



Making World Cup 2020 a more amazing event

# 1<sup>ST</sup> BRAIN-ADDED WORLD CUP

**FOOT**ball + **BRAIN**ball



Side event of Football World Cup 2022

1<sup>st</sup> Innovation Brainball  
(Innoball) World Cup





# 1<sup>st</sup> Brain-added Football World Cup



Innovation  
Brainball  
is an  
intellectual  
version of  
Football

## Goalkeeper

Dream and investments

## Defenders

Inventions, creative solutions

## Strikers

All types of failures

## Midfielders

Team and money problems



## Midfielders

Experiments, beta-testing

## Strikers

Differentiation, creative marketing

## Defenders

Resistance of the first customers

## Goalkeeper

Resistance of the big market

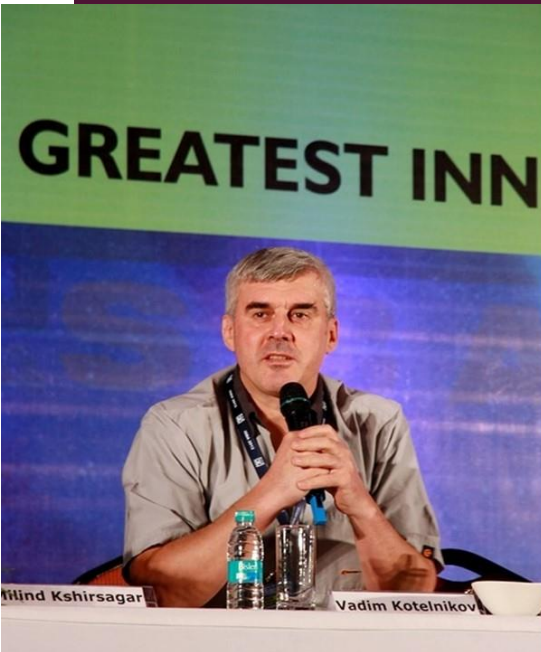




# Entrepreneurial simulation game



# played globally



Managers succeed by following the rules.

Innovators succeed by breaking the rules.

Invented in 2010 by Vadim Kotelnikov, a Nobel Prize 2021 nominee, Innoball helps innovators and change leaders to achieve greater results globally





# INNOBALL

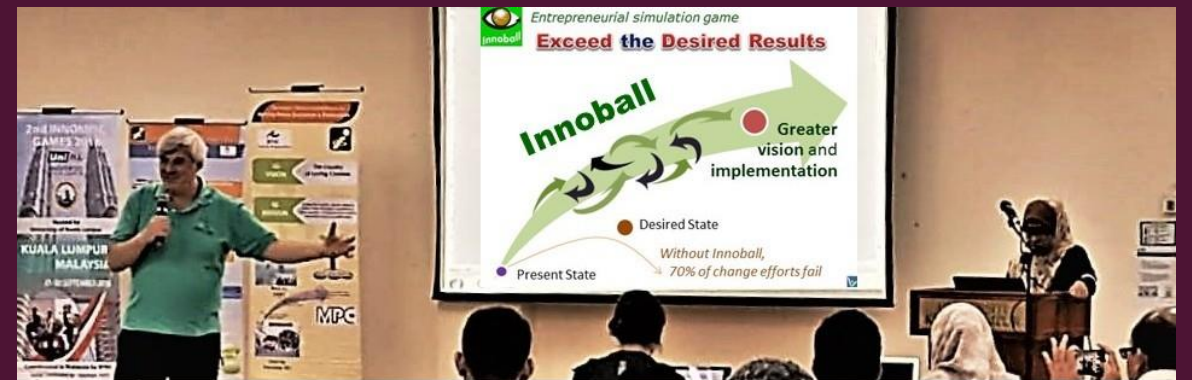
Entrepreneurial  
simulation game



## Innovation Brainball

INNOBALL helps to

- build entrepreneurial creativity
- implement radical projects more successfully
- assess project teams



**Prepare to win wisely! Anticipate encounters with adversaries, see them as adventures and chances to enhance your strategic creativity!**





# World Contests

Since 2017

Innompic Games



INNOBALL is a part of Innompic Games – intellectual ‘brother’ of Olympic Games





# Creation Show

INNOBALL contests are designed as a joyful show-like constructive competition

## INNOMPIC GAMES 2017 City enthralled by innovation clash

**INTELLECTUAL OLYMPICS** Contestants had to prove the strength of their ideas and its ability to tackle social issues

Jul Dharwadkar

PUNE: Young minds from various countries came together on Sunday to take up challenges and to deliver innovative solutions as the global Innompic Games kick started in Pune on Sunday.

Innompics Games is an intellectual Olympics for change makers and present their ideas to address issues faced globally or by their nations. It is a platform where ideas are judged on the basis of how they can be implemented.

Present during the launch were Vaidin Kotelnikov, founder and global coordinator of Innompic Games; Rajendra Jagdale, director general and CEO of Science and Technology Park (STP); Rahtiar Bin Kasbi, general manager, Toknoprotra Division University, Kuala Lumpur, Malaysia; Michael Zelin, automobile expert, USA and Mahesh Kumar, governing body member, Indian Science and Technology Entrepreneurs Parks and Business Incubator Association (ISBA).

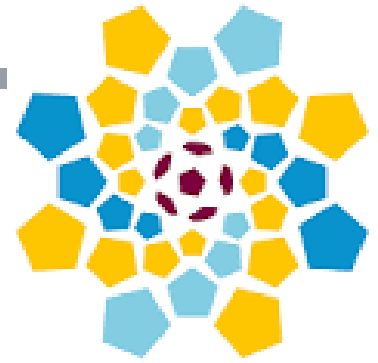
On the occasion, Kotelnikov said that the world is being driven by technology and innovation





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qatar  
2022



Side Event

## 1<sup>st</sup> Innoball World Cup

### Teams

#### International

#### National

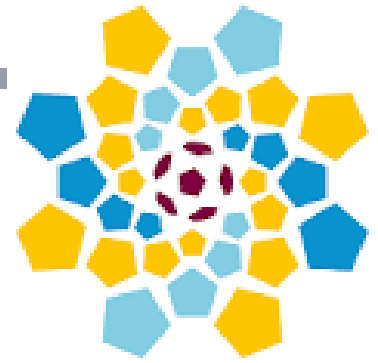
Africa  
Americas  
Asia and the Pacific  
Europe

Qatar  
India  
Malaysia  
Russia



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qatar  
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Side Event

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**When**

Just before Football World Cup

**How**

Both on-site and online

**Internet Spectators**

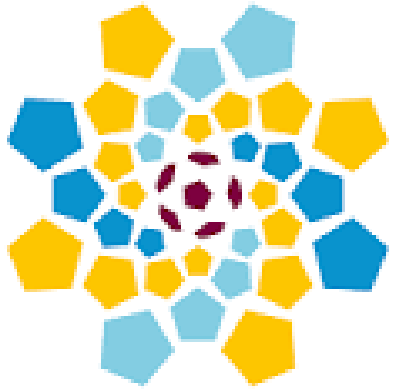
Over 100 million





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qatar  
2022



INNOvation  
brainBALL

## Benefits for the Host Country

- Greater Country Image
- Wider Media Coverage
- Larger and Wider Audience
- More Lasting Impact