



4th World INNOMPIC GAMES

innompics.com



Creative Challenge



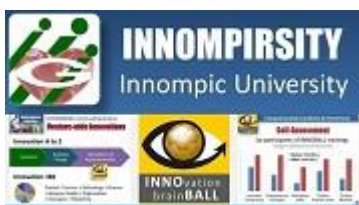
Invent a Metaphoric Model for Entrepreneurial Success A-Z/360

The description of your invention should contain

1. **One-page executive summary** (name + image + executive summary)
2. **Optional: Real-life application examples** (not mandatory, but examples would help illustrate usability of your metaphoric concept)

Assessment Criteria

- ① Inventiveness
- ② Comprehensiveness
- ③ Usability
- ④ Overall Mark



**Winning models will be promoted and
taught globally!**



Sample Metaphoric Models

- ① Wood Screw
- ② Tree
- ③ Football



Entrepreneurial
Success

Wood Screw

Metaphoric
model

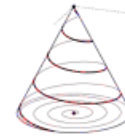


Threaded
Tip

Thread

Head

Start with a small idea
and build on it; penetrate
minds and markets gently



Establish a new *status quo*
smoothly, but firmly

Know when, where and how to
move in and to withdraw

Vadim Kotelnikov 

THREADED TIP

Entrepreneurs create change. Nearly everybody and everything – people, mindsets, habits, systems, markets, processes – resist change that comes from outside. The threaded tip of the wood screw that is shaped as a conical spiral helps the entrepreneur and s/his venture to reduce and overcome the resistance to change and penetrate minds, markets and systems gently. The threaded tip symbolizes also the virtuous spiral of birth and evolvement. Entrepreneurships starts with an idea. The entrepreneur must nurture the idea, grow it into something bigger, play simulation games and experiment with it to develop the idea into a strong business model able to create its own market niche and win partners and customers over.

THREADED BODY

The threaded body that is shaped as a helix helps to make the entrepreneurial success last. Having changed the old status quo, the entrepreneurial venture is to establish a new one by screwing the entire body of the metaphoric wood screw in the startups' market niche smoothly, but firmly.

HEAD

Entrepreneurs must know when, where and how to screw in and to unscrew. At the early stage of startup development, learning SWOT questions asked during simulation games, experimentation and beta-tests help identify strategies to discontinue and new opportunities to pursue. A company may also need to withdraw from shrinking markers or to abandon old business models after a while.

Real-life Examples

Jacuzzi: Unscrew and Screw It In Again, but Smarter

The Jacuzzi brothers invented a whirlpool bath to treat people with arthritis. Although the product worked, it didn't sell well. Too few people in the target market, sufferers from arthritis, could afford the expensive bath. The Jacuzzi brothers learned from this failure and re-launched the same product for a different market – as a luxury item for the wealthy. It became a big success.

Thomas Edison: Discovery through Experimental Screw-Ins


“I have not failed 700 times. When I have eliminated the ways that will not work, I will find the way that will work,” said Thomas Edison.



Post-It Note: Finding a Different Application for a Screw

3M corporation had a problem with a glue it had invented. Their scientists were attempting to develop a super-strong adhesive, but the glue did not produce the desired results. It did not stick things together effectively.

The glue was considered to be a failed product until Arthur Fry, a 3M chemist and an inventor, found the way to turn the glue's disadvantage to an advantage. Arthur Fry searched for such an application where a glue that didn't stick too strongly would be appropriate. In particular, he thought of a way of combining the glue with a bookmark, which is something that people want to move from page to page. Ultimately, Arthur Fry discovered a great opportunity in a problem and helped his company to turnaround a failing project. A “low-tack”, reusable, pressure-sensitive adhesive became the basis for the [Post-it note](#), which was a huge success.

Innompic Games (IG): Threaded Tip Penetrates the Target Market

As a [World-changing radical mega-innovation](#), IG had to create and expand its global market niche gradually. Having designed the initial concept of World Innompic Games – intellectual Olympics for innopreneurs – Vadim Kotelnikov , the Founder, published it at the innompics.com website and started searching for enthusiastic and capable visionmates and venturermates among his friends to launch the global startup.

Rajendra Jagdale  got inspired by the vision and the social impact created by IG and arranged for the [formal announcement](#) of Innompic Games at the international ISBA 2016 conference. Rajendra helped also organize [World 1st Innompic Games](#) 2017 as their Chairman. Othman Ismail  brought the Malaysia team in and was behind the 1st national Innompic Games [IPMA 2018](#) and [2nd World IG](#) 2018 organized in Malaysia.



The Tree of Entrepreneurial Success



Crown

Products ▪ Differentiation
Brand Appeal ▪ Marketing
Selling ▪ Feedback

Trunk

Creativity ▪ Skills
Strategies ▪ Simulation
Experiments ▪ Processes

Roots

Passion ▪ Values
Vision ▪ Business Design
Networking ▪ Investment

Vadim Kotelnikov

ROOTS

An inspiring and enduring entrepreneurial vision motivates the entrepreneurial team and guides people through the challenges they face on their venturepreneurial journey. Passion for work and customers turns team members to relentless value innovators. Shared values and guiding principles help the entrepreneurial team focus on the most important things. Harmonious business design serves as a greenhouse for generation and implementation of entrepreneurial ideas in a highly effective way.

TRUNK

The upward virtuous spiral of a startup and its business model evolves intellectually first driven by entrepreneurial creativity, entrepreneurial skills, entrepreneurial strategies, and entrepreneurial simulation games, like INNOBALL. The intellectual phase turns to real-life growth when field experiments with entrepreneurial ideas, concepts and strategies start. Beta-tests followed by learning SWOT questions help to obtain market feedback, analyze it and strengthen the business model accordingly.

CROWN

To survive in the long run, the initial mono-product model must diversify into related areas symbolized by the branches of the tree. New entrepreneurial ideas and opportunities keep emerging as a startup evolves. The key is to pursue the most rewarding ideas and opportunities that lead to the highest yield, the most valuable fruits, and lasting business relationships.

Real-life Examples

Google Search Engine: Healthy Roots, Strong Trunk, Delicious Fruits

The mission of the [Google](#) search engine is to organize the world's information and to make it universally accessible and useful. Google management formulated corporate 10 Golden Rules and 10 Guiding Principles and established culture of creative dissatisfaction that became the driving force behind everything Google does. They are always looking for new places where they can make a difference. They try to anticipate future needs and meet them with products and services that set new standards.

Google+ Failure Story: Weak Roots, Unclaimed Products

[Google+](#) social network was launched in 2011 and shut down in 2019 because it was a dead service walking with too few users. Service designers say that the team that worked on the product was divided and had no grand vision. All the teams worked on their separate modules with no knowledge of the whole picture.

Facebook: Roots-to-Fruits Strategies

[Facebook](#) mission is to improve people's lives, especially socially. If people have access to more information and are more connected, it will make the world better; people will have more understanding, more empathy. That's the guiding principles for Facebook leaders that keep them going. Facebook strives to excite and amaze their users. The company promotes an entrepreneurial environment of fearlessness to foster passion, curiosity and creativity of their employees and to empower them to innovate and execute on their ideas. Facebook invests in building up the infrastructure and tools and also the culture that tells people to take risks and try things out.

Innompic Games (IG): Harmonious Innovation Tree

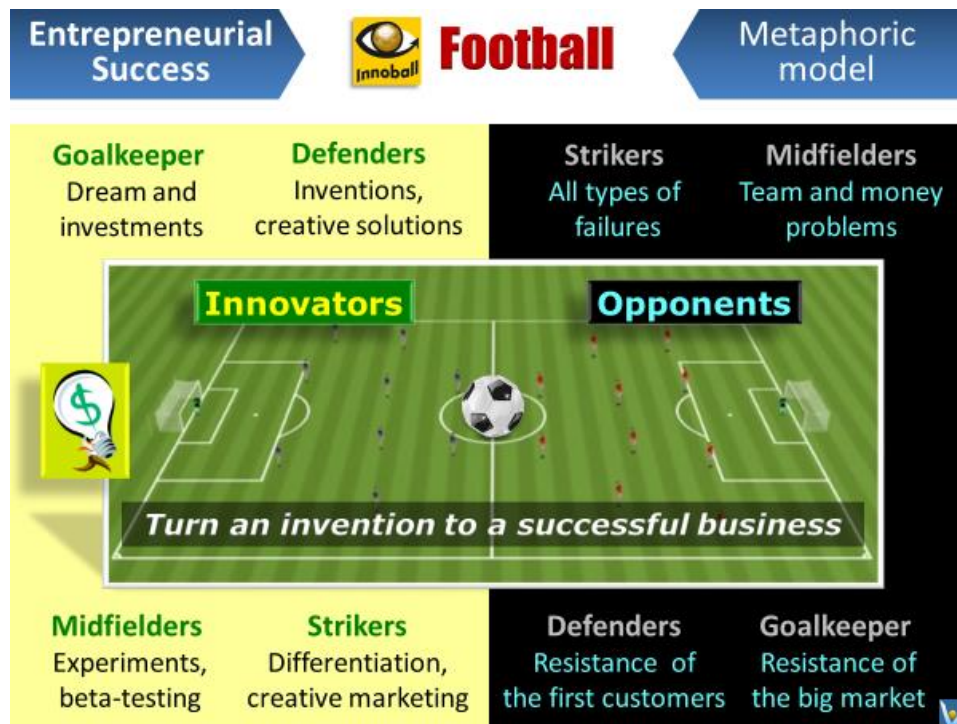


The Tree of Innompic Games



Crown	Value Innovation
	Global Breakthroughs United Innovators
Trunk	Business Design
	6Ws ▪ Yin-Yang 5 Basic Elements
Roots	Planetary Mission
	Vision ▪ IG Way Innompology

The vision of [Innompic Games](#) is to turn the Earth to the Planet of Loving Creators. IG help people grow as loving creators and are organized as a joyful creation show. The business design of IG is holistic and harmonious. It is based on both home-invented and universal success models. IG unite innovators globally and nurture disruptive innopreneurs.



Powerful Tool for Implementation of Entrepreneurial Ideas

INNOBALL ('Innovation Football' or 'Innovation Brainball') is an entrepreneurial simulation game. It is a powerful success catalyst that helps commercialize entrepreneurial ideas, pursue entrepreneurial opportunities, implement innopreneurial projects, and create new market niches. For breakthrough ventures, INNOBALL is much more useful than conventional business planning. Starting an entrepreneurial venture without playing INNOBALL with it is like arriving to a football pitch believing that the opponent team will not show up. This is naive, isn't it?

Generating a Virtuous Spiral of Ideas and Synergizing the Them

INNOBALL helps generate a virtuous spiral of ideas, create related innovations and synergize them. The game starts with the first step towards the entrepreneurial vision. Every startup's move forward prompts a spectrum of anticipated counterattack by diverse internal and external enemies. Anticipation of these counterattacks and creative entrepreneurial responses to them make both the startups and its entrepreneurial team stronger. The key is to see the enemies as not a curse, but a stretcher of smartness and innovativeness of the venturepreneurial team.

INNOBALL helps:

- Turn ideas or inventions into a profitable business and create new markets
- Learn to anticipate challenges and counterattacks of enemies
- Enhance entrepreneurial creativity and idea assessment skills
- Assess entrepreneurial smartness of a startup's team and each its member.

Real-life Examples

NPD Co.: Increased Profitability, Reduced Time-To-Market

Two INNOBALL simulation games helped [NPD Co.](#) strengthen the startup team and business model dramatically, avoid costly strategic mistakes, and reduce time-to-market by 18 months. The first INNOBALL game revealed weak strategic decision-making skills of the then startup leader, and much stronger strategic thinking skills of another team member. The company elected the stronger strategic thinker as a new startup leader. The second INNOBALL simulation game produced far better results.



GINUS Inc.: Stronger Diversification, Winning New Customers

Three INNOBALL simulation games helped GINUS Inc. diversify their drone-based business from cartography to several new industries (agriculture, tourism, security, defense, 3D mapping, electric grid inspection)



1st World Innompic Games

Preparing a Civilisational Breakthrough

A series of INNOBALL entrepreneurial simulation games were played to [strengthen](#) the [business design](#) of the 1st World Innompic Games, the World's largest startup ever that is to turn the Earth to the Planet of Loving Creators.

Initially, the [Founder](#) played INNOBALL games with various components of the [IG Way](#) alone. In particular, Innompic Games [evolved](#) as an outstanding [creation show](#) thanks to INNOBALL. To develop strategies for attracting the critical mass of early adopters of Innompic Games, three IG leaders from Russia, Malaysia and United States [played INNOBALL over Internet](#).

INNOBALL is also a key part of entrepreneurial creativity contests at Innompic Games. It boosts venturepreneurial smartness and accelerated learning. Many participants of Innompic Games said that INNOBALL was their [favourite](#) part of Innompic contests.

