

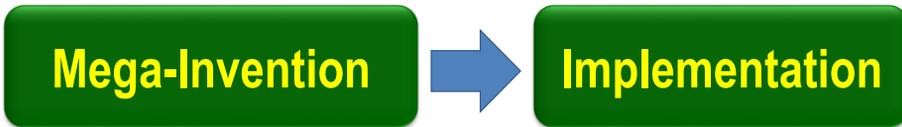


Innompic Contests

Quick Guide

Innompic Contests

↓ Big Challenge



Breakthrough Value

- + Vision
- + Name, Slogan, Value Mantra
- + Weighted Guiding Principles
- + Key Product Features
- + Envisaged Success Story



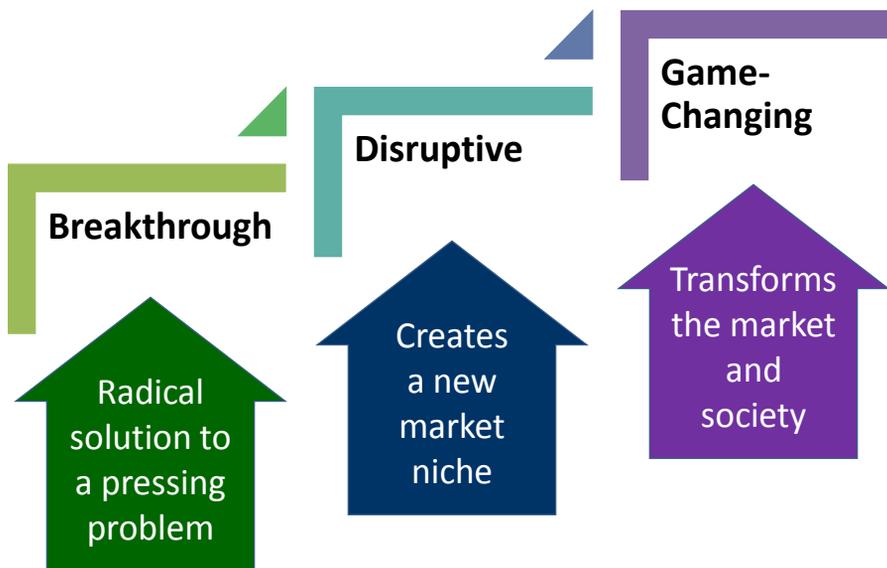
Simulation game





A to Z *of* Radical Innovation 360

3 Levels of Radical Innovation





A to Z of Innovation 360

Invention is the initial part of a radical innovation rally ✓

Innompic Games is the entire rally

From Idea To Customer Success



Innovation 360

7 Interwoven Areas



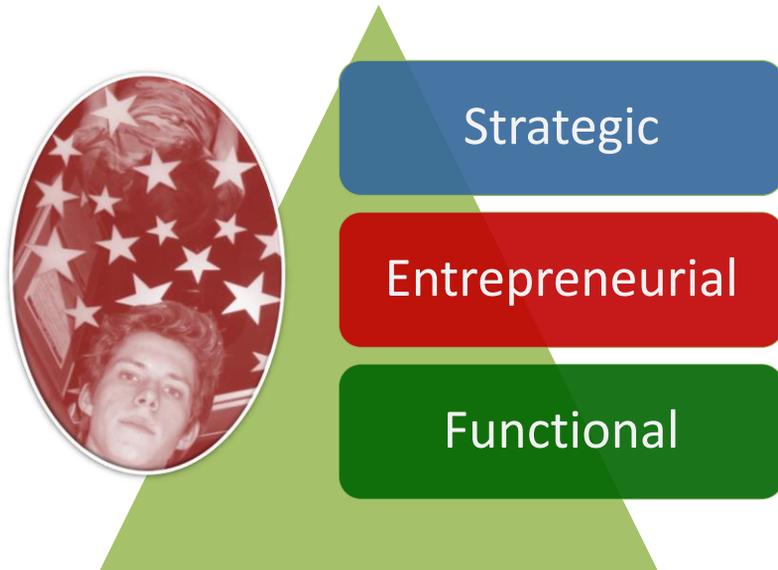
innovarsity



A to Z of Innovation 360

A to Z of Innovation	Innovation 360
<p>Invention</p> <ul style="list-style-type: none"> + Product vision + Value proposition + Brand attributes + Guiding principles + Success strategies <p>Innovation Football </p> <p><i>Entrepreneurial simulation game</i></p>	<ul style="list-style-type: none"> Value Product / Service Technology Process Business Model Company Strategies Marketing

3 Creativities of an Innovator



Competencies of an Innompic Team

Value Creation and Delivery

- Inventive thinking
- Innovative business models
- Entrepreneurial strategies
- Creating customers

Radical Project Management

- Intellectual teamwork
- Creative marketing
- Anticipation of challenges
- Creative problem solving





The MOST USEFUL Creation Show



Most Useful **Creation Show**





KoRe 10 Innovative Thinking Tools



KoRe 10 Innovative Thinking Tools



Innompic Functions

Innoteams	Judges	Spectators	Show
<i>streamline</i> ideation and anticipation processes	<i>provide</i> a tool for better idea assessment	<i>facilitate</i> metaphor- powered accelerated learning	<i>inspire</i> a greater 'Aha!' effect

KoRe 10 Innovative Thinking Tools

4 METAPHORIC ACTIONS

 Elevate • Stretch Observe • Travel	Listen • Negotiate Talk • Synergize 	 Lighten • Highlight Search • Explore	Fish • Catch Test • Relax 	 Sharpen • Cut Threaten • Kill
 Clean • Remove Fly • Punish	Tie • Untie Insure • Attach 	 Hit • Nail Build • Adjust	Aim • Differentiate Motivate • Attract 	 Reward • Spend Earn • Manage

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



KoRe 10 Innovative Thinking Tools





Balloon



→ Elevate • Become remarkable
Take a helicopter view • Travel

Innovators

- Create an inspiring vision and stretch goals
- Help people reach new heights
- Make a core feature more prominent
- Amaze customers; shock competitors

How players can use it

Opponents

- Your inventors 'have their head in the clouds'
- Government raises fees; suppliers raise prices
- Competitor come out with greater value innovations
- Customers demand higher value



Innompic Contests

For a given Challenge

Invent

a

**Radically Innovative
Solution**

Invent an Innovative Product



Love consumers

Strive to:

- Understand consumers
- Make them happier
- Create amazing value



Create

Dare to:

- Break the rules
- Combine unusual
- Build synergies



Invent a Radially Innovative Solution

★ **Example**

“BLUE PLANET” Strategy

Inventing new global Games

Intellectual

WHY do the main
global Games focus
on **EXCITING** spectators?

WHAT IF they focus on
helping spectators

GROW?



- Constructive contests
- Creation show
- Engaged spectators
- Accelerated learning



Innompic Contests

For your invention, create

Vision

Name

Value Mantra

Slogan

Product Vision



Examples of Product Vision

Innompic Games

The Planet of Loving Creators

Business e-Coach

Inspired and empowered World's citizens

Innovation Football

Victorious innovators

Emfographics

Catchier messages, faster education



Choose the Right **Name**

<i>Must be</i>	<i>May also</i>
<ul style="list-style-type: none"> • Remarkable • Simple • Short 	<ul style="list-style-type: none"> • Suggest stability and integrity • Be upbeat and cheerful • Promise benefits

1000ventures 

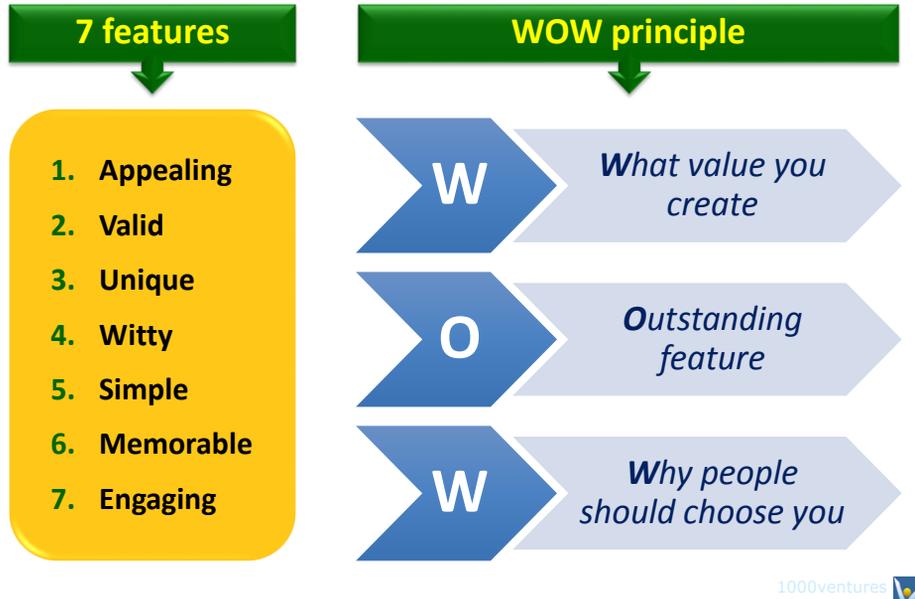
Value Mantra

YOUR CUSTOMER-FOCUSED INTENT

Examples

Innompic Games Learn Create Thrive	Nike Authentic Athletic Performance	Disney Fun Family Entertainment
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Great **Slogan** for your Business / Product





Innompic Contests

For your venture, define

Weighted Guiding Principles

Guiding Principles



*Help
you*

- Stay on course
- Make decisions better and faster
- Keep going

*Reflect
your*

- Vision, mission and strategic intent
- Values
- Core competencies



Weighted Guiding Principles



1st INNOMPIC GAMES as an Amazing Creation Show

Weighted Guiding Principles

Every performance is inspiring, educative and energizing	10	
No boring moments, exciting only	7	
All activities and performances are designed to create a deeper insight and a lasting impact	9	
Spectators are engaged in creative activities	8	
Everyone has fun	6	



Most Useful Creation Show

Example of *Quick Evaluation of an Idea*

GUIDING PRINCIPLES	Weight	Rating
Every performance is inspiring, educative and energizing	10	7
No boring moments, exciting only	7	6
All activities and performances are designed to create a deeper insight and a lasting impact	9	8
Spectators are engaged in creative activities	8	7
Everyone has great fun	6	8

$$\text{Rating} = \frac{\text{Sum of weighted ratings}}{\text{Highest possible total score}} = \frac{270}{400} = 72\%$$



Innompic Contests

For your invention, create

Product Presentation

Venture Marketer



Presentation that Inspires Change



KoRe 6 components

Visionary and Appealing Title

Big Picture

Threats

Journey

Benefits

Action

Selling Innovations: Story Telling

MOTIVATING MESSAGES



Win / Lose	Be #1	Next Curve
<ul style="list-style-type: none"> ➤ Disrupt or be disrupted ➤ Winning solution to current threats 	<ul style="list-style-type: none"> ➤ Star solution ➤ Dethroning a competitor 	<ul style="list-style-type: none"> ➤ Far better than what we have now ➤ Chain of intermediate victories



Innompic Contests

For your venture, develop

Envisaged Success Story

Preparing to Win
Write Your Success Story



Start with:

“The Challenge feels like...”

- *Helps teammates*
understand each other's perceptions
- *Helps spectators*
understand the challenge holistically



“The Challenge feels like...”



1st Innompic Games

“The challenge feels like...”





Story Telling by a Group

12 story lines: **Innovation Football Mini-Game**

	Once upon a time...	
	Suddenly...	
	An outside-the-box solution...	
	Bad luck never comes alone...	
	Yet, it brought about an opportunity as well...	
	New venture, new challenges...	



Tell Your Story EMOTIONALLY



Use KoRe 10
Innovative Thinking Tools
to highlight the essence of
major turns of the journey





Commercialize your invention

Innovation Football

simulation game



Strategic simulation game **INNOBALL**

Innovation Master Tool

Breakthrough Projects 	Breakthrough Teams 
<ul style="list-style-type: none"> ➤ Create radical innovations ➤ Make big changes ➤ Pursue opportunities 	<ul style="list-style-type: none"> ➤ Build ➤ Train ➤ Assess
<p style="text-align: center;">VC Investment Decisions </p>	

much better & much faster



Enemies of an Innovative Startup

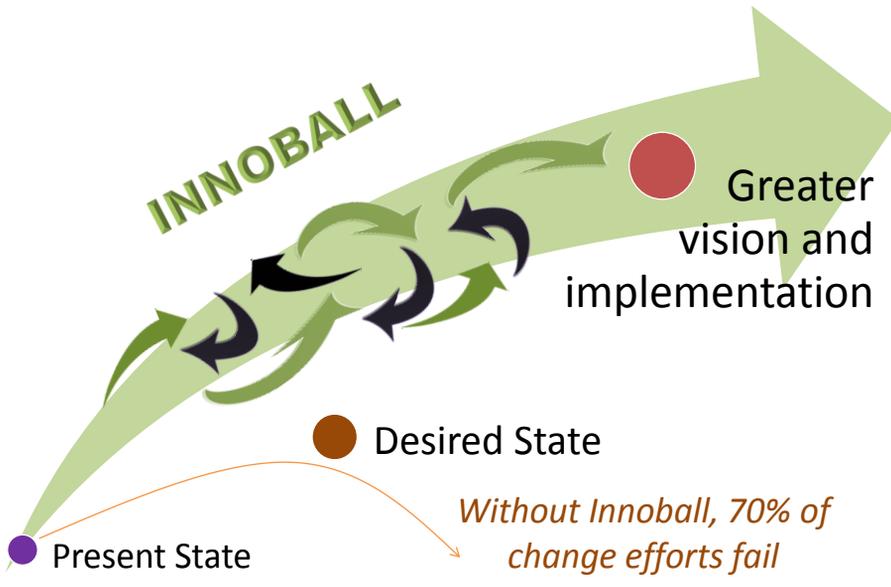


Internal	<i>People</i>	External	<i>Market</i>
	<ul style="list-style-type: none"> • Under-entrepreneurial leader • Under-innovative team • Short-sighted investors 		<ul style="list-style-type: none"> • Volatile • Unpredictable • Immature
	<i>Business Model</i>		<i>Competitors</i>
	<ul style="list-style-type: none"> • Insufficient customer focus • Lack of cross-functional synergies • Weak entrepreneurial strategies 		<ul style="list-style-type: none"> • Aggressive • Innovative • Resourceful



Entrepreneurial simulation game

EXCEED the Desired Results





Game in Progress



Innovators

Opponents



Strategic Action (green arrow from Opponents to Innovators)

Problem (red arrow from Innovators to Opponents)

Guessing the move (dashed red arrow from Opponents to Innovators)

Solutions (green arrow from Innovators to Opponents)

Expert Evaluations	Main Solutions	Author	Coauthor	Mark
	Description	Player C	Player F	8.7
	Alternatives	Author	Coauthor	Mark
	Description	Player A	Player B	8.4
	Description	Player D	-	7.8



Win-Win Mindset

Don't kill the enemies – stretch them!

Football

Win-Lose



The teams have **opposite objectives**

Innoball

Win-Win



The teams have a **common objective**

- To become stronger
- To stretch their creative muscles
- To create a successful innovation





Two Phases of the Ideation Process

'Garden'

Independent ideation

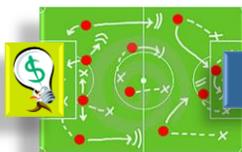


'Kitchen'

Synergizing ideas

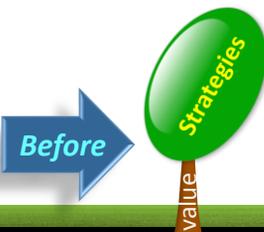


STRENGTHEN the Business Model



Strategies

Business
Marketing
Production



Competitive Advantage

competitive Advantage



Innovation Football (INNOBALL)



Example

Strengthening a venture



Making Innompic Games a popular **Creation Show**

Enemies

Innovators

Metaphor	Action	Metaphor	Action
 Low emotions	No emotional peak moments that make Olympics a great and popular global show	 Anticipating	
	 Anticipating	 Celebrations	Ideas and players can Get a WOW during/after a contest/the Games



Example

Strengthening a venture



Making Innompic Games a popular **Creation Show**

Enemies

Innovators

Metaphor	Action	Metaphor	Action
 Deflated emotions	Spectators get bored while the teams are thinking	 Anticipating	
	 Anticipating	 Strong ties	Special show teams (innovation gurus, actors, kids) keep the show going



Creations by Show Teams

While innoteams develop a creative solution, **Show Teams provide relevant diverse perspectives**

Examples of real-life innovative solutions

Innovation Gurus

Innovative thinking methodologies



Fresh Thinkers

Performing Artists

☐ Kids, outside-the-box thinkers

☐ Actors, dancers, artists



Innompic Games as a Creation Show

Innoball  **helped both Create and Deliver Innovative Value**



**INNOMPIC
AWARDS**



The Way to **AWARDS**



Group Stage

Business Design

Strategies • Presentation



FINALS

Innovation Team

Inventiveness • Anticipation

Creative Problem Solving

Creative Marketing • Teamwork

Mister & Miss Innovation World

Innovator • Leader • Ideator

Acting Arts (2) • Wittiness

Judge (2)

Actator (2)

Valunteer (2)

Innompic Games



Not just extremely beneficial,

it's **GREAT FUN** too!

