



# 1<sup>st</sup> Innompic Games 2017

BIG CHALLENGE 1: **World's Best Innovation City**

Breakthrough solution by  **RUSSIA TEAM**

All-inclusive Multi-functional Complex

# INNOMPUS

*The HEART of the Innocity*



# INNOMPUS

All-inclusive  
multi-functional complex

**THE  
HEART**  
of the  
World's  
Best  
Innovation  
City



Boosts image,  
innovation,  
and revenues

Leads by  
example

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# INNOMPUS

## VISION

**Magnet and Booster  
for Innovators**

## VALUE MANTRA

**Inspiring, Leading,  
Empowering**

## SLOGAN

***Non-stop value innovation – with fun***

# INNOMPUS

## 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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*The challenge feels like*

*Climbing towards a mountain top,  
seeing more and understanding that  
there is a lot more to see and do*

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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

### World's Best Innovation City

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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

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

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## Nurturing Innopreneurship

*Nurturing*

**BINBEN**

**Mindset**



**Be  
IN**novative

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

**Be  
EN**trepreneurial

- Spot opportunities
- Create great value
- Create customers

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*Circulation of expertise and opportunities*

## SERIAL INNOPRENEURS

Master Classes  
Educational  
Stories



Involvement  
Opportunities

Innompus VC



**Would-be & First-time INNOPRENEURS**



## INNOBALL rooms

Playing with

**CREATIVE SOLUTIONS** and **SUGGESTIONS**





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# INNOMPUS

## Continuous Learning and Self-Education

### Continuous Learning & Inspiration



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

The image displays six micro-course screens arranged in a 2x3 grid. Each screen contains educational content related to innovation and entrepreneurship.

- Top Left:** "Invent an Innovative Product". It features two columns: "Love consumers" (Strive to) and "Create" (Dare to). Checklists include: "Understand consumers", "Make them happier", "Create amazing value" and "Break the rules", "Combine unusual", "Build synergies".
- Top Middle:** "Entrepreneurial simulation game: Exceed the Desired Results". It shows a green arrow labeled "INNOBALL" pointing from "Present State" to "Greater vision and implementation". A note says: "Without Innoball, 70% of change efforts fail".
- Top Right:** "Developing creative strategies and solutions: Kore 10 Innovative Thinking Tools". It lists 10 tools with icons: Listen, Stretch, Observe, Travel; Elevate, Stretch, Observe, Travel; Tuck, Jangle, Insure, Attach; Clean, Remove, Fly, Punish; Negotiate, Talk, Strategize; Lighten, Highlight, Search, Explore; Hit, Nail, Build, Adjust; Fish, Catch, Test, Release; Sharpen, Cut, Threaten, Kill; Act, Differentiate, Motivate, Attract; Reward, Spend, Earn, Manage.
- Bottom Left:** "From Idea To Customer Success". It shows a 3-step process: "Invention" (Turn your idea to an invention), "Valuable product" (Develop a product with great customer value), and "Customer success" (Create a great market demand for your new product).
- Bottom Middle:** "10 Commandments of Innovation". It lists: Have a dream, Inspire your team, Focus on customers, Be different, Question everything, Synergize, Establish a process, Take risk, Lead change, Be entrepreneurial.
- Bottom Right:** "Value Innovation: 10 Keys". It lists: Strategic intent, Observing people, Customer focus, Competitive intelligence, Customer empathy, Customer feedback, Customer insight, Beta testing, Customer involvement, Continuous improvement.



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# INNOMPUS

## '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
<b>Solution A</b>	67/86	8	14
<b>Solution B</b>	82/94	22	46
<b>Solution C</b>	76/48	12	9

## 'Better City'

### SUGGESTION SYSTEM

*Published online*



	Score Expert/Public	Willing to play INNOBALL	Willing to watch INNOBALL
<b>Suggestion A</b>	78/62	6	7
<b>Suggestion B</b>	54/43	4	5
<b>Suggestion C</b>	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

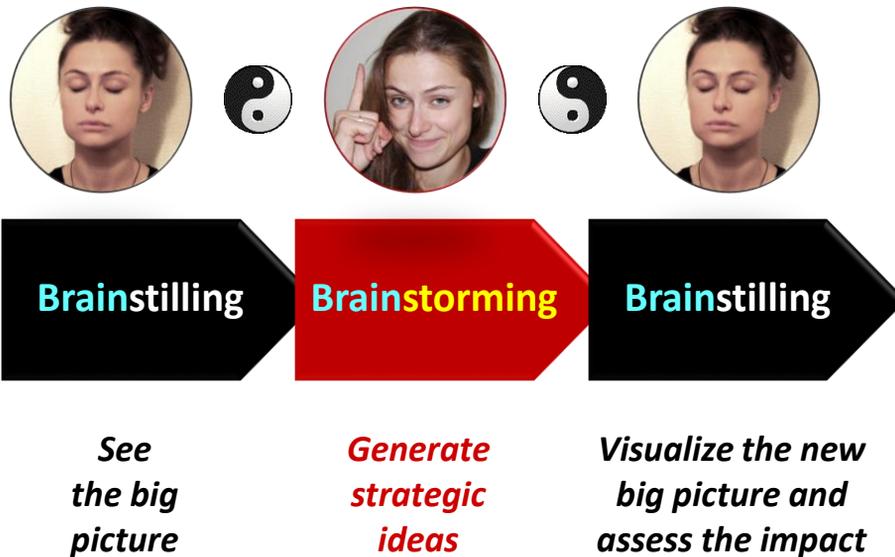
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## Thinking Rooms

### 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

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## Great Mind & Body

### Continuous Innovative Thinking Contests & Sports INNOMPUSians' Scoreboard



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## Facilitating Learning by Doing

### Learning by Doing for Kids

<b>Earth</b>	Strong vs. weak foundation; healthy vs. unhealthy roots; the core reason
<b>Water</b>	Nurturing life; Flowing around obstacles; Managing currents; Relaxing sounds
<b>Fire</b>	Nurturing burning desire; fighting “fires”; think-fast games; think-better games
<b>Air</b>	Sports; learning from feedback; change-creating games; survival games
<b>Space</b>	Open creativity exercises; intelligence raising challenges; communication games

# 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



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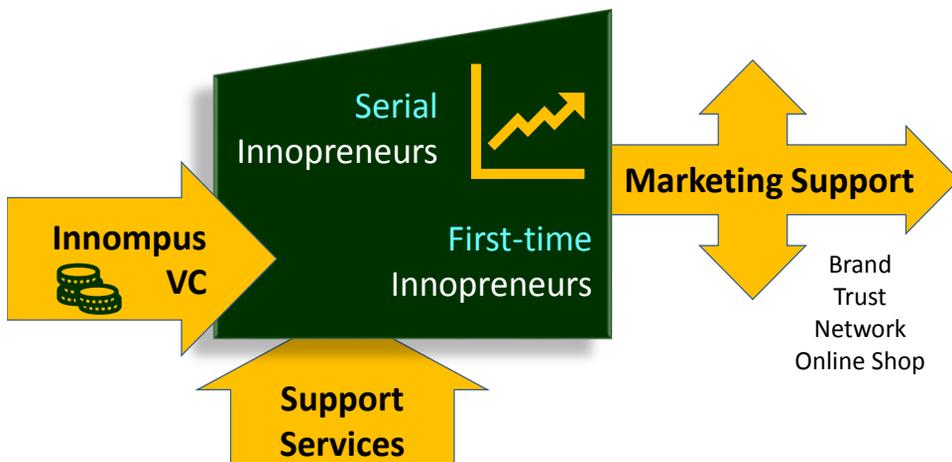
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## Business Incubators

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## BUSINESS INCUBATOR



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## Hybrid Business Incubators

 ON-LINE & ON-SITE 

for  
Kids



Handicrafts

for  
Teens



Prototypes of  
Dream Products

for Physically  
Challenged



Soft Products

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# Fun



## Fun

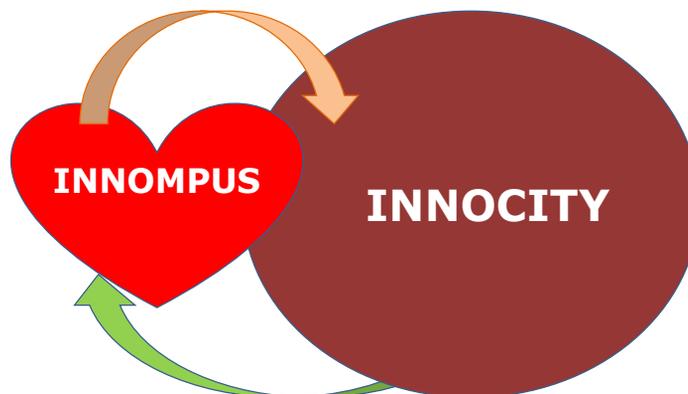
- Fun as an important part of all core activities
- Humorous events and contests, celebrations



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## Revenue Model

*Reinvents & Drives revenues*



*Supports & Sustains*

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# Revenue Model

## Five Main Sources of Revenues

1. Membership
2. Services
3. Return on VC Investments
4. Rental
5. Sponsorship

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## 5 Basic Elements Harmonized



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**5  
BASIC  
ELEMENTS**  
of  
Innompus'  
Innosphere

1<sup>st</sup> Innompic Games 2017

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## 5 Basic Elements of INNOMPUS

<b>Earth</b>	Name, Mission; Value Mantra; Slogan; Thinking Tools; Float tanks
<b>Water</b>	Circulation of Expertise & Opportunities; Intellectual cross-pollination; Innoball
<b>Fire</b>	Vision; Yang rooms; Micro e-courses; Fun; Celebrations
<b>Air</b>	Creativity contests; Experiments; Transfer of successful practices
<b>Space</b>	Yin rooms; Intellectual cross-pollination; Creative chaos; Suggestion system



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# INNOMPUS

## Envisaged Success Story

Innovation Football mini-game

### INNOMPUS envisaged success story



Fishing for consumers

10,000+ e-mails sent to companies inviting them to establish their innovation centers at INNOMPUS.



... Waiting for answers from the invitees



E-mails are disposed off



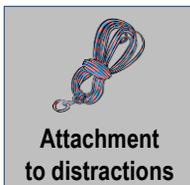
## INNOMPUS envisaged success story



Going for Top-level marketing. Getting City leaders to invite corporate leaders to explore the INNOMPUS' facilities and, if satisfied, to relocate some their innovation teams there on a trial basis.



## INNOMPUS envisaged success story



Instead of creating innovations, most people waste their time in a queue willing to relax in a float tank



## INNOMPUS envisaged success story



Compelling  
awards

Best innovators of the months  
get a coupon for free no-queue  
5 sessions in a float tank



Elevating  
aspirations

Nurturing an attitude of a relentless  
achiever through creating greater  
opportunities, diverse contests,  
coaching, and celebrating victories



999 more challenges to overcome... and finally...

# WE DID IT!



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# THANK YOU!

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[Innompics.com](http://Innompics.com)



**Russia Team**

Winner of the **'BEST INNOVATION TEAM'** award