



The Brainstorm Manifesto

Challenges – Strategy - Charge

DEFEAT NEURODEGENERATION

Defeat Parkinson's

DRAFT 4/9/2020

5i Challenges with PARKINSON's and other NDD

#1 isolation

#2 immobility

#3 insecurity

#4 inefficiency

#5 ignorance



CSC – Challenge – Strategy - Charge

	Strategy	Charge
#1 isolation Many of those affected suffer greatly from the disease – often combined with great loneliness and isolation. This concerns all of us.	#1 TEAM SPIRIT Create moments of secure social interaction, strengthen patient organisations and informal activities,	#1 PwNDD, relatives, therapists, and medical professionals. agencies/politics
#2 immobility Lack of movement creates frustration and reduces self confidence It increases the risk of side effects of medication and depression.	#2 KEEP MOVING Organising movement together. Helping by Volunteering. Strengthening patient initiatives and online/offline training and activity offers	#2 PwNDD, relatives, therapists, and medical professionals, agencies/politics
#3 insecurity Stigmatisation, job loss, and lack of active participation increases the suffering and makes the therapy more difficult	#3 SECURE RESPECT Create awareness. Secure jobs. Preventive training and education.	#3 PwPNDD, employers, colleagues and relatives, politics.
#4 inefficiency Market and regulatory limitations lead to a lack of research and development in causal therapies for neurodegenerative diseases (NDD)	#4 INCENTIVE SETTING. Creation of better incentives and frameworks. Level out market failure through smart regulation and financing.	#4 PwNDD, agencies/politics, financial institutions, private investors/donors.
#5 ignorance Data is the key. The opportunities of big data, artificial intelligence and new tech are still widely ignored and at the least unfolded.	#5 CREATING VALUE Engage in patient focused New Tech and Big Data based on adequate stratification. Finding solutions for data protection and data safety challenges.	#5 PwNDD, research institutions, industry, agencies/politics.



We believe that Parkinson's is curable!

But we need to engage in massive efforts to defeat Parkinson's and other neurodegenerative diseases. COVID-19 accelerated drug development showcases what we can achieve together.

PROJECT BRAINSTROM and this 5i Challenges Paper shall help to pave the way.