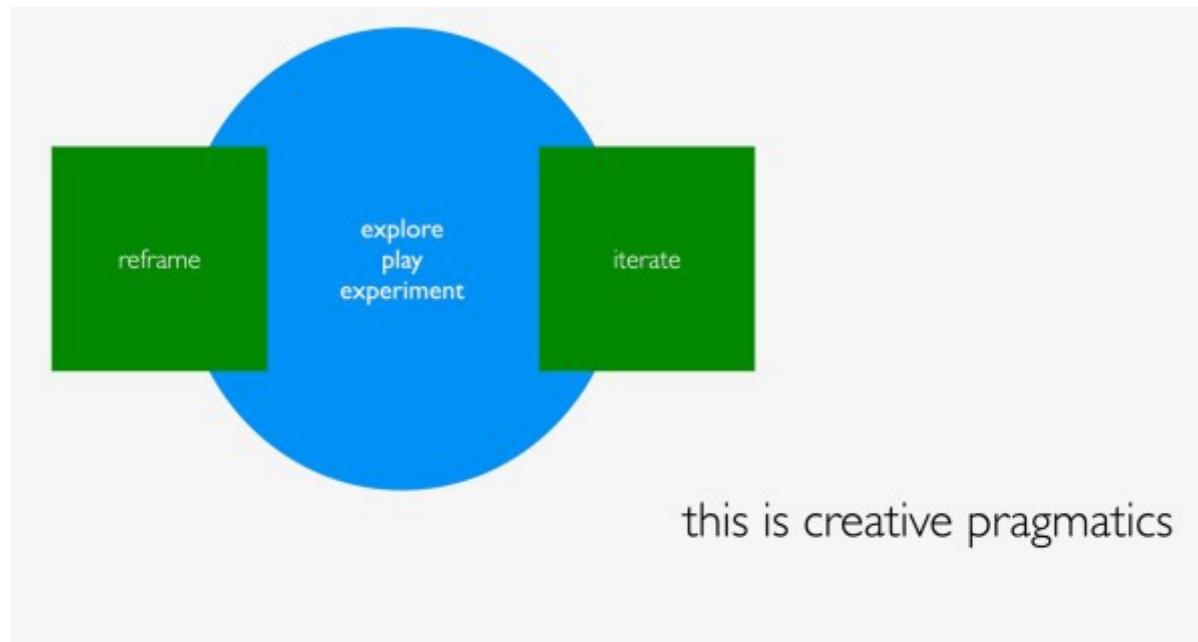


IMAGINING THE FUTURE – SAP'S IDEATHON 2020

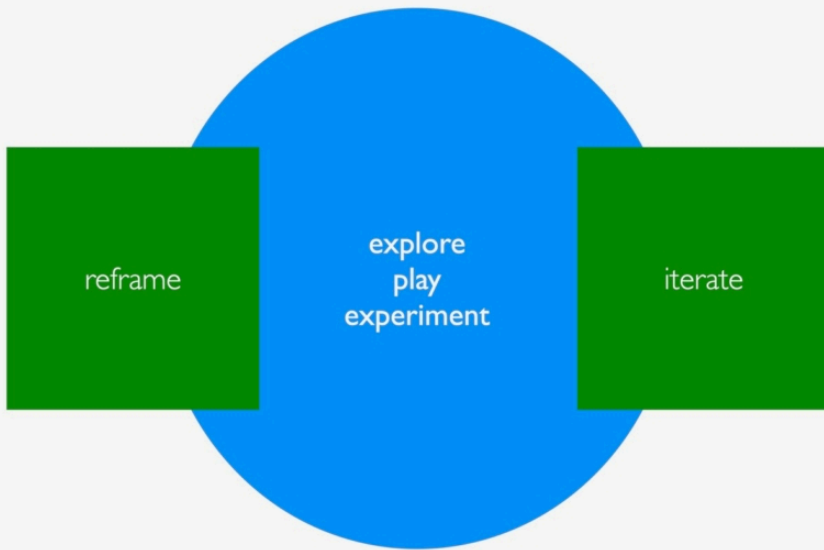


Today I opened and SAP University Alliances Ideathon – 21 teams around the world spending a weekend addressing critical world challenges – [\[Link\]](#)

For future world building, I made the case for using a toolkit that we are calling creative pragmatics, a kind of next-generation design thinking.

MS on Creative Pragmatics for SAP Ideathon 2020 [Download](#)

Victor Taratukhin on the Ideathon [Download](#)



this is creative pragmatics