



Innompic
Planet of
Loving
Creators



Innompic Venture

3 Features

1. Radical Value Innovation
2. A to Z of Innovation 360
3. Hyper-Successful Implementation



Guidebook by



Vadim Kotelnikov





Be the Best

Introduce both breakthrough and incremental value innovations relentlessly. Don't limit your efforts to meeting existing customer needs – create new needs and provide amazing solutions. Follow radical innovations and big improvements with continuous improvement activities to keep the competition at bay.

Be the First

Victory in the marketplace comes from your ability to surprise customers and competitors. To be the first is more beneficial than it is to be better. Yes, quality is a must, but you need to produce top quality at lightning speed.

Introduce new products faster than the competition. If you are the first, you get an edge over the competition because it's much easier to get into the mind of consumers and win a mindshare if you open a new door to a better life.

Being first comes from breaking rules and being fast. To be the first in a product or service category, create a new category and open a new range of opportunities. In your initial marketing campaign, focus on the enthusiasts who are interested in what is new – the early adopters and the pragmatists will follow.

Be Remarkable

In today's overcrowded market, being just excellent is not enough. You must also be remarkable and rememberable. Differentiate your brand and products prominently in the mind of consumers and market yourself creatively to keep amazing them.



10 Keys to Success of a High-Growth Startup

- ① Visionary, passionate and entrepreneurial venture leader who is also a proactive and disruptive innopreneur and a great venture marketer.
- ② Strong, cross-functional and balanced [management team](#) that has necessary knowledge and skills and works cooperatively towards strategic business success.
- ③ [Passionate](#), synergistic and committed venturepreneurial team of co-owners.
- ④ Durable sustainable competitive advantage that allows the maintenance and improvement of the enterprise's competitive position in the market and enables the business to survive against its competition over a long period of time.
- ⑤ A strong yet flexible business plan that provides clear direction and focus.
- ⑥ Most effective business model that requires the least investment and produces the most sales, the best margins, the highest net profits and the lowest breakeven.
- ⑦ Innovative entrepreneurial strategies, strong brand attributes, effective revenue model and healthy cash flow.
- ⑧ Sound financing based on good understanding of what investors want working towards meeting their investment criteria.
- ⑨ Well-organized intellectual teamwork powered by advanced ideation techniques and innovative thinking tools.
- ⑩ Entrepreneurial simulation games, like Innovation Football, that help venturepreneurs achieve far beyond aspirations.

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

Love Is Fundamental

Love for customers is fundamental for inventing a great product that customers would love. If you are to give your best and prosper you need to be passionate for both your work and your consumers. Look for the most powerful ways to turn your passion, expertise and resources into amazing customer value. What are the unsatisfied needs and desires of the consumers? How could you make them happier and keep amazing them with various features of your next product as long as they use it? Don't wait until you have all the answers, start playing with your promising ideas, involve consumers as co-innovators, build prototypes.

Creation Makes Your Love Visible

Create a great product vision and keep it in your mind as you create various technologies, parts and applications. Break rules, experiment with unusual combinations. Kore 10 Innovative Thinking Tools may stimulate generation of diverse ideas and help synergize them. A hackathon may help invent a new product and construct a working prototype within a narrow time frame.

Play a Simulation Game with Your Initial Invention

A simulation game will help you build on your ideas and realize their potential for creating greater products. For instance, Innoball (Innovation Brainball) helps enhance – often dramatically – the initial invention, anticipate and overcome barriers to new product development, outsmart competitors, develop effective invention commercialization strategies and a winning business model.

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

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Company Name

People want to buy from companies with good names. To achieve an identity in the market place, the selection of a brand name should be treated as a live-or-die decision. Below are some consideration in choosing a name:

- The name should not be generic, it should be remarkable.
- Simple is better than complicated.
- Shorter names are better than longer ones.
- Light, upbeat and cheerful names are better than heavy, pretentious and bland names.
- The corresponding domain name for your website must be available for purchase.

Product Name

Having the right name is as important as having the right product. A well differentiated name helps your product to stand out from the pack and be noticed. Good names instantly communicate the core distinctive feature of a product, trigger emotions and create an impact.

You can also tell what your product is or does within the name itself; you can suggest or state the key benefit. In retail sector, products often achieve a high level of recognition when named for a person and accompanied by an image of that person. When possible, your product name should also say something about the product, for example, 'Paco's Spellbinding Guitars'.



Inspirational Function of the Product Vision

Have a broad vision of what you and your innovative product can accomplish for the world. The vision should be very inspiring if you want to attract talented, passionate, inventive and entrepreneurial people to your new product development team and unleash their entrepreneurial creativity. It should appeal to their both heart and mind, and create an irresistible invitation to join this exciting journey.

Guiding Function of the Product Vision

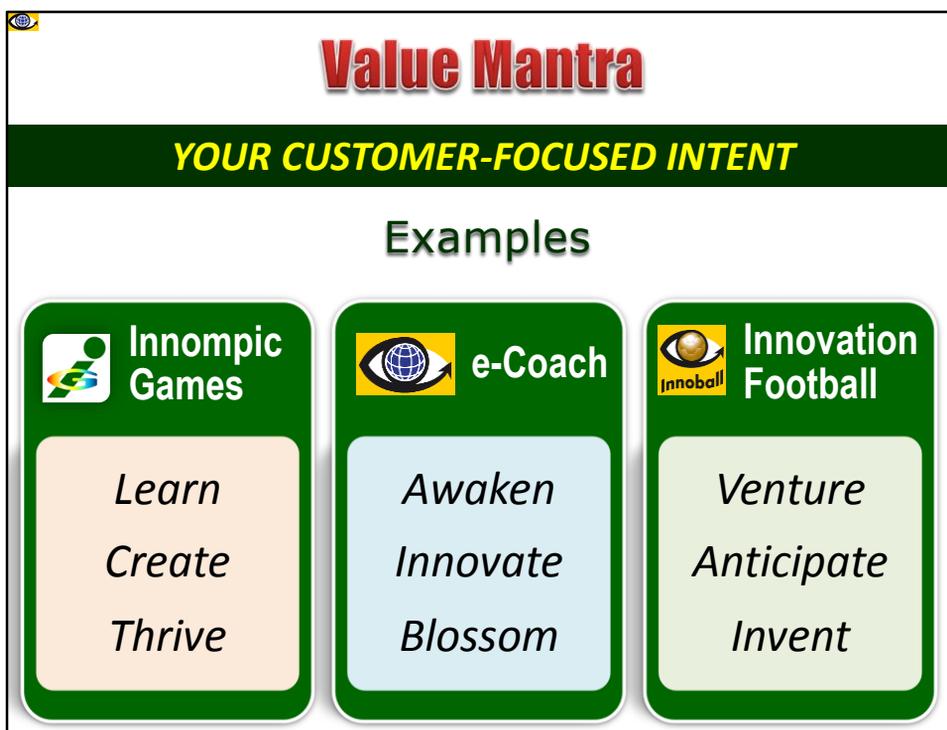
The product vision should also have a strong market orientation in order to help you streamline the new product invention and development processes. All the members of the innovation team should keep this great product vision in your mind as they create various technologies, components and applications.

Communication Function of the Product Vision

It is the clarity of approach and focus, and the ability to communicate this to other stakeholders, which helps to attract supporters, partners and customers required for long-term success of the product.

Examples of a Product Vision

- INNOMPIC GAMES: Planet of Loving Creators
- INNOVATION FOOTBALL: Victorious Innopreneurs
- HEALTHBIOTICS: Clean Planet, Healthy People



What Is a Value Mantra

Value mantra encodes a lot of meaning in a short phrase. Usually, it is a 3-5 word shorthand encapsulation of your customer-focused intent that may include one or two key points of difference in it.

Value Mantra as a Part of Your Corporate Culture

Corporate culture has many components, with what a company and its employees value being one of the most important. Both top managers and employees are expected to live these values. Employees expect the company to live these values, as well.

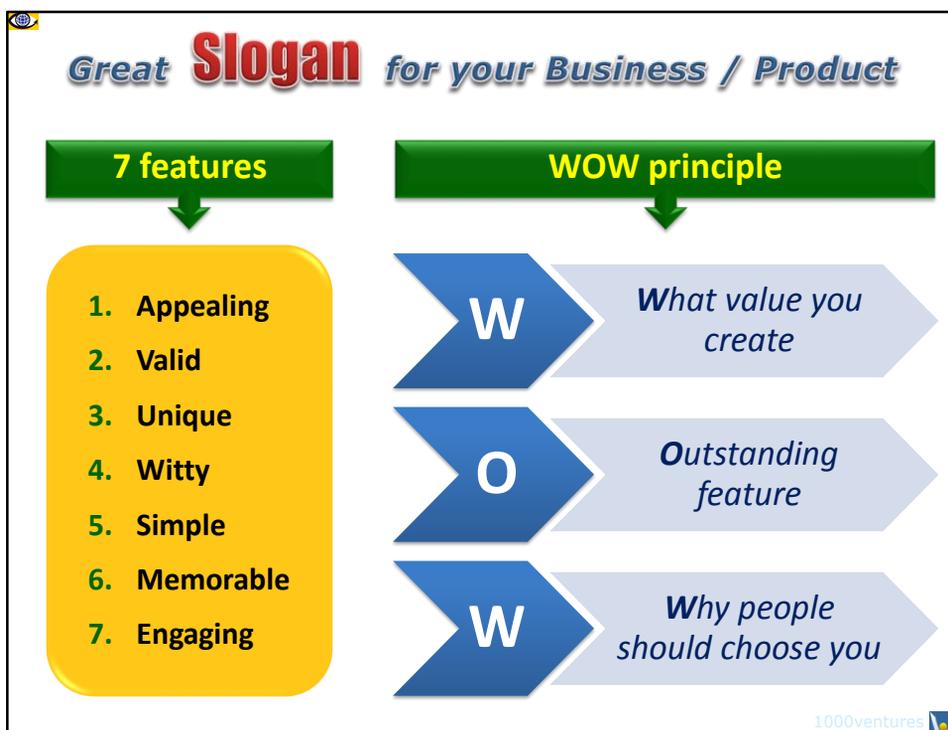
In contrast to most more elaborated and formal mission statements, simple value mantras have higher utility and often become a daily part of company life. They help leaders establish guidelines, make decisions, hire people, and judge activities or behaviors.

Value Mantra as a Communication Tool

Your value mantra is a powerful communication and positioning tool. It helps both your employees and customers to understand what your company stands for.

How To Create a Great Value Mantra

Your value mantra must be a deeply resonant piece of your company's DNA and a core guiding principle for making strategic decisions and keeping your ship on course.



The Importance and Types of Slogans

A great slogan is a key to business success because people only trust the things to which they can relate. Slogans are used to convey a powerful message about the company, product, service or cause. Your corporate slogan shapes your corporate image and is used for extended periods. A marketing slogan is used to capture the attention of your targeted audience during the product lifetime. Advertising slogans are short, memorable group of words used to draw attention to one distinctive feature you want to be remembered by.

Desired Impact

Your slogan should be memorable and create powerful associations with the company or product it is representing. Slogans should catch the audience’s attention and emotions, affect the way consumers view your product compared to others, and influence their purchasing decisions.

WOW Principle of Slogan Creation

WOW principle: Who are you? What value you create; Outstanding feature of your company/product Why people should choose you feature of your way of doing it What do you do? What is your unique way of doing it?

Examples of a Slogan

- INNOMPIC GAMES: Grow fast, thrive globally!
- INNOVATION FOOTBALL: Achieve far beyond your aspirations!
- BUSINESS E-COACH: We don’t teach, we inspire!

Guiding Principles

*Help
you*

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

*Reflect
your*

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

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Guiding Principles Defined

Guiding principles are the law that serves as a basis of reasoning and action, a personal code of conduct that leads, shows the way and directs the movements of your organization. Guiding principles are a broad philosophy that guides you organization throughout its life in all circumstances, irrespective of changes in its goals, strategies, type of work, or the top management.

A set of guiding principles has value and makes you faster only if the do the things this definition implies.

Why Guiding Principles?

Your guiding principles will help you stay on course, keep going, and make better and faster decisions.

Defining your beliefs and guiding principles is important to running a successful business. Fast companies that have demonstrated the ability to sustain surge and velocity all have established sets of guiding principles to help them make quick decisions.

Abandoning bureaucratic procedures in favor of a practical, a down-to-earth list of guiding principles will help your company make the decision-making process much faster. Only one question will need to be asked of any proposed course of action: Does it fit our guiding principles?

Living the Guiding Principles

A simple set of guiding principles for making decisions should be shared by everyone in the organization. They should be lived first and then enforced.



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	

Innompic Games as a Creation Show

Innompic Games are for those who love – or would love to – create something truly remarkable! To create a greater global impact, Innompic Games are not only an entrepreneurial smartness competition, they are also an inspiring and engaging [Creation Show](#).

There are so many shows, but people need to grow as well. The New World needs a Creation Show.

There are so many shows for passive spectators, but the New World needs engaging shows for active spectators.

Innompic Games is the solution to all these challenges!

Helping People Become Loving Creators

Creation is your divine mission! Innompic Games show how to create innovations and change the World. It is the most useful show that helps people become [Loving Creators](#). Innompic Games:

- celebrate the driving forces of the modern World and stretch them
- allow spectators not just watch others shine, but also participate in various entrepreneurial creativity contests and shine globally
- provide advanced learning opportunities for those who want to create something new, especially radically new
- are more fun to watch and participate



Sustainable Competitive Advantage: the Focal Point of Strategy

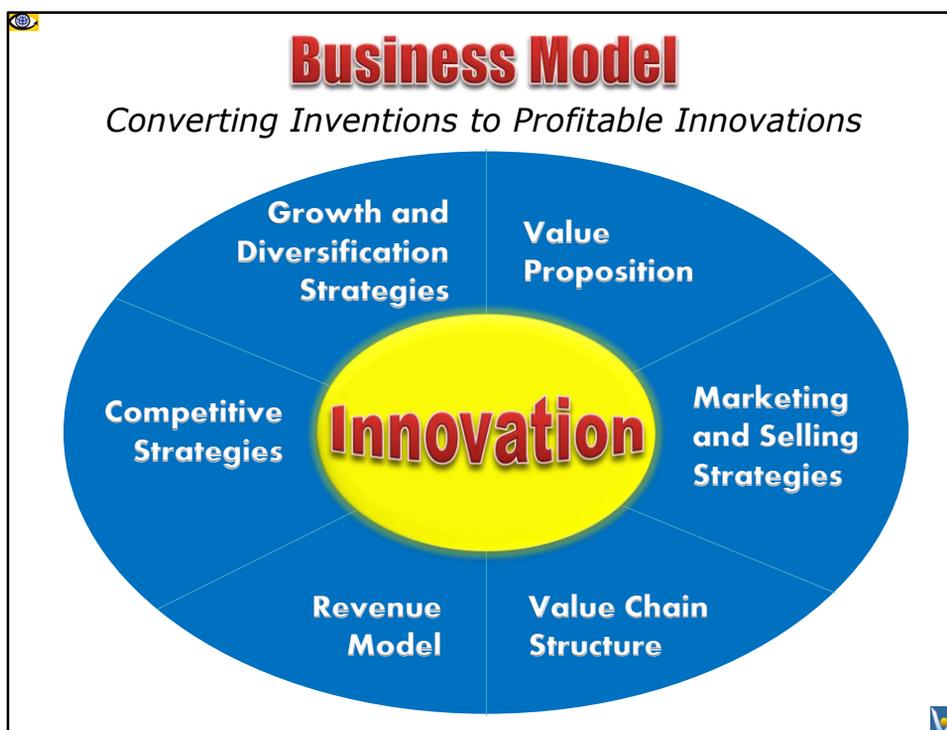
Managers should be committed to creating economic value to their stakeholders, and the best means to create that value is to focus on sustainable competitive advantage as the key. Sustainable competitive advantage and its durability define the future growth and prosperity of the company

Definition and Role

[Sustainable competitive advantage](#) is the prolonged benefit of implementing some unique value-creating strategy based on unique combination of internal organizational resources and capabilities that cannot be replicated by competitors. . To be sustainable, competitive advantage must be unique, difficult to replicate, superior to the competition, and applicable to multiple situations.

Sustainable competitive advantage allows the maintenance and improvement of the enterprise's competitive position in the market. It is an advantage that enables business to survive against its competition over a long period of time.

Sustainable competitive advantage gives a company the edge that keep competitors at bay and reap extraordinary growth and profits. That's why sustainable competitive advantage and is one of the most important things venture capitalists look for when evaluating a company to invest in. The products or services that are based on a sustainable and durable competitive advantage are the ones that deliver the biggest rewards to both the company and investors.



Business Model as a Key Part of Business Strategy

A [business model](#) converts innovation to economic value for the business and describes the rationale of how a company creates, delivers, and captures value.

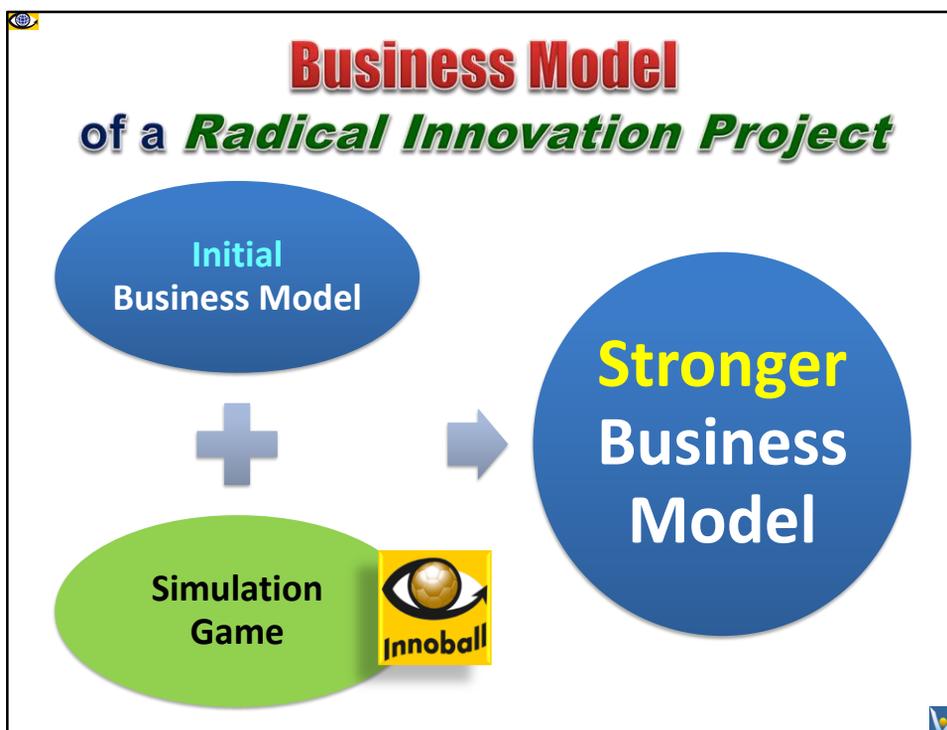
Business models have taken on greater importance recently as a form of intellectual property that can be protected with a patent. IT-powered business methods have fallen increasingly within the realm of patent law.

Business Model vs. Revenue Model

- A Business Model is the umbrella term used to describe the method – position in the value chain, customer selection, products, pricing – of doing business.
- A Revenue Model lays-out the process by which a company actually makes money by specifying how it is going to charge for the services provided.

Innovative Business Models: Same Building Blocks, New Functions

A new business model can be based on the same building blocks of the traditional corporation but have new functions for those building blocks. It lies in new ways of treating people, creating customer value, establishing the value chain, deploying knowledge, forging linkages, building synergies, and customer engagement. Traditional ideas are replaced by non-traditional ones. The new business model has much stronger focus on the basics of what ultimately creates value today – people, knowledge, coherence, innovation and synergy. It fosters the creation of value and ensures that each piece of the business contributes to system-wide value synergistically. It also goes beyond traditional boundaries and looks into building a favorable social climate within and around the company.



Radical projects are experimental. Experimentation is the key to discovery when you are venturing into an unknown territory where no one has been before.

Business Model Questions

How and when can we make money with this radical innovation?

- How can we reduce uncertainties?
- Who are the customers for this radical innovation?
- What sort of value chain must be built to commercialize this innovation successfully? What are our core competencies that will define our role in the new value chain? Who else will participate in the value chain and what will be their roles?
- Who will pay whom, why, and for what?
- How can we reinvent our business model in response to emerging threats and opportunities?

Use Simulation Games to Strengthen Your Business Model

Managing chaotic radical innovation projects is more art than science. It's like playing a football game. Diverse challenges and dealing with them could be considered as sub-processes – chaotic and unplanned though – of a radical change/innovation project where every step forward is a step into a terra incognita. The beauty is that the business model of a radical project emerges reinvented, diversified and stronger from every such "sub-process".



New Systemic Approach to Innovation

Innovation used to be seen principally as the means to turn research results into commercially successful products. Certainly research is a major contributor to innovation, generating a flow of technical ideas and continually renewing the pool of technical skills. It should be a vital ingredient of an enterprise strategy, particularly over long term, if it is to maintain a stream of competitive products on the market. Yet, innovation encompasses much more than the successful application of research results. Innovation can also stem from adopting new technologies or processes from other fields, or from new ways of doing business, or from new ways of marketing products and services. The innovation concept grew out the linear model having R&D as the starting point to the systemic model in which innovation arises from complex interactions between individuals, organizations and their operating environments.

Example: INNOMPIC GAMES

Being a global disruptive innovation, a civilizational breakthrough, and a biggest startup ever with a daring vision of turning the Earth to the Planet of Loving Creators, Innompic Games just had no choice but inventing all components of its business design from scratch. Everything in Innompic Games – business model, products, strategies, technologies, organization, processes, marketing approaches – is brand new, radically innovative and unique. All these radically innovative components are integrated synergistically. And the entire radically innovative and synergistic business design of Innompic Games is reinvented continually, especially thanks to amazing creation show events that inspire the business architects with a lot of new ideas.



Tell Success Story of Your Venture

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...



Visualize Success, then Write Your Success Story

Vividly imagine that you have managed to achieve your stretch goal. Now, walk back and examine the pathway toward your tremendous success. Create a list of all those critical elements – the abilities, the resources, the actions, and the people – that helped you to achieve each milestone.

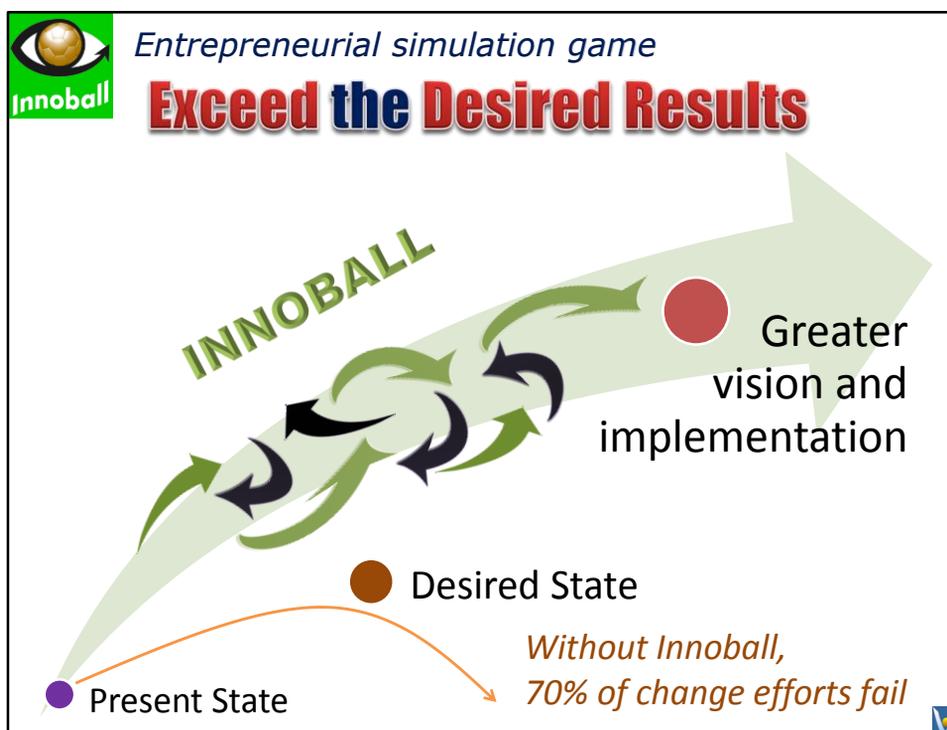
Go back to the present with a new appreciation for the steps on the path to your stretch goal and the critical elements of success. Write your success story describing what you wanted to achieve and why, what challenges you faced on the way toward your stretch goal, and how you managed to win the battles and the war. This success story will become the best guide towards your stretch goal.

Innovation Football Mini-Game

The envisaged journey to success may be created in the form of an entrepreneurial simulation game, such as Innovation Football (Innoball).

In this exercise, the first member of the group makes the first step towards the entrepreneurial vision. The second member creates a challenge relevant to this new situation. The third member suggests a creative solution or makes a big turn by discovering a great opportunity the challenge brings about. The first member suggests a new challenge... A so on.

KoRe 10 Innovative Thinking Tools (10 KITT) will help to create diverse challenges and innovative responses to them.



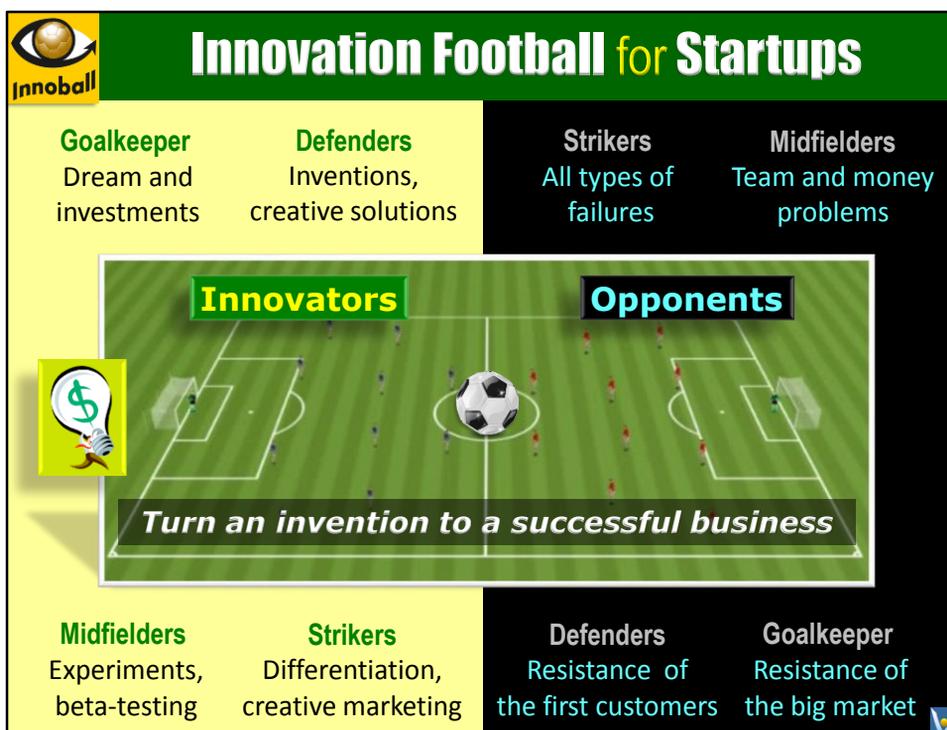
Innoball as a Change Management Tool

Innoball is a tool for initiating and managing change, no matter what form it takes. Innovation, pursuing opportunities, strategy implementation, organizational transformation, radical improvements, market disruptions are all about change. Change is hard. Research shows that over 70% of all radical change initiatives fail. Individuals, organizations, existing ties and external players resist change and fight back. Innoball helps you to identify your enemies, think for them, anticipate their attacks, come out with creative solutions and, ultimately, conquer the enemies on your way to a desired outcome.

Achieve More than You Initially Dreamed Of

Actually, Innoball helps you not just achieve a desired state, but go beyond it. It helps you expand your thinking, discover new opportunities and achieve much more. It is about how to anticipate risks and manage opportunities to maximize success. Innoball also helps you to predict how change will affect your business, your market and your people. As you simulate the journey towards your stretch goal, every step forward expands horizons, helps you discover future threats and opportunities, and invent next-level strategies.

Innoball facilitates intellectual teamwork and team creativity. It makes a change effort or an innovation journey more collaborative. It prompts leadership and project teams to explore the variables that will influence the change or innovation effort, brainstorm new ideas, and develop a greater vision and a stronger change implementation scenario.



Powerful Tool for Implementation of Radical Ideas

Innovation football is a powerful success catalyst that helps you to implement radical ideas, create radical innovations, make big changes, and pursue breakthrough opportunities. When you create radical innovations or radical change, entrepreneurial simulation games such as Innovation Brainball (InnoBall) and Innovation Chess (InnoChess) are by far more useful than conventional business planning, strategy formulation and project management methods.

Generating a Cascade of Ideas and Synergizing Them

Strategic simulation games help you generate a cascade of ideas, create diverse innovations and synergize them. You start with a great breakthrough invention or a business idea. During the game, in response to opponents' attacks you invent when you think for them, you come out with new radical and incremental, 'hard' and soft innovations and integrate them in a winning synergistic combination.

Innoball helps you to:

- Turn ideas or inventions into a profitable business and create new markets
- Develop effective breakthrough strategies for implementing radical change
- Enhance entrepreneurial creativity
- Learn to anticipate problems and attacks of your adversaries
- Solve problems creatively and turn problems and failures into opportunities
- Assess ideas and make smart decisions quickly
- Assess your entrepreneurial smartness.



Win-Win Mindset

Don't kill the opponents – **STRETCH** them!




Teams have a COMMON OBJECTIVE

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

Training

For the enemy's team, it's easy to kill the innovation project by saying to the innovators, "All your key players left the team, so you have no leader, no team, no know-how." The game will immediately be over, but neither team will benefit from it because nobody will learn anything.

So, enemies don't kill innovation, they create challenging problems that require creative solutions. Innovators thus discover new threats, weaknesses, and opportunities, and come out with creative solutions. The both teams build their entrepreneurial creativity and strategic thinking skills during the course of the game which is the main purpose of Innoball.

Real Project

If you use Innovation Football to improve the success chances of a specific radical innovation, change or diversification project, split your project team into two teams – the innovators and the enemies. The objective of the both teams is to help the project succeed and the project team become stronger, but the innovators' and the enemies' team achieve this common goal in different ways. Enemies

Contest

In entrepreneurial creativity contests, such as Innompic Games, the teams of innovators and enemies have different objectives – each team wants to showcase it's capabilities. They do so by inventing great, yet not killing, challenges for each other that require a creative response.

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

Metaphoric Solutions Provide Inspiring Real-World Insights

Kore 10 Innovative Thinking Tools (10 KITT) are relevant and rich metaphors for the kind of things we work on in life and business when we need to design innovative entrepreneurial strategies, find creative solutions to a complex problem, invent new things, anticipate opponents' moves and spot trends, master systematic and systems thinking, and build synergies.

Metaphors allow you to carry out your thoughts out into to unknown by using the known as a stepping stone. The metaphoric tools are fundamental parts of understanding and communication as they extend our thinking into the domain of intuition by invoking an imaginary example of something we are familiar with. It is easy to draw meaningful and inspiring comparisons between your topic of concern and the Kore 10 metaphoric tools.

Step 1: Metaphoric Solutions

Think about how each tool or its attributes relate to your project's issue, and you will find yourself with a new perspective and innovative ideas. Use each tool to come out with one or more metaphoric solutions. Smart analogues help you take a new perspective, inspire creative thinking and describe your ideas to others.

Step 2: Practical Solutions

The results of the smart analogy exercise are to inspire many practical ideas. Explore the list of metaphoric solutions you've generated and look for goals, strategies and actions that could be accomplished with real-world tools.



Strengthening Your Strategies and Skills

Strategic simulation games can not only help you learn the right way to create innovations but to understand opponents' behavior and what is likely to happen if you alter the rules. While preparing your strategic plan, you need to consider opponents' moves as well as competitors' reactions to your own moves before committing to a specific strategy.

Business games are most beneficial in obtaining insights into the way players in your market interact in specific circumstances and anticipate opponents' moves when you make surprise moves, develop market leadership, innovation and venture strategies, manage an innovation project and create a new market niche.

Synergizing Innovations

Innoball helps you create various innovations and synergize them. You start with a great breakthrough invention or a business idea. During the game, in response to your opponents' moves, you come out with new radical and incremental, 'hard' and soft' innovations and integrate them in a winning synergistic combination.

Competitive War Games

The goal of a competitive war game is to gain a better understanding of the total competitive arena, and anticipate competitive developments and moves in your industry.



Strengthening Strategies

When you create radical innovations, entrepreneurial simulation games such as Innovation Brainball (Innoball) and Innovation Chess (Innochess) are by far more useful than conventional business planning, strategy formulation and project management methods.

Game theory has greatly expanded the scope of analysis for business strategy, sharpening corporate competitiveness and advancing policy.

A war game is an effective tool for uncovering hidden weaknesses – your own and those of your competitors. This understanding will help you formulate best-course action options. Competitive war games will also help you shift managerial focus from internal to external, and lay a foundation of an early warning process.

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Thanks to Innoball, innovative entrepreneurs and corporate innovation leaders can develop much stronger business models and entrepreneurial strategies within few hours