



Funded by



Research England

## The National Centre for Creativity enabled by AI (CebAI *pr: see-bay*)

CebAI was commissioned in October 2020 by UK Research and Innovation (UKRI) and match-funded by City, University of London. It is a multi-million pound research project based at City's Bayes Business School.

The centre is led by Neil Maiden, Professor of Digital Creativity at Bayes and is committed to developing apps and services which enable people to be more creative. Our products are based on years of robust academic research into hybrid machine-reasoning techniques based on creative search, idea generation and recommendation. Our purpose is to develop tools that support users to easily generate new and useful solutions to ordinary, everyday workplace challenges.



### £100 Amazon Vouchers to be won

We have 2 x £50 Amazon vouchers up for grabs to delegates who use our latest product, the Sport Spark web app. Read on for more information

The team behind CebAI have been working on combining creativity and technology for more than a decade and have published research and products that support creative problem solving techniques using digital technology. These include



enables journalists to make diverse connections, find different angles and create more novel content. You can find out more and sign up for a free account to use the tool [here](#)



BrightSparks is an interactive digital tool for individuals and teams to discover ideas in different domains. You can play with the BrightSparks app [here](#)



BeCreative is a website that provides practitioners will simple-to-follow advice about established creative problem-solving techniques. Try BeCreative for yourself [here](#)



Our purpose is to build technology that supports and inspires people to be their most creative self when it comes to problem solving and collaboration find out more [here](#)



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CebAI's most recent project is a creative problem solving tool for professional sports coaches. Originally developed in collaboration with the English Institute of Sport, Sport Sparks encourages users to think in transformative ways and explore different types of cause for athlete challenges.

The tool automatically generates prompts and guidelines to explore different spaces and generate ideas in these spaces, users can explore around the subject using enhanced search features and can save and sort ideas, before creating an action plan to initiate resolution.

Creative thinking on demand is the single most important strategic need for all organisations. Teams who can integrate creativity, effectively harness existing knowledge and align with a unified purpose are delivering at least double the success of their peers, according to Management Consultants McKinsey in their recent report, [The Growth Triple Play](#).

Sport Sparks is designed to harness this Growth Triple Play strategy and make it easy for practitioners with little or no knowledge of creative thinking processes to generate ideas using recombinant ideation techniques, to collaborate, reflect, plan and take action.

CebAI is inviting all delegates to the C&C conference to take Sport Sparks for a spin to solve a real-world challenge. We are offering you the chance to win a £50 Amazon voucher and have fun exploring all the functionality of this box-fresh web app.

Knowledge + Purpose + Creativity = Game Changer



To find out more and enter the competition use the QR Code, or click the embedded link

