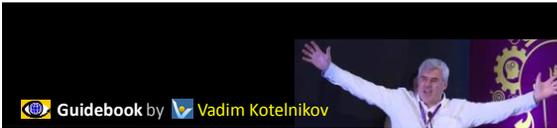


Innomic Planet of Loving Creators

OUTSTANDING Innopreneur



Guidebook by Vadim Kotelnikov

Outstanding Innopreneur

Innovative Entrepreneur

Making it big is about being a disruptive force and a game changer in your market.

Disruptive Innopreneur

Creating breakthrough value

Descreeator	Syntegrator	Archibuilder
Destructo Creator	Synergizer Integrator	Architect Builder

KoRe 3 roles

Entrepreneur

A visionary and passionate person who habitually spots opportunities, creates innovative customer value and gets it acquired by target beneficiaries

6+6 Engines of an Entrepreneur

Growth, Achievement	Humanity, Spirituality
<ul style="list-style-type: none"> To follow a passion To pursue a vision To create and innovate To seize opportunities To find excitement To create wealth 	<ul style="list-style-type: none"> To pursue a mission To create new value To help people To improve the World To facilitate growth To spread spiritually

Entrepreneur

7 Great Habits

- Manage **cash flow** effectively
- Build and lead **synergistic** partnerships
- Focus on creating greater customer **value**
- Pursue an inspiring customer-focused **vision**
- Invent new things and solve problems **creatively**
- Passionately strive to make a **difference**
- Search for new **opportunities** everywhere

Great Innovator 8 Guiding Principles

- 1 Love your customers, strive to make their life happier
- 2 Be different and make a difference!
- 3 Evaluate ideas quickly and start experimenting with them
- 4 Create a guiding structure before embracing improvisation
- 5 Problems are opportunities, failures are steps to success
- 6 Everything can be improved – search for opportunities
- 7 Customer feedback is the main vehicle to success
- 8 Team success is more important than personal success



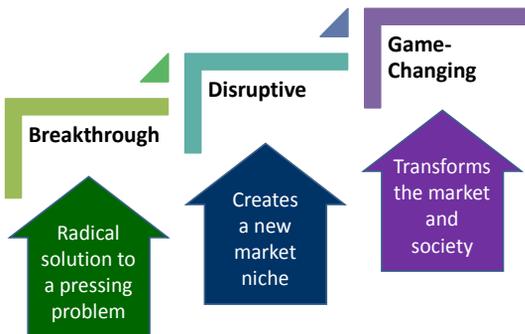
Proactive Innovation



Building for consumers something they have yet to realize they want



3 Levels of Radical Innovation



Venture Management

Specific Features

Core Advantage	Radical innovation
Key funding source	Venture capital
Time to market	Need to be first to market
Results	Quite unpredictable
Management style	Driven by imagination; chaotic
Change management	Big turns at high speed

Outstanding Innopreneur

Outstanding Thinker

There are no non-genius people, there are dormant geni. If your genius is a sleeping beauty, kiss her!

6 Mindsets of a Great Achiever



Awaken Your Inner Genius

There are no non-genius people, there are dormant geni. Wake up!

Dream big dreams, commit to your true passion, and you will learn to fly!

Listen to others, listen to yourself, listen to the Universe

Don't let the vanity cacophony mute your life symphony!

Think hard. Then close your eyes and quiet your mind to gain true insight

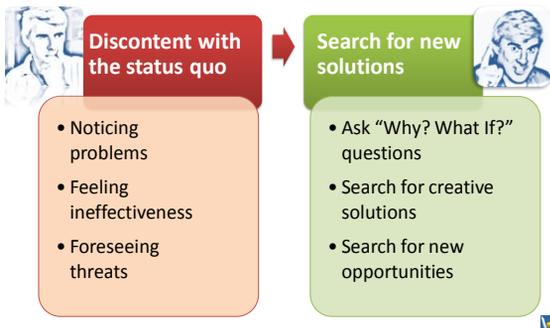
Do something impossible to discover your true power and spread your wings!

How To Get Inspired

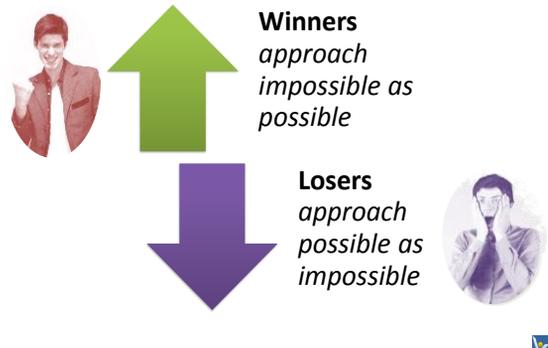
3 Intertwined Pillars



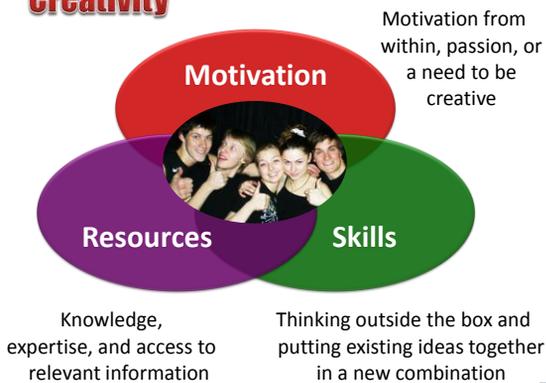
Drivers for Change and Innovation Creative Dissatisfaction



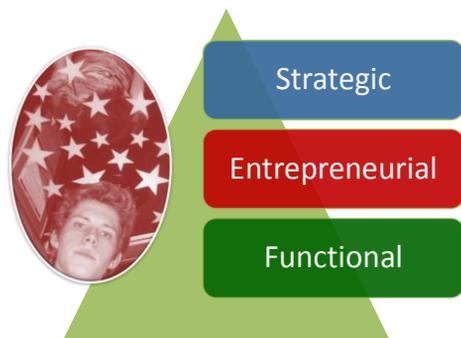
Think like a Winner



Creativity



3 Creativities of an Innopreneur



Kore 10 Innovative Thinking Tools



Innovation Project Management

- invent new things
- solve problems creatively
- design entrepreneurial strategies
- anticipate opponents' moves
- build synergies

Skill Building

- boost entrepreneurial creativity
- master systematic thinking
- train innovation teams



Strategic Thinking

7 Principles



Challenge Assumptions!

Never forget that knowledge plays two opposite roles



Serves as a fertile soil for generating new ideas

Entraps people in old ways of seeing and thinking



Inventive Thinking



5 Attitudes

- Passion
- Burning desire
- Open mind
- Creative dissatisfaction
- Challenging assumptions



5 Techniques

- Inventive questions
- Breaking rules
- Metaphoric tools
- Combining the unusual
- Simulation games



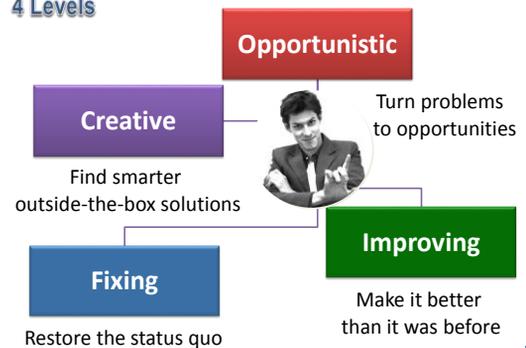
Think Outside-the-Box

3 steps

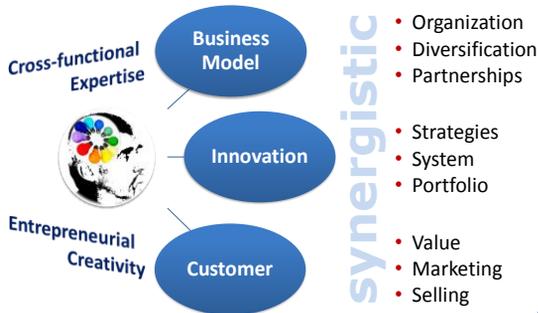


Problem Solving Strategies

4 Levels



Master of Business Synergies (MBS)



Master of Business Synergies (MBS) Cross-functional Excellence



Continuous Improvement Mindset

1. **Everything** can and should be improved
2. Not a single day should go by without an improvement **being made** in some key area
3. Imagine the **ideal situation** and strive to reach it
4. Don't blame yourself, **look for** an improvement
5. Think of **how** to improve it, not why it can't be done
6. Think **beyond common sense**; even if something is working, try to find the ways to make it work better
7. See **problems** as **opportunities** to do things differently

Outstanding Innopreneur

Creative Achiever

If you want to create miracles, don't channel your energy towards your fears, channel your energy towards your dreams.

Follow Your True Passion and Success Will Follow You



BE MAD

Be Entrepreneurial

- Spot opportunities
- Create great value
- Create customers

Make A Difference

- Dream big dreams
- Be unique
- Create innovations

Achieving Your Daring Entrepreneurial Dream

Powerful FICAP Attitudes



Strategic Achiever

Inspired
Relentless
Victorious



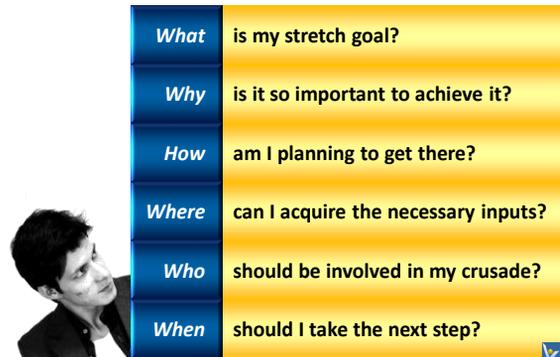
Smart-Hard Synergy

Work both Smart and Hard



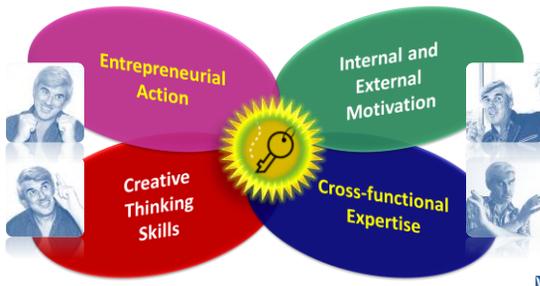
Achievement-focused
Self-Coaching

6W Questions

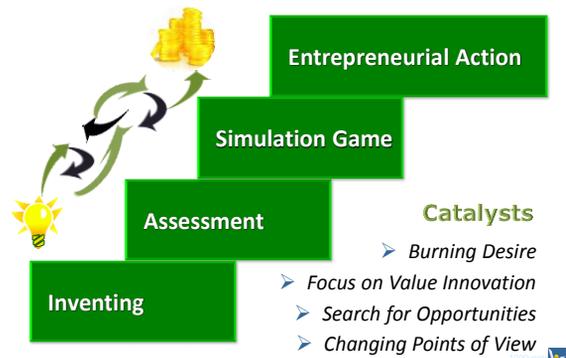


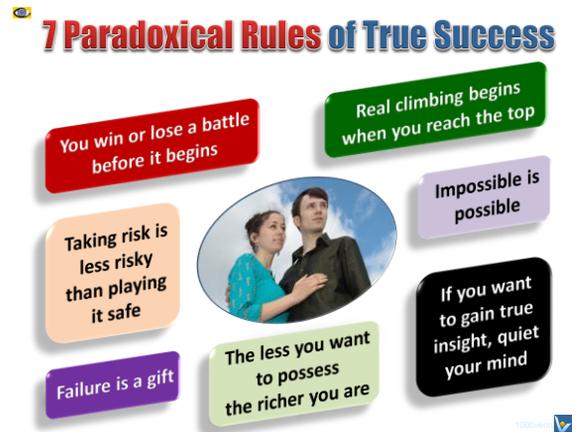
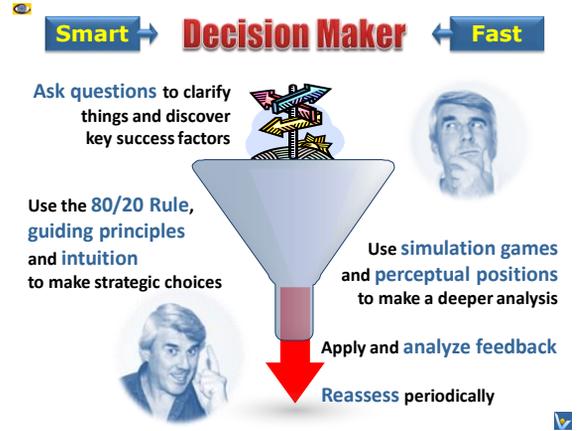
Entrepreneurial Creativity

Coming up with ideas and converting them into innovative business activities



Entrepreneurial Creativity Steps



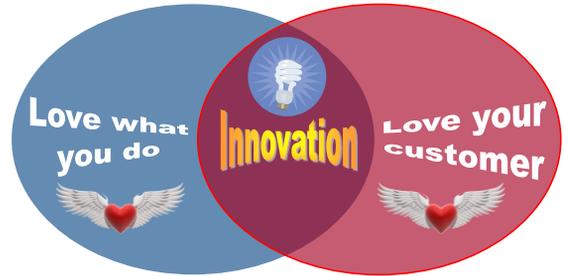


Outstanding Innopreneur

Creating Innovative Value

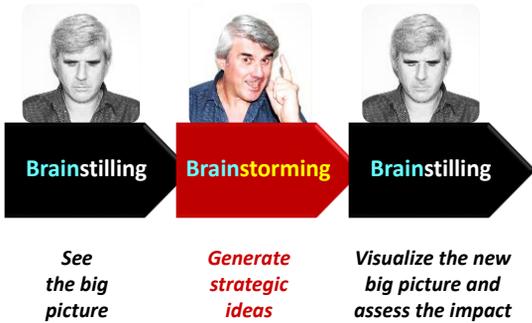
*The Creator created us in his own likeness.
We are all creators.*

Innovation is Love



Love what you do and love your customers – and you'll keep creating amazing and valuable things for them

3Bs of Strategic Creativity



STAND OUT from the Competition



Value Mantra

YOUR CUSTOMER-FOCUSED INTENT

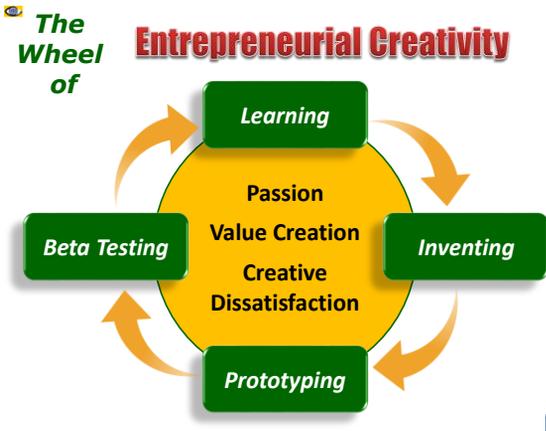
Examples

<p>Innopic Games</p> <p>Learn Create Thrive</p>	<p>e-Coach</p> <p>Awaken Innovate Blossom</p>	<p>Innovation Football</p> <p>Venture Anticipate Invent</p>
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Empathize with Your Customers

Walk a mile in the shoes of your customers to understand their diverse needs and desires





Outstanding Innopreneur

New Product Development

Innovation is 1% invention plus 99% of entrepreneurial action.

Invent an Innovative Product



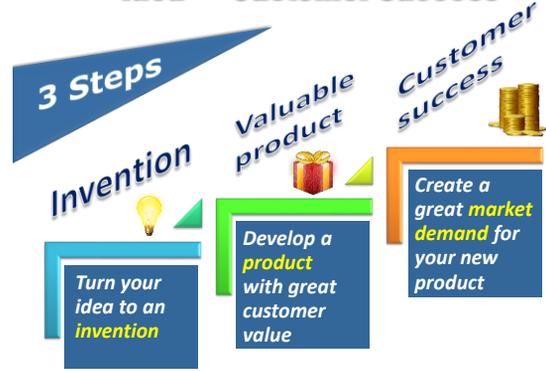
Love consumers



Create

- | | |
|---|--|
| Strive to: | Dare to: |
| <input type="checkbox"/> Understand consumers | <input type="checkbox"/> Break the rules |
| <input type="checkbox"/> Make them happier | <input type="checkbox"/> Combine unusual |
| <input type="checkbox"/> Create amazing value | <input type="checkbox"/> Build synergies |

From Idea To Customer Success



Product Vision



New Product Development (NPD) 10 Best Practices

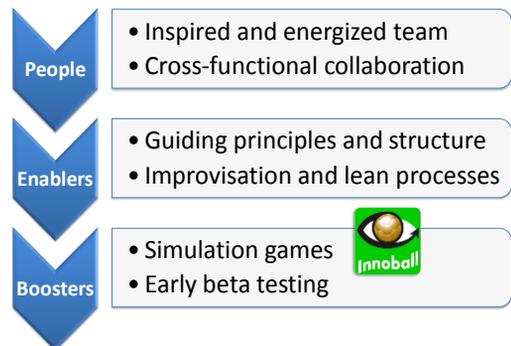
- Strategy**
 1. Be a market innovator, create new market niches
 2. Play strategic simulation games
 3. Ensure consistent and effective top management support to NPD
- Customer**
 3. Do study customer needs, but focus on creating new desires
 4. Observe prospective consumers to discover their hidden wants
 5. Involve customers as partners and co-innovators
- Process**
 7. Establish a jazz-like innovation process
 8. Provide guiding principles and encourage risk taking
 9. Facilitate innovative thinking and quick evaluation of ideas
 10. Do beta testing, learn from market feedback, and adapt

The Jazz of Innovation

11 Guiding Principles

1. Provide **strategic alignment**
2. Define the **innovation process** publicly
3. Build **cross-functional expertise**
4. Establish a **creative chaos environment**
5. **Challenge assumptions**
6. **Cross-pollinate** ideas, **brainstorm** frequently
7. **Reward** idea generation
8. **Experiment** and improve
9. Allow **freedom to fail**
10. **Measure** the progress
11. Make innovation **fun**

Fast To Market



Benefit from Your Competitors

Learn	<ul style="list-style-type: none"> • What works well • What doesn't work
Adapt	<ul style="list-style-type: none"> • Successful practices • Relevant innovations
Discover	<ul style="list-style-type: none"> • New strategies and methods • Unserved market niches
Partner	<ul style="list-style-type: none"> • Synergize expertise online & offline • Establish joint ventures

Outstanding Innopreneur

High-Growth Business Development

Great business is a daring vision of a passionate and creative victor, not a blueprint by a consultant.

Successful Business

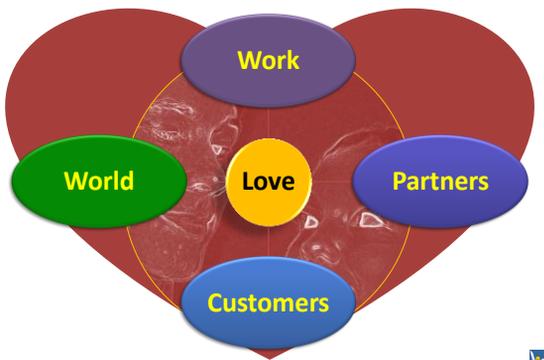


High-Growth Startup

KEYS TO SUCCESS

People	Business	Boosters
Visionary Leaders	Radical Innovation	Competitive Advantage
Passionate Team	Business Model	Innovation Football

Great Business is about Love



7 Routes to High Profits

1. Help others succeed
2. Synergize your know-hows
3. Be an authority in your industry
4. Be remarkable and admired
5. Sell unique benefits
6. Make buying from you easy and fun
7. Introduce innovations continuously

High-Growth Business KoRe 10 Rules

- 1 Believe in your **vision** and your business; commit to it
- 2 Define shared **values** and let values rule
- 3 Build and synergize corporate **capabilities**
- 4 Focus on and care about your **customer**
- 5 Create a winning **organization**
- 6 **Reinvent** your business continually
- 7 Be the market leader – introduce **disruptive products**
- 8 Live **speed**
- 9 Institutionalize **innovation**
- 10 Make business **fun**



Entrepreneurial Vision

A vivid mental picture of the desired future

An inspiring, compelling and clear cut entrepreneurial vision shapes a business model and leads to strategic achievements



Examples

- Business e-Coach**  Inspired and empowered World's citizens
- Cimcoin**  Easier and greater life and business
- Innompics**  The planet of Loving Creators

Choose the Right Name

Must be	May also
<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

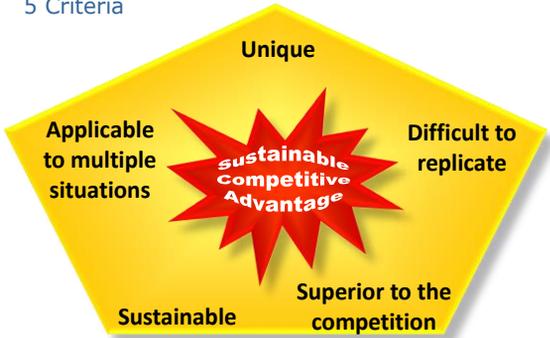
Great Slogan for your Business / Product

7 features	WOW principle
<ol style="list-style-type: none"> 1. Appealing 2. Valid 3. Unique 4. Witty 5. Simple 6. Memorable 7. Engaging 	<p>W What value you create</p> <p>O Outstanding feature</p> <p>W Why people should choose you</p>

1000ventures

Sustainable Competitive Advantage

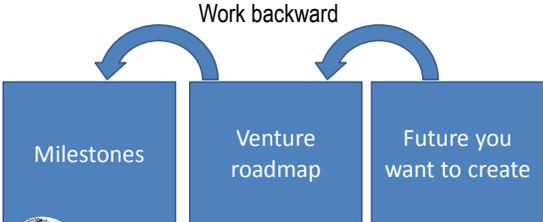
5 Criteria



Strategic Planning

Define milestones and routes to success

Work backward




1000ventures

Startup Business Plan



- | | |
|--|---|
| <ul style="list-style-type: none"> ➤ Management team ➤ Business model ➤ Market analysis ➤ Operational plan ➤ Financial plan ➤ Marketing plan | <ul style="list-style-type: none"> ✓ Reality check ✓ Market opportunity ✓ Management ✓ Technology issues ✓ Resources ✓ Implementation program |
|--|---|



3Ws of Venture Investing

Who Team

- Entrepreneurial leadership, experience, capabilities

How Business Model

- How an invention will be turned into a profitable business

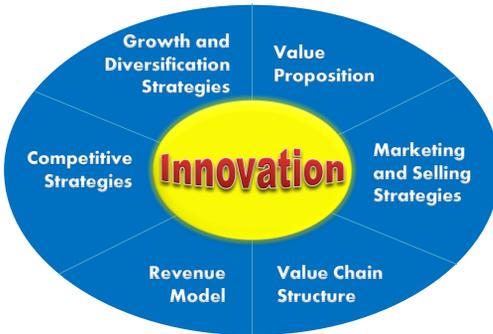
What Sustainable Competitive Advantage

- Synergistic combination of resources and capabilities

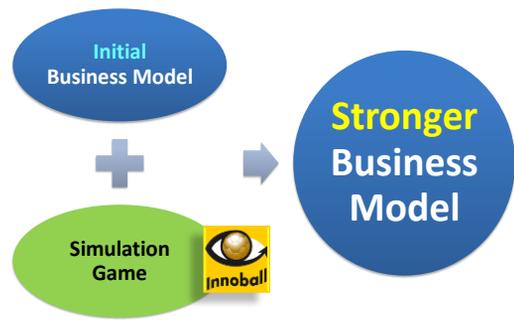


Business Model

Converting Inventions to Profitable Innovations



Business Model of a Radical Innovation Project



Guiding Principles



Help you

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

Reflect your

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

1000ventures

Revenue Model

3 Steps



Strategic Business Success

4 perspectives to be synergized

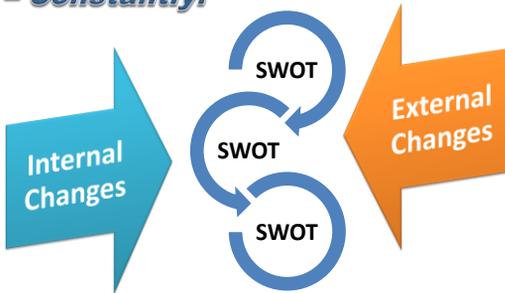


Preparing to Win Write Your Success Story



Strategic Flexibility & Change Management

Reassess Your Past Decisions - Constantly!



Innovate and analyze feedback

Learning SWOT Questions



<p>Strengths</p> <ul style="list-style-type: none"> What went well and why? What should be done the same way next time? 	<p>Opportunities</p> <ul style="list-style-type: none"> What went unexpectedly well and why? Are there any new directions to be explored?
<p>Weaknesses</p> <ul style="list-style-type: none"> What went badly and why? What should be done differently next time? 	<p>Threats</p> <ul style="list-style-type: none"> What went unexpectedly badly and why? What assumptions are to be checked?

Outstanding Innopreneur

Building and Leading a Startup Team

Leadership is about creating powerful human currents moving enthusiastically and creatively in the right direction.

Leading a Venture



Why People are Willing to Follow Their Leaders

8 Reasons

Hope	Direction	Achievements
Empathy	Emotions	Trust
Recognition	Knowledge	

Entrepreneurial Team



Venturepreneurial Team

Specific Challenges

Internal

External

- | | |
|---|--|
| <input type="checkbox"/> Finding right talents | <input type="checkbox"/> Fierce competitors |
| <input type="checkbox"/> Every step is experimental | <input type="checkbox"/> Opposition to rule breakers |
| <input type="checkbox"/> Rapid growth | <input type="checkbox"/> Fast-paced market |

Passionate Team



Leading Innovation and Change

Inspire Your Team



Synergistic Team



Team Leader: 9 Roles



- 1 Provide purpose
- 2 **Build a star team, not a team of stars**
- 3 Establish shared ownership for the results
- 4 **Develop team members to fullest potential**
- 5 Make the work interesting and engaging
- 6 **Develop a self-managing team**
- 7 Motivate and inspire team members
- 8 **Lead and facilitate constructive communication**
- 9 Monitor, but don't micromanage

Outstanding Innopreneur

Creating Customers

LOVE FOR CUSTOMERS is the springhead of the cascade of innovations and the river of revenues.

Creating Customers

Three Steps



Create

- Value
- Magnetism

Inspire

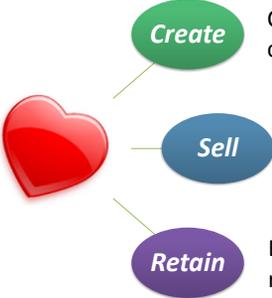
- Dissatisfaction
- New desires

Offer

- Benefits
- Solutions

Love Your Customers

It's tremendously beneficial for you and them



- Create** Create higher customer value
- Sell** Sell what's most beneficial for them
- Retain** Build loving relationships

Venture Marketer

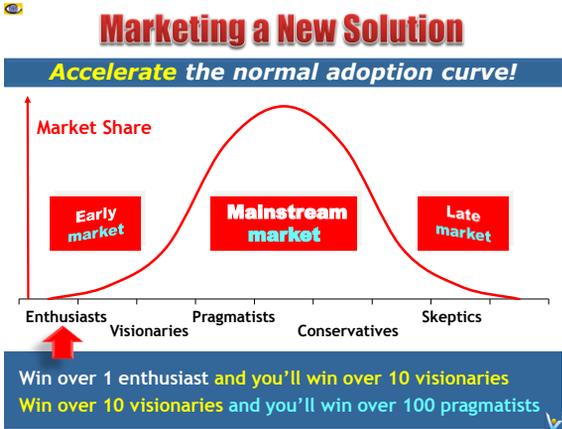


- Passionate visionary
- Smart and witty
- Engaging storyteller
- Extraordinary charmer

What Makes People Buy

Customer Psychology	First-time purchases	Recurring purchases
Drivers	♥ Emotions	Habit
Justification	🔍 Conscious	Subconscious

- To win customers over, use emotional triggers and differentiated benefits
- To retain customers, provide great empathetic service, build trusted relationships



- ### How To Market a Radical Innovation
- Target **ENTHUSIASTS** and **EARLY ADOPTERS**
 - Emphasize **WORLD CHANGING BENEFITS**
 - Tell a **GREAT STORY**
 - **EXCITE** and **PROVIDE BRIDGES** from the boring present to an exciting future
 - **ELIMINATE BARRIERS** to trials
 - Build a **VIBRANT COMMUNITY** of enthusiast users and early adopters

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

Create a Market Niche for Your Business

Know your competitors

Know your customers

- Create differentiated value
- Keep innovating to stay ahead of your competition
- Create an appealing value proposition
- Keep communicating your uniqueness



White Marketing

Brings both Noble Joy and High Revenues



Sell Benefits

Satisfy Three Types of Customer Needs



Conscious	Unconscious	Unseeded
<ul style="list-style-type: none"> • Offer appealing solutions to problems • Promise joy and fun 	<ul style="list-style-type: none"> • Honor subconscious values • Ask coaching questions 	<ul style="list-style-type: none"> • Create new needs and offer a great solution • Introduce new opportunities

Outstanding Innopreneur

Entrepreneurial Simulation Game

Innovation Football

Achieve far beyond your aspirations!



Innovation Football for Startups

Goalkeeper Dream and investments	Defenders Inventions, creative solutions	Strikers All types of failures	Midfielders Team and money problems
--	--	--	---

Innovators **Opponents**

Turn an invention to a successful business

Midfielders Experiments, beta-testing	Strikers Differentiation, creative marketing	Defenders Resistance of the first customers	Goalkeeper Resistance of the big market
---	--	---	---

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



Outstanding Innopreneur




Coaching by Example

Unending curiosity, creative dissatisfaction and passion for learning, MAKING A DIFFERENCE, questioning, experimenting and winning is a part of the DNA of a successful innovator.

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

e-Coach

10 Success Lessons



Have a big dream	Stretch yourself and others
Love what you do	Invent breakthrough approaches
Love your audience	Experiment, observe, adapt
Don't teach, inspire!	Build synergies
Help others shine	Keep learning and inventing daily

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