



1st Innompic Games 2017

BIG CHALLENGE: **World's Best Innovation City**

Innovative solution by Russian Innompic Team

All-inclusive Multi-functional Complex

BINBEN

*Be **IN**novative, Be **EN**trepreneurial*

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Vision

**Magnet and Booster
for Innovators**

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Value Mantra

Inspiring, Leading, Empowering

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Slogan

***Non-stop value innovation
and fun***

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Weighted Guiding Principles

All programs contribute to nurturing the World's best innovation city	10	
Every solution is aimed at inspiring strategic creativity and innovative ideas	9	
Every exercise is designed to build entrepreneurial smartness	8	
Group exercises facilitate intellectual teamwork	7	
Fun is an important part of every exercise	6	

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Internal & External Functions

Internal and External Functions

Internal

- Helping innovators grow
- Incubating breakthrough solutions
- Nurturing a team culture

External

- Leading the city by example
- Transferring best practices to city-mates
- Boosting international exchanges

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All-Inclusive

All-Inclusive Activities

FOCUS GROUPS

General Purpose

Advanced

Disruptive

Kids

Students

Housewives

Retired

Physically Challenged

VENUE

On-site

On-line

CONTENT

Tailored

Integrative

**Truly
All-inclusive!**



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Harmonizing 5 Basic Elements

5 Basic Elements of Nature

Earth	the root, ground, or source within each phenomenon, solidity
Water	flow, continuity, penetration
Fire	life, heat, activity, clarity in the mind
Air	change, movement, maturity, life supporting
Space	intelligence, communication, formlessness, and creative potential

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The challenge feels like

*Rafting towards a dream island that
keeps getting bigger and farther*

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‘Better City’
Challenges & Creative Solutions
Suggestion System

'Better City'

CHALLENGES and CREATIVE SOLUTIONS

Challenge

Published online



	Score Expert/Public	Willing to play INNOBALL	Willing to watch INNOBALL
Solution A	67/86	8	14
Solution B	82/94	22	46
Solution C	76/48	12	9

'Better City'

SUGGESTION SYSTEM

Published online



	Score Expert/Public	Willing to play INNOBALL	Willing to watch INNOBALL
Suggestion A	78/62	6	7
Suggestion B	54/43	4	5
Suggestion C	88/92	18	14

'Better City'

Celebrating **WINNERS** of the Month

Photo	Name	Winning ideas
	Genius A	Great idea(s) A
	Genius B	Great idea(s) B
	Genius C	Great idea(s) C

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Innoball Rooms



INNOBALL rooms

Playing with
CREATIVE SOLUTIONS and **SUGGESTIONS**



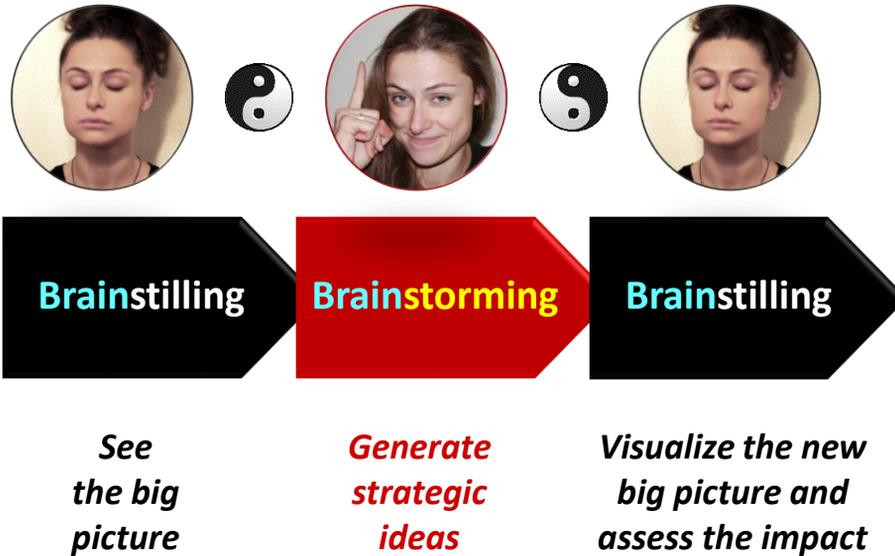
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Thinking Rooms

3Bs of Strategic Creativity



Rooms Yin and Yang

BRAINSTILLING  **BRAINSTORMING**



Yin	Yang
Moon	Sun
Night	Day
Water	Fire
Turtle	Dragon
Black	Red
North	South
Even	Odd



Float Tanks

Relax in a weightless, silent, peaceful world



Help innopreneurs increase their fulfillment, achievement, creativity, and purpose in life and business



Disney-style Creativity Room(s)

3 Perceptual Positions and Vital Roles

Dreamer

Dreams up ideas



Realist

Makes things happen



Critic

Evaluates and refines



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Micro e-Courses

Continuous Learning & Inspiration

Visual micro-courses are displayed non-stop on big monitors in some relaxation areas

Invent an Innovative Product

Love consumers Create

Strive to: **Dare to:**

- Understand consumers
- Make them happier
- Create amazing value
- Break the rules
- Combine unusual
- Build synergies

Entrepreneurial simulation game

Exceed the Desired Results

INNOBALL

Greater vision and implementation

Desired State

Without Innoball, 70% of change efforts fail

Present State

Developing creative strategies and solutions

Kore 10 Innovative Thinking Tools

- Listen • Negotiate • Talk • Persuade
- Stretch • Observe • Travel
- Lighten • Highlight • Search • Explore
- Sharpen • Cut • Threaten • Kill
- Tip • Jangle • Insure • Attach
- Clean • Remove • Fly • Punish
- Act • Differentiate • Motivate • Attract
- Hit • Nail • Build • Adjust
- Reward • Spend • Earn • Manage

1. Come up with metaphoric solutions >> 2. Design real actions

From Idea To Customer Success

3 Steps

Invention Valuable product Customer success

- Turn your idea to an invention
- Develop a product with great customer value
- Create a great market demand for your new product

10 Commandments of Innovation

- Have a dream
- Inspire your team
- Focus on customers
- Be different
- Question everything
- Synergize
- Establish a process
- Take risk
- Lead change
- Be entrepreneurial

Value Innovation 10 Keys

- Strategic intent
- Customer focus
- Customer empathy
- Customer insight
- Customer involvement
- Observing people
- Competitive intelligence
- Customer feedback
- Beta testing
- Continuous improvement

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Nurturing Innopreneurial Mindset

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Mindset



**Be
IN**novative

- Be different
- Love what you do
- Love your customers

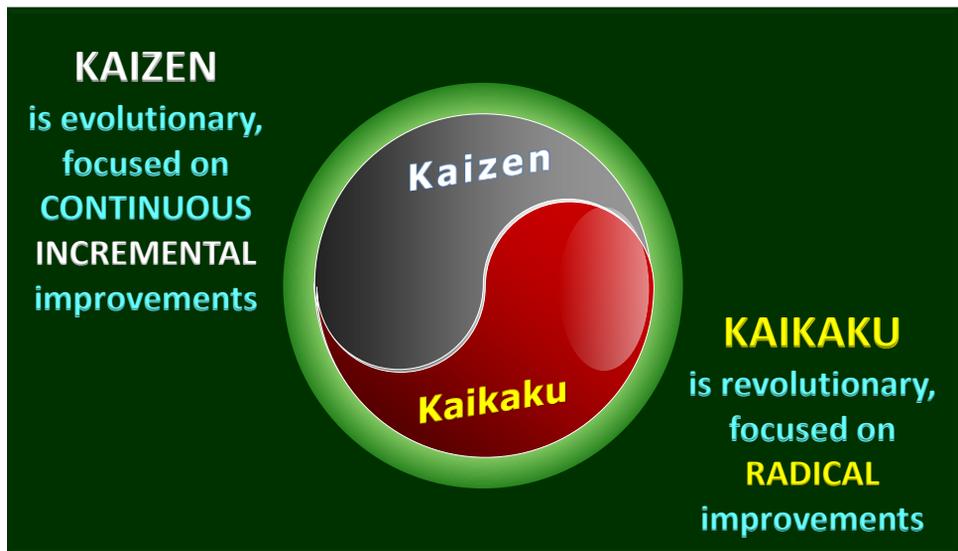
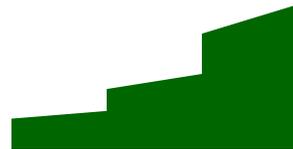
**Be
EN**trepreneurial

- Spot opportunities
- Create great value
- Create customers

Value Innovation



Radical + Incremental Improvement



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Facilitating Learning by Doing

Making Creativity a Habit

Using various
creativity
techniques
until they
become a
normal part
of thinking



Practicing
creative
thinking and
creative
action until
they become
a habit



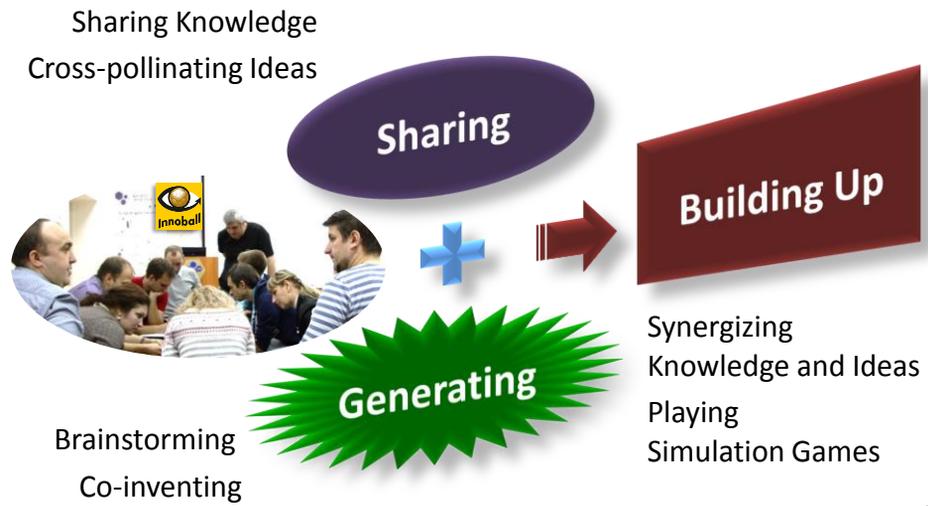
Playing entrepreneurial simulation games

Learning to Win



Intellectual Teamwork

Sharing, Generating and Synergizing Knowledge and Ideas



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Fun



Fun

- Fun as an important part of all core activities
- Humorous events and contests, celebrations



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5 Basic Elements Harmonized

5 Basic Elements of BINBEN

Earth	Name, Mission; Value Mantra; Slogan; Thinking Tools; Float tanks
Water	Brainstorming culture; Innoball games; Micro e-courses
Fire	Vision; Yang rooms; Fun; Celebrations
Air	Creativity contests; Experiments; Transfer of successful practices
Space	Yin rooms; Intellectual cross-pollination; Creative chaos; Suggestion system