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

<table>
<thead>
<tr>
<th>Strategy</th>
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| **#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** inefficieny  
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.