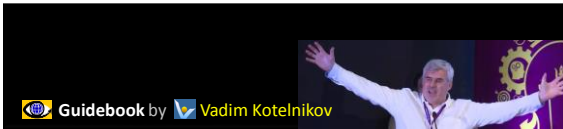


Innomic Planet of Loving Creators

# 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<br>Creator | Synergizer<br>Integrator | Architect<br>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**

- To follow a **passion**
- To pursue a **vision**
- To **create** and innovate
- To seize **opportunities**
- To find **excitement**
- To create **wealth**

**Humanity, Spirituality**

- 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

Focus on creating greater customer **value**

Manage **cash flow** effectively

Passionately strive to make a **difference**

Pursue an inspiring customer-focused **vision**

Build and lead **synergistic** partnerships

Invent new things and solve problems **creatively**

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



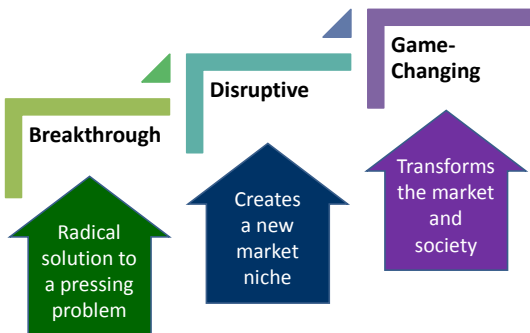
## Proactive Innovation



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



Discontent with the status quo

Search for new solutions



- Noticing problems
- Feeling ineffectiveness
- Foreseeing threats

- Ask "Why? What If?" questions
- Search for creative solutions
- Search for new opportunities

## Think like a Winner



Winners approach impossible as possible



Losers approach possible as impossible



## Creativity

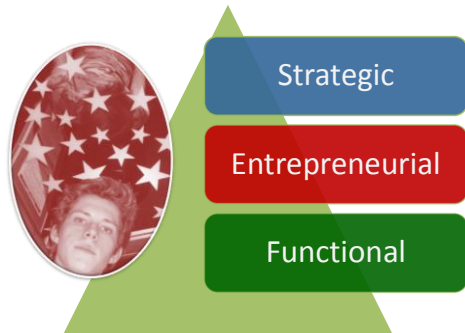


Motivation from within, passion, or a need to be creative

Knowledge, expertise, and access to relevant information

Thinking outside the box and putting existing ideas together in a new combination

## 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



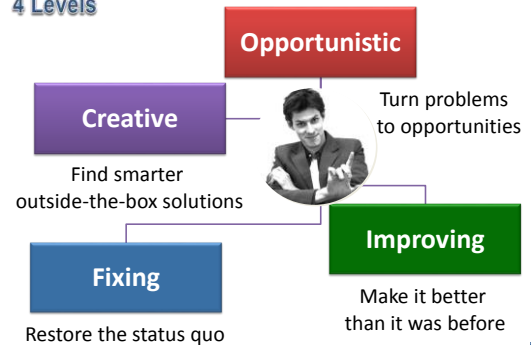
## Think Outside-the-Box

3 steps

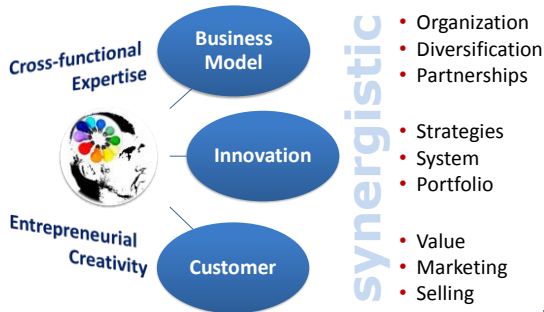


## Problem Solving Strategies

### 4 Levels



## Master of Business Synergies (MBS)



## Master of Business Synergies (MBS) Cross-functional Excellence



## Continuous Improvement Mindset

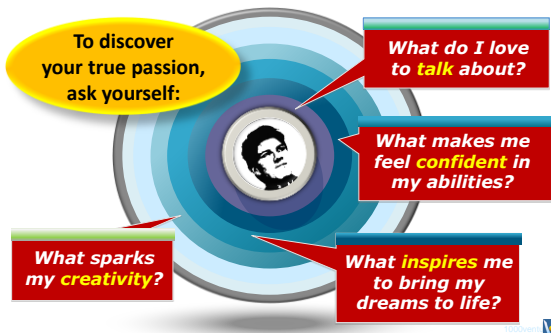
1. **Everything** can and should be improved
2. Not a single day should go by without an improvement **being made** in some key area
3. Imagine the **ideal situation** and strive to reach it
4. Don't blame yourself, **look for** an improvement
5. Think of **how** to improve it, not why it can't be done
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



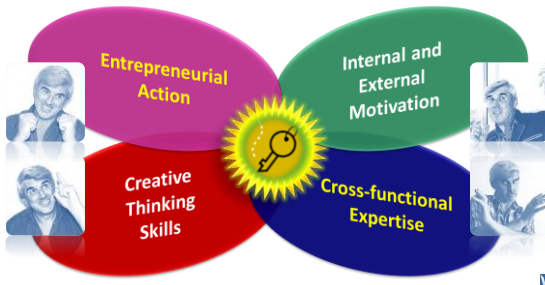
Achievement-focused  
Self-Coaching

## 6W Questions

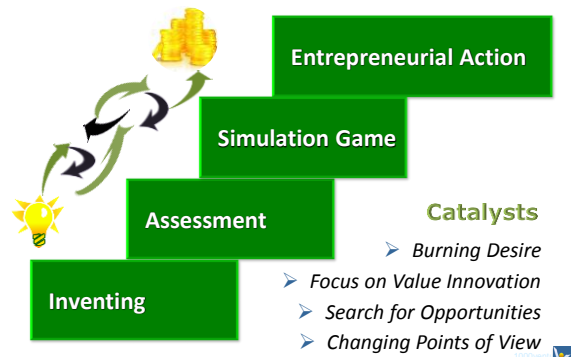
|              |                                     |
|--------------|-------------------------------------|
| <b>What</b>  | is my stretch goal?                 |
| <b>Why</b>   | is it so important to achieve it?   |
| <b>How</b>   | am I planning to get there?         |
| <b>Where</b> | can I acquire the necessary inputs? |
| <b>Who</b>   | should be involved in my crusade?   |
| <b>When</b>  | should I take the next step?        |

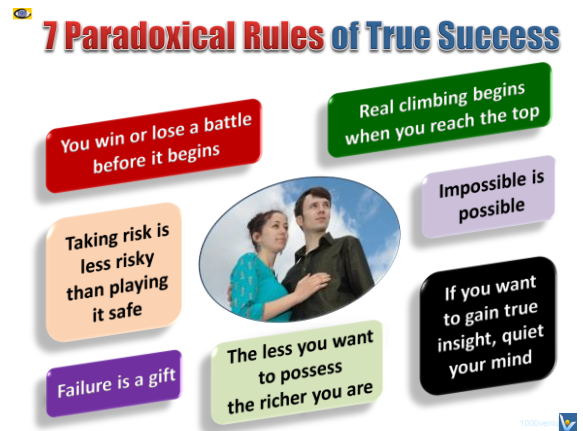
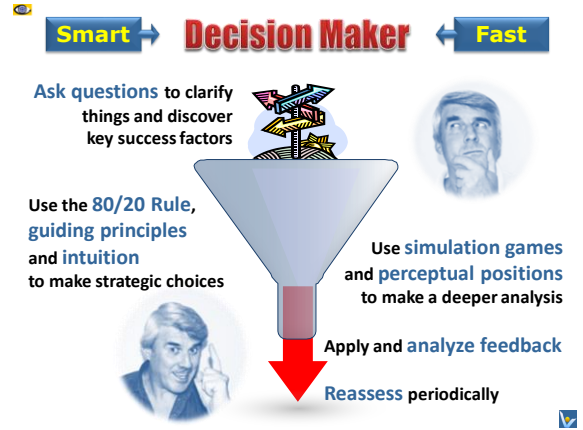
## Entrepreneurial Creativity

Coming up with ideas and converting them into innovative business activities



## Entrepreneurial Creativity Steps



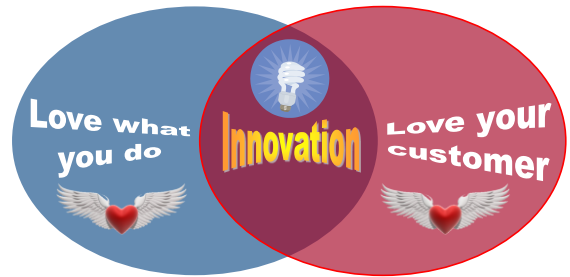


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## Creating Innovative Value

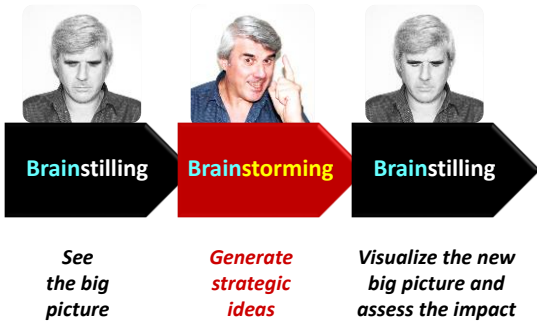
*The Creator created us in his own likeness.  
We are all creators.*

## 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

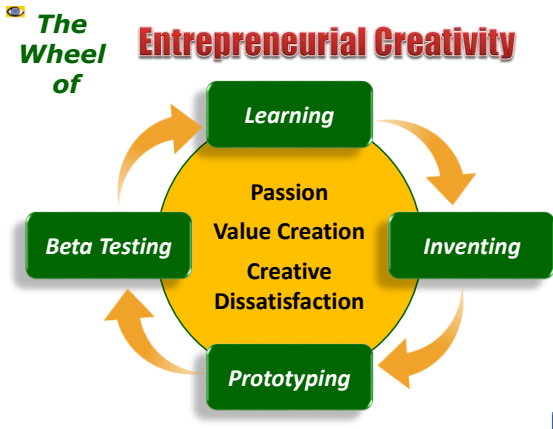
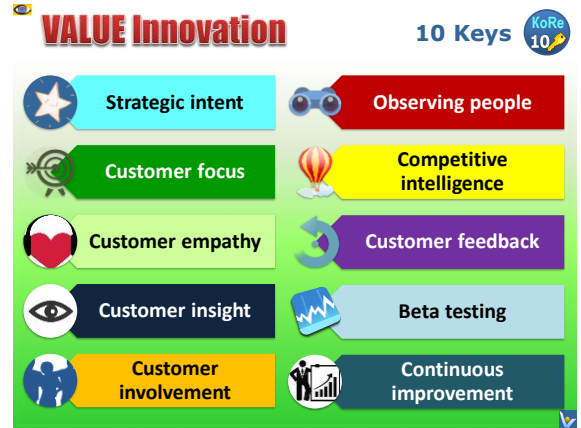
|  |  |  |
|--|--|--|
| <p><b>Innopic Games</b></p> <p>Learn<br/>Create<br/>Thrive</p> | <p><b>e-Coach</b></p> <p>Awaken<br/>Innovate<br/>Blossom</p> | <p><b>Innovation Football</b></p> <p>Venture<br/>Anticipate<br/>Invent</p> |
|--|--|--|

## 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



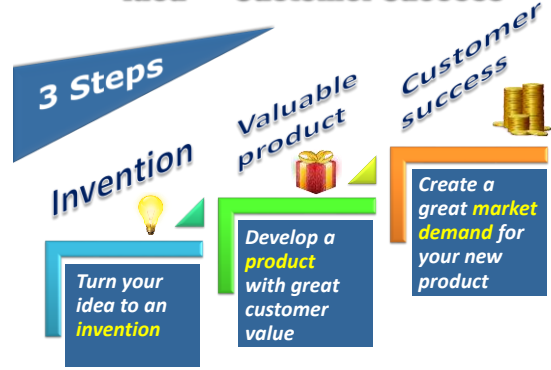
Love consumers



Create

- |   |  |
|---|--|
| <b>Strive to:</b>                             | <b>Dare to:</b>                          |
| <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

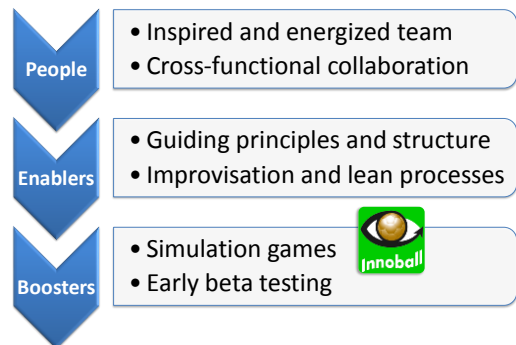
- Strategy**
  1. Be a market innovator, create new market niches
  2. Play strategic simulation games
  3. Ensure consistent and effective top management support to NPD
- Customer**
  3. Do study customer needs, but focus on creating new desires
  4. Observe prospective consumers to discover their hidden 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

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

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

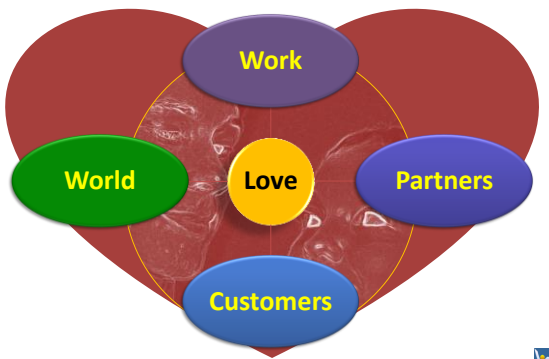


## High-Growth Startup

**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"> <li>• Remarkable</li> <li>• Simple</li> <li>• Short</li> </ul> | <ul style="list-style-type: none"> <li>• Suggest stability and integrity</li> <li>• Be upbeat and cheerful</li> <li>• Promise benefits</li> </ul> |

### 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

### Sustainable Competitive Advantage

5 Criteria



### Strategic Planning

Define milestones and routes to success




## Startup Business Plan



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



## 3Ws of Venture Investing

**Who** Team

- Entrepreneurial leadership, experience, capabilities

**How** Business Model

- How an invention will be turned into a profitable business

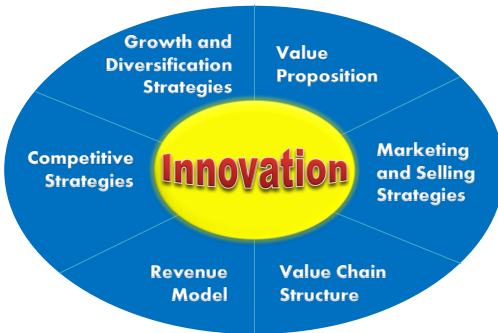
**What** Sustainable Competitive Advantage

- Synergistic combination of resources and capabilities

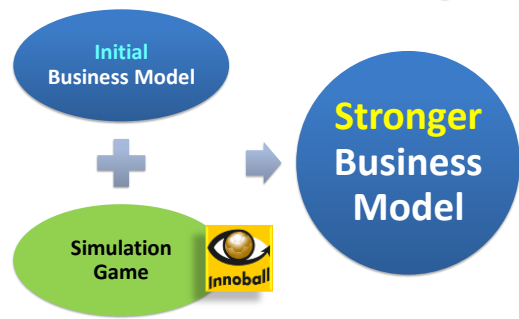


## Business Model

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

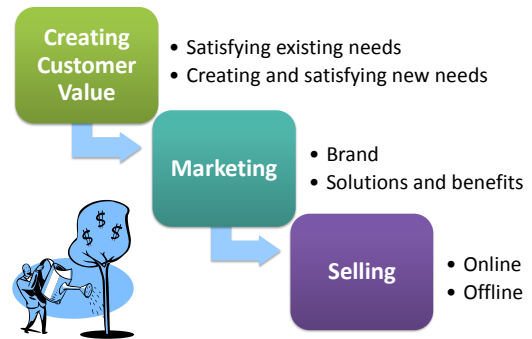
**Reflect your**

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



## Revenue Model

3 Steps



## Strategic Business Success

4 perspectives to be synergized

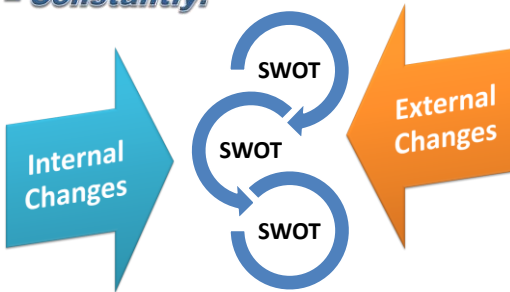


## Preparing to Win Write Your Success Story



## Strategic Flexibility & Change Management

### Reassess Your Past Decisions - Constantly!



Innovate and analyze feedback

## Learning SWOT Questions



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

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## 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

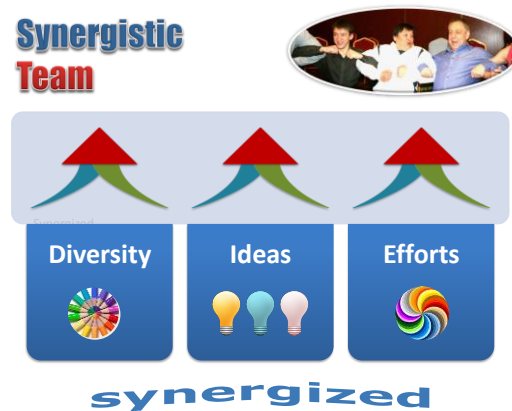


### Leading Innovation and Change

## 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

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## 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**

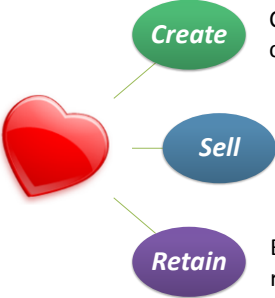
- Dissatisfaction
- New desires

**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

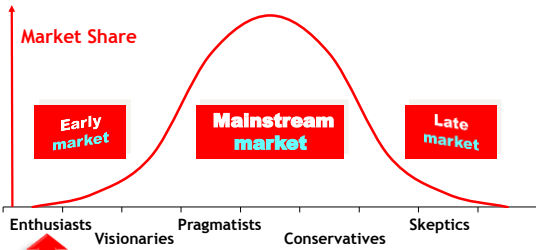
|                            |                             |                            |
|----------------------------|-----------------------------|----------------------------|
| <b>Customer Psychology</b> | <b>First-time purchases</b> | <b>Recurring purchases</b> |
| <b>Drivers</b>             | <b>Emotions</b>             | <b>Habit</b>               |
| <b>Justification</b>       | <b>Conscious</b>            | <b>Subconscious</b>        |

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



## Marketing a New Solution

**Accelerate** the normal adoption curve!



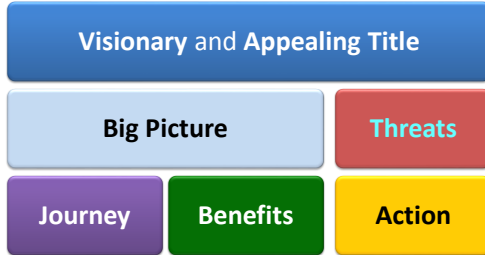
Win over 1 enthusiast and you'll win over 10 visionaries  
 Win over 10 visionaries and you'll win over 100 pragmatists

## 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



## Selling Innovations: Story Telling

MOTIVATING MESSAGES



| Win / Lose   | Be #1  | Next Curve  |
|--|--|---|
| <ul style="list-style-type: none"> <li>➤ Disrupt or be disrupted</li> <li>➤ Winning solution to current threats</li> </ul> | <ul style="list-style-type: none"> <li>➤ Star solution</li> <li>➤ Dethroning a competitor</li> </ul> | <ul style="list-style-type: none"> <li>➤ Far better than what we have now</li> <li>➤ Chain of intermediate victories</li> </ul> |

## Create a Market Niche

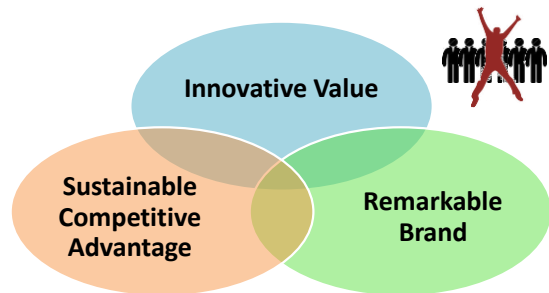
for Your Business



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

## Competitive Differentiation

Set yourself apart from your competitors



## White Marketing

Brings both Noble Joy and High Revenues



## Sell Benefits

Satisfy Three Types of Customer Needs



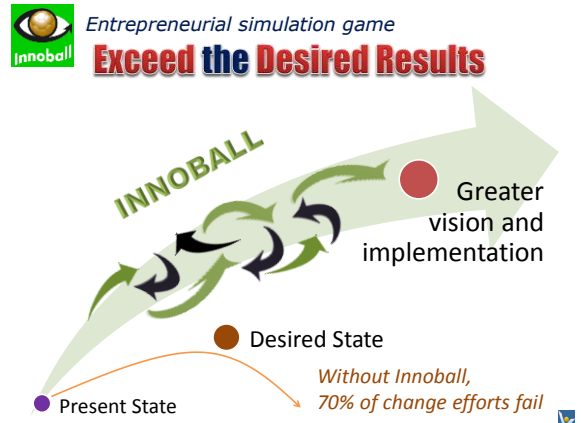
| Conscious  | Unconscious   | Unseeded   |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Offer appealing solutions to problems</li> <li>• Promise joy and fun</li> </ul> | <ul style="list-style-type: none"> <li>• Honor subconscious values</li> <li>• Ask coaching questions</li> </ul> | <ul style="list-style-type: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

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Entrepreneurial Simulation Game

# Innovation Football

Achieve far beyond your aspirations!



## Innovation Football for Startups

|  |  |  |   |
|--|--|--|---|
| <b>Goalkeeper</b><br>Dream and investments | <b>Defenders</b><br>Inventions, creative solutions | <b>Strikers</b><br>All types of failures | <b>Midfielders</b><br>Team and money problems |
|--|--|--|---|

**Innovators**      **Opponents**

Turn an invention to a successful business

|   |  |   |   |
|---|--|---|---|
| <b>Midfielders</b><br>Experiments, beta-testing | <b>Strikers</b><br>Differentiation, creative marketing | <b>Defenders</b><br>Resistance of the first customers | <b>Goalkeeper</b><br>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



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**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  |