Innompic Contests

Quick Guide

Big Challenge

Mega-Invention  Implementation

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

Breakthrough
Radical solution to a pressing problem

Disruptive
Creates a new market niche

Game-Changing
Transforms the market and society
Invention is the initial part of a radical innovation rally

Innompic Games is the entire rally

From Idea To Customer Success

3 Steps

Invention

Turn your idea to an invention

Valuable product

Develop a product with great customer value

Customer success

Create a great market demand for your new product
Innovation 360

7 Interwoven Areas

- Innovative Strategies
- Innovative Products
- Innovative Business Model
- Innovative Technologies
- Innovative Marketing
- Innovative Processes
- Innovative Organization

A to Z of Innovation 360

<table>
<thead>
<tr>
<th>A to Z of Innovation</th>
<th>Innovation 360</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Invention</strong></td>
<td><strong>Value</strong></td>
</tr>
<tr>
<td>+ Product vision</td>
<td><strong>Product / Service</strong></td>
</tr>
<tr>
<td>+ Value proposition</td>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>+ Brand attributes</td>
<td><strong>Process</strong></td>
</tr>
<tr>
<td>+ Guiding principles</td>
<td><strong>Business Model</strong></td>
</tr>
<tr>
<td>+ Success strategies</td>
<td><strong>Company</strong></td>
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</table>

**Innovation Football**

*Entrepreneurial simulation game*
3 Creativities of an Innovator

- Strategic
- Entrepreneurial
- Functional

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

Orchestrated, exciting, engaging

Inno Teams

Smart, creative, inspiring

Actions

Motivated, contributing, dynamic

Actators

Show Teams

Eye-opening, insightful, entertaining
KoRe 10
Innovative Thinking Tools

Innompic Functions

<table>
<thead>
<tr>
<th>Innoteams</th>
<th>Judges</th>
<th>Spectators</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>streamline ideation and anticipation processes</td>
<td>provide a tool for better idea assessment</td>
<td>facilitate metaphor-powered accelerated learning</td>
<td>inspire a greater 'Aha!' effect</td>
</tr>
</tbody>
</table>
4 METAPHORIC ACTIONS

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

KoRe 10 Innovative Thinking Tools

Example
Innovative Thinking     KoRe 10 Tools

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

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

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
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

For your invention, create

Vision
Name
Value Mantra
Slogan
What your product can accomplish for the world

Strategic alignment of all creation processes

Inspiration

Guidance

Examples of Product Vision

Innompic Games

Business e-Coach

The Planet of Loving Creators

Inspired and empowered World's citizens

Innovation Football

Emfographics

Victorious innovators

Catchier messages, faster education
Choose the Right Name

**Must be**
- Remarkable
- Simple
- Short

**May also**
- Suggest stability and integrity
- Be upbeat and cheerful
- Promise benefits

Value Mantra

YOUR CUSTOMER-FOCUSED INTENT

**Examples**

Innompic Games
- Learn
- Create
- Thrive

Nike
- Authentic
- Athletic
- Performance

Disney
- Fun
- Family
- Entertainment
Great **Slogan** for your *Business / Product*

### 7 features
1. Appealing
2. Valid
3. Unique
4. Witty
5. Simple
6. Memorable
7. Engaging

### WOW principle
- **W** What value you create
- **O** Outstanding feature
- **W** Why people should choose you

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**Examples of Slogans**

**Innompic Games**
*Grow fast, thrive globally!*

**Business e-Coach**
*We don’t teach, we INSPIRE!*

**Innovation Football**
*Achieve FAR BEYOND your aspirations!*

**Emfographics**
*Instant enlightenment, lasting inspiration!*
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

<table>
<thead>
<tr>
<th>Guiding Principle</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Every performance is inspiring, educative and energizing</td>
<td>10</td>
</tr>
<tr>
<td>No boring moments, exciting only</td>
<td>7</td>
</tr>
<tr>
<td>All activities and performances are designed to create a deeper insight and a lasting impact</td>
<td>9</td>
</tr>
<tr>
<td>Spectators are engaged in creative activities</td>
<td>8</td>
</tr>
<tr>
<td>Everyone has fun</td>
<td>6</td>
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</table>
# Most Useful Creation Show

Example of **Quick Evaluation of an Idea**

<table>
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<th>GUIDING PRINCIPLES</th>
<th>Weight</th>
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</tr>
<tr>
<td>Everyone has great fun</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
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\[
\text{Rating} = \frac{\text{Sum of weighted ratings}}{\text{Highest possible total score}} = \frac{270}{400} = 72\% 
\]

For your invention, create

**Product Presentation**
Passionate visionary  

Smart and witty  

Engaging storyteller  

Extraordinary charmer

Presentation that Inspires Change

KoRe 6 components

Visionary and Appealing Title

Big Picture

Threats

Journey

Benefits

Action
### Selling Innovations: Story Telling

#### MOTIVATING MESSAGES

<table>
<thead>
<tr>
<th>Win / Lose</th>
<th>Be #1</th>
<th>Next Curve</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Disrupt or be disrupted</td>
<td>➢ Star solution</td>
<td>➢ Far better than what we have now</td>
</tr>
<tr>
<td>➢ Winning solution to current threats</td>
<td>➢ Dethroning a competitor</td>
<td>➢ Chain of intermediate victories</td>
</tr>
</tbody>
</table>

For your venture, develop

**Envisaged 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...”

It’s like jumping over a huge chasm of disbelief and indifference into a new world of unlimited opportunities and joyful growth.

It’s like creating and beta-testing a Wonderland.

It’s like assembling something huge never seen before from innovative parts that have never worked together before.

It’s like marketing a computer to XIX-century people.

Example
### Story Telling by a Group

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once upon a time...</td>
<td></td>
</tr>
<tr>
<td>Suddenly...</td>
<td></td>
</tr>
<tr>
<td>An outside-the-box solution...</td>
<td></td>
</tr>
<tr>
<td>Bad luck never comes alone...</td>
<td></td>
</tr>
<tr>
<td>Yet, it brought about an opportunity as well...</td>
<td></td>
</tr>
<tr>
<td>New venture, new challenges...</td>
<td></td>
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</table>

### 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*

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**Innompic Contests**

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**Strategic simulation game** **INNOBALL**

**Innovation Master Tool**

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<table>
<thead>
<tr>
<th>Breakthrough Projects</th>
<th>Breakthrough Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Create radical innovations</td>
<td>➢ Build</td>
</tr>
<tr>
<td>➢ Make big changes</td>
<td>➢ Train</td>
</tr>
<tr>
<td>➢ Pursue opportunities</td>
<td>➢ Assess</td>
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**VC Investment Decisions**

*much better & much faster*
Enemies of an Innovative Startup

Internal

People
• Under-entrepreneurial leader
• Under-innovative team
• Short-sighted investors

Business Model
• Insufficient customer focus
• Lack of cross-functional synergies
• Weak entrepreneurial strategies

External

Market
• Volatile
• Unpredictable
• Immature

Competitors
• Aggressive
• Innovative
• Resourceful

Entrepreneurial simulation game
EXCEED the Desired Results

Greater vision and implementation

Without Innoball, 70% of change efforts fail

Present State

Desired State
Game in Progress

Strategic Action

Problem

Guessing the move

Innovators

Opponents

Main Solutions

<table>
<thead>
<tr>
<th>Description</th>
<th>Author</th>
<th>Coauthor</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Player C</td>
<td>Player F</td>
<td>8.7</td>
</tr>
</tbody>
</table>

Alternatives

<table>
<thead>
<tr>
<th>Description</th>
<th>Author</th>
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<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Player A</td>
<td>Player B</td>
<td>8.4</td>
</tr>
<tr>
<td>Description</td>
<td>Player D</td>
<td>–</td>
<td>7.8</td>
</tr>
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Expert Evaluations

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

Before

After

Strategies
Business Marketing Production

Competitive Advantage
Innovation Football (INNOBALL)

Example

Making **Innompic Games** a popular **Creation Show**

<table>
<thead>
<tr>
<th>Metaphor</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low emotions</td>
<td>No emotional peak moments that make Olympics a great and popular global show</td>
</tr>
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**Enemies**

**Innovators**

Anticipating

**Strengthening a venture**

**Celebrations**

Ideas and players can Get a WOW during/after a contest/the Games
Making **Innompic Games** a popular **Creation Show**

### Enemies

<table>
<thead>
<tr>
<th>Metaphor</th>
<th>Action</th>
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<tbody>
<tr>
<td>Deflated emotions</td>
<td>Spectators get bored while the teams are thinking</td>
</tr>
</tbody>
</table>

### Innovators

<table>
<thead>
<tr>
<th>Metaphor</th>
<th>Action</th>
</tr>
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<tbody>
<tr>
<td>Anticipating</td>
<td>Special show teams (innovation gurus, actors, kids) keep the show going</td>
</tr>
<tr>
<td>Strong ties</td>
<td></td>
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**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**
  - Kids, outside-the-box thinkers
- **Performing Artists**
  - Actors, dancers, artists
Innompic Games as a Creation Show

Innoball helped both Create and Deliver Innovative Value

- Learn great skills
- Showcase your talents
- Engage emotionally
- Have fun

Torch Web-Relay
WOW awards
Fun teams
Permanent exposition

CREATED

DELIVERED

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

Not just extremely beneficial, it’s GREAT FUN too!