

Reflecting on research, innovation and sustainability 25 July 2014

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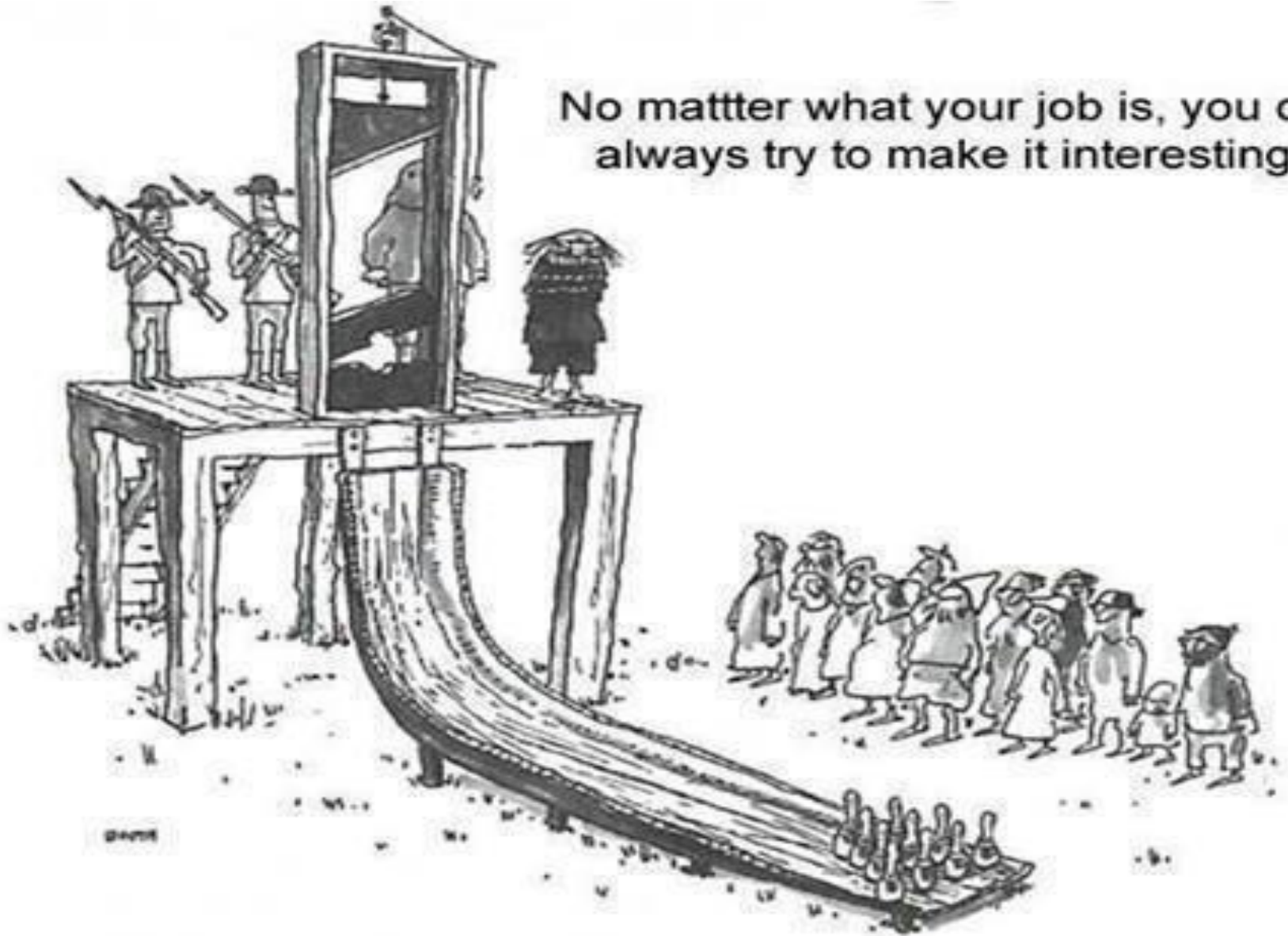

OPTENTIA
RESEARCH FOCUS AREA



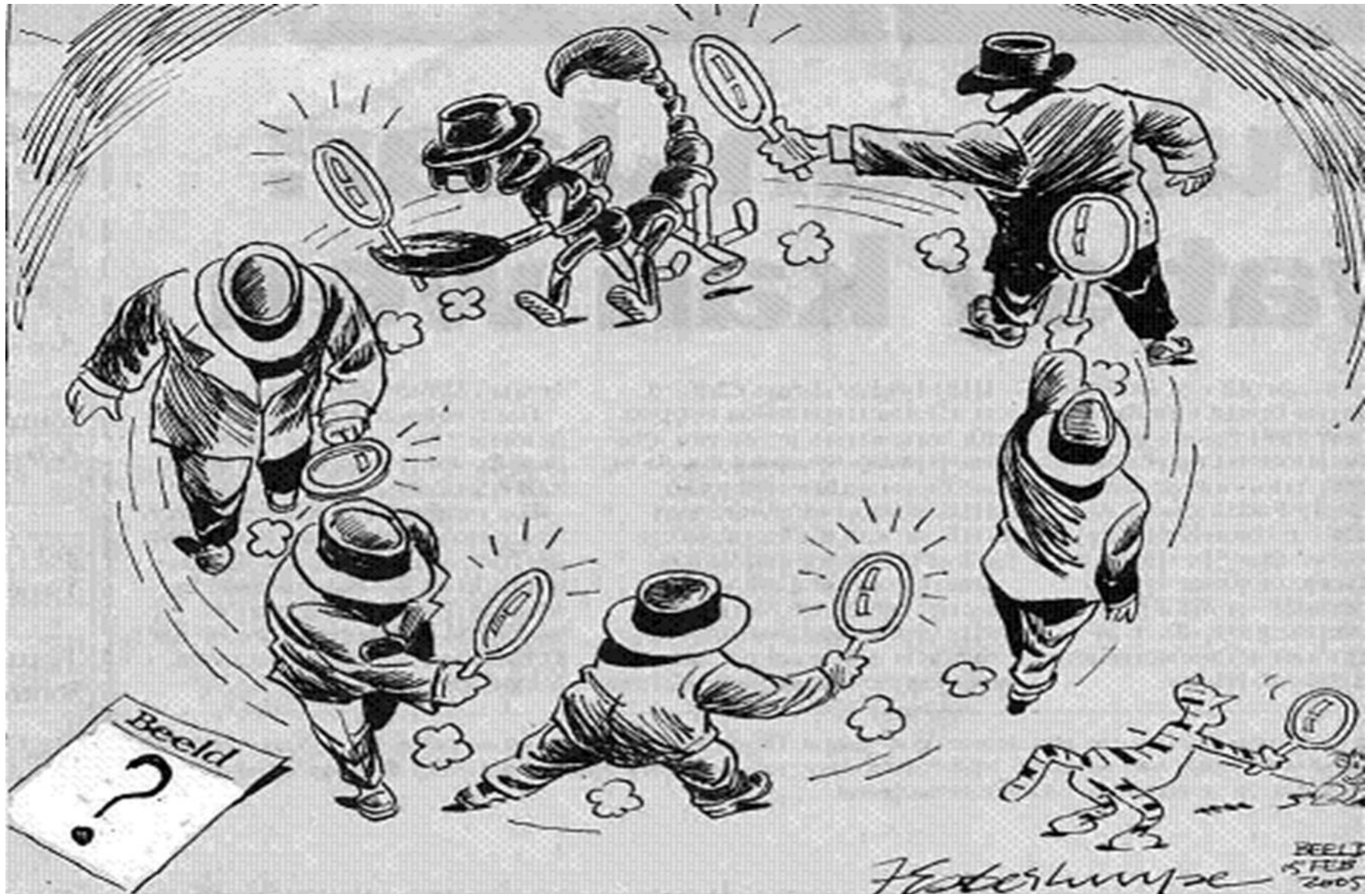
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NORTH-WEST UNIVERSITY
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Create your own joy!

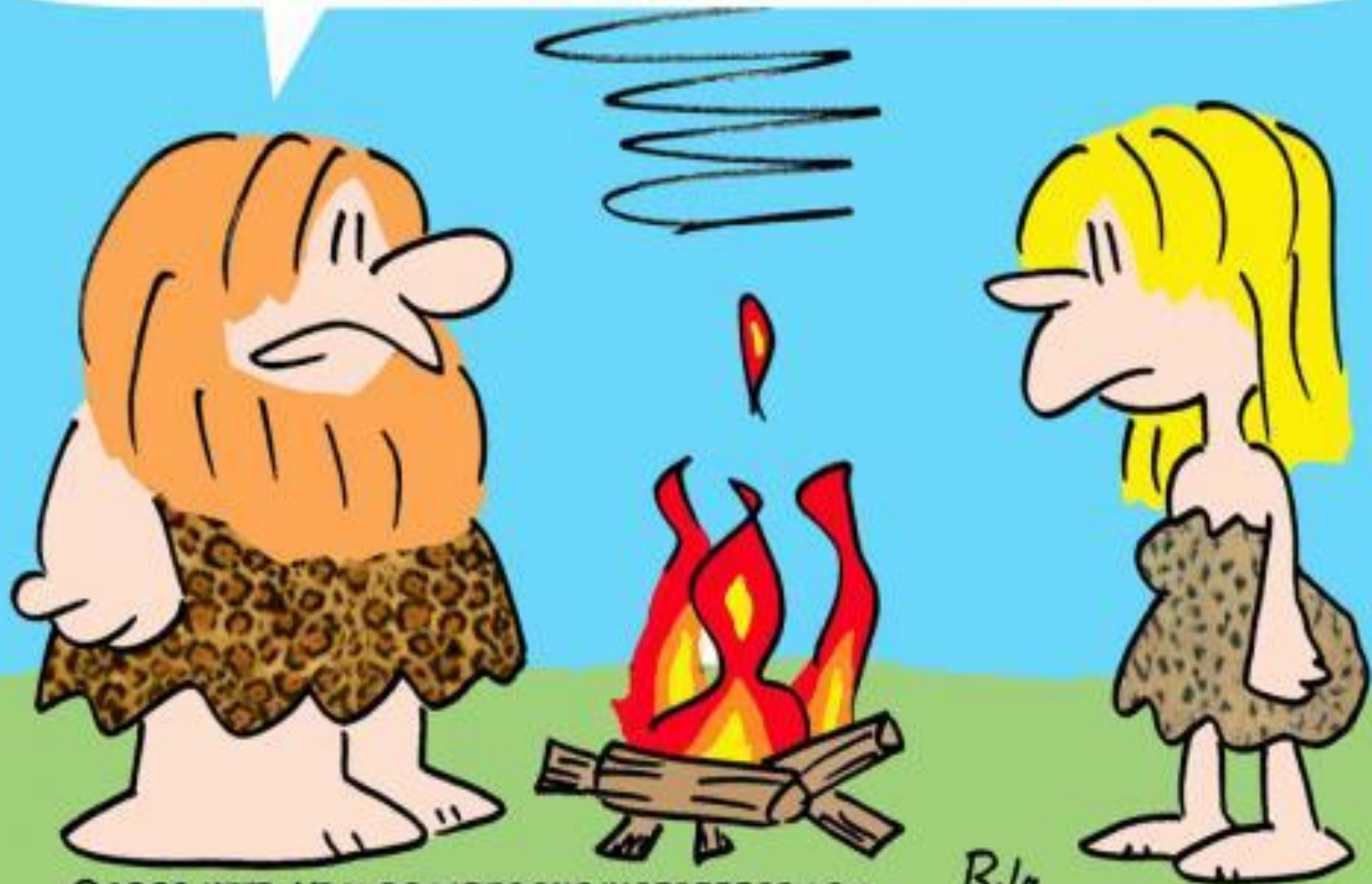
No matter what your job is, you can always try to make it interesting...



Research riddle = much like a magic circle



I WAS JUST RUBBING STICKS TOGETHER FOR FUN
- I DIDN'T REALIZE I WAS DOING BASIC RESEARCH.



GET ALL THE
INFORMATION YOU CAN,
WE'LL THINK OF A
USE FOR IT LATER.



Innovation



The "AHA-feeling" is a sneaky fellow

Creativity & Innovation



Sustainability calls for dedication



Publish, publish, publish! REALLY?

My friends, as a result of our experimentation, we have just lost a dear and valued colleague....

On the other hand, we have just gained a publication.



South Africa needs YOU!



Thank you for listening!

