

Innovation-n-Entrepreneurship

Entrepreneurial Love Game

Teaching by Example





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Vadim Kotelnikov Inventor & Founder





1000ventures



Innovarsity



Innoball com



Innompics

Free inspirational Business e-Coach

Free online innovation university Simulation game for radical projects Intellectual Olympics for innovators

"We are kept from our goal not by obstacles but by a clear path to a lesser goal."



SELF-RECIPROCITY LAW

Stretch your goal, and your goal will stretch you



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The wilder your idea, the lesser competition, the stronger buyers' resistance, the greater your victory!

Innopreneurship is Love



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

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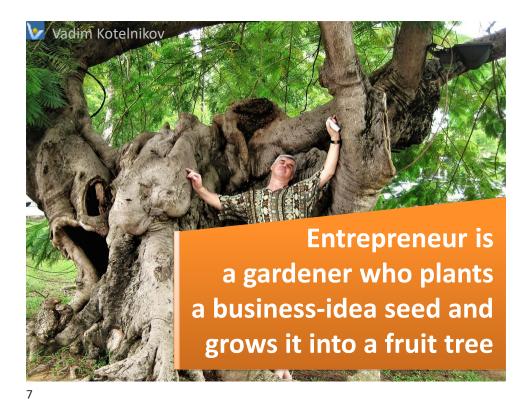
Virtuous Entrepreneur: 6+6 Drivers

Growth, Achievement Spirituality

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

- To pursue a mission
- To create new value
- To help people
- To improve the World
- To facilitate growth
- To spread spiritually

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The Tree of Entrepreneurial Success



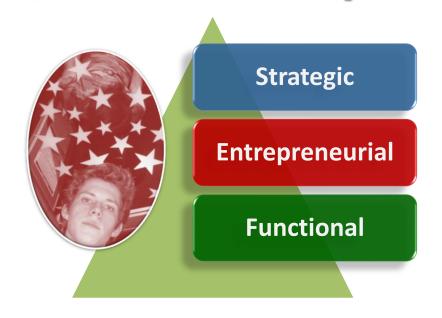
Products • Differentiation
Brand Appeal • Marketing
Selling • Feedback

Creativity • Skills
Strategies • Simulation
Experiments • Processes

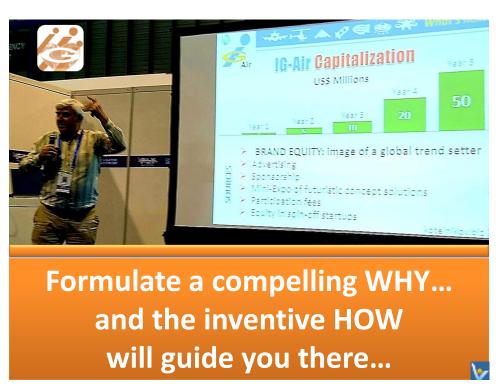
Passion • Values
Vision • Business Design
Networking • Investment

Vadim Kotelnikov 🔽

3 Creativities of an Entrepreneur



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The Art of War

Prepare To Win

If you know yourself and know your enemies, you will not be imperiled in a hundred battles.

To know your enemy, You must become your enemy,





Simulation games make you think for your enemies and turn such thinking into a winning habit



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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

Market

Volatile

Externa

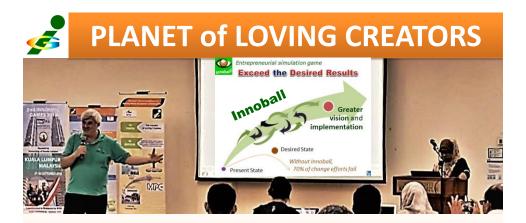
- Unpredictable
- Immature

Competitors

- Aggressive
- Innovative
- Resourceful

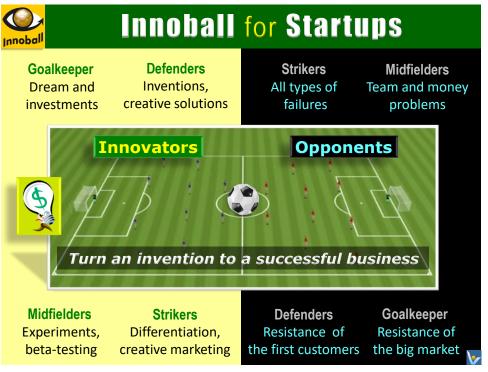






Prepare to win wisely. Anticipate encounters with adversaries, see them as adventures and chances to enhance your strategic creativity.









Large-company Success Story

A New-Product Company





Startup Success Story

Free Float



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Game in Progress

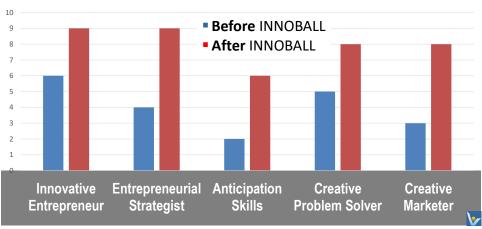






by participants of INNOBALL trainings

Average for 1000 persons from 30 countries



KoRe 10 Innovative Thinking Tools

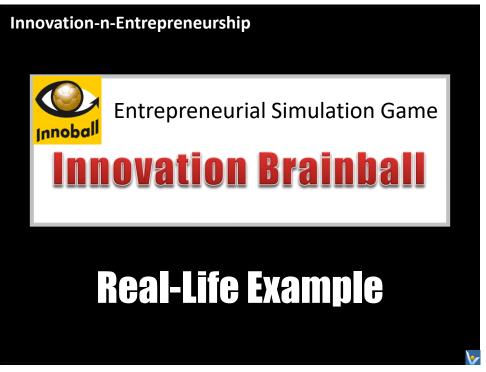
4 METAPHORIC ACTIONS



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



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Sources of Competitive Advantage

- Advanced mathematics and IT solutions
- One person can operate several drones
- Market dominating 'Photoscan'
- Ability to come out with great creative solutions to difficult problems within few hours





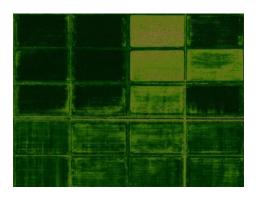


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Vorobyev Drone-based Super-Solutions

Agriculture





- Increasing harvest
- Increasing profits
- Reducing pollution



Vorohyev Drone-based Super-Solutions



CHALLENGE

High-quality spectral cameras are too expensive



SOLUTION

Modifying a standard camera thus achieving 10-fold cost reduction

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Vorobyev Drone-based Super-Solutions



CHALLENGE

The modified camera may record incorrect parts of the spectrum



SOLUTION

A special 100% stable source of light will be used to prove the correctness



Vorohyev Drone-based Super-Solutions



CHALLENGE

The cost of using drones in agriculture is high compared with airplane-based services

SOLUTION



Innovative multi-drone control system makes use of drones 3 to 5 times cheaper compared with airplanes

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Vorobyev Drone-based Super-Solutions

3D Models

of cities / areas / buildings



Vorohyev Drone-based Super-Solutions

CHALLENGE



Vertical satellite photos are not good enough for many applications such as property tax calculation, property management, disaster prediction, and military / police operations

SOLUTION



Drones provide more useful 3D photos/videos and can also "see" things invisible to satellites.
Decision-support tools for real-time applications can be added.

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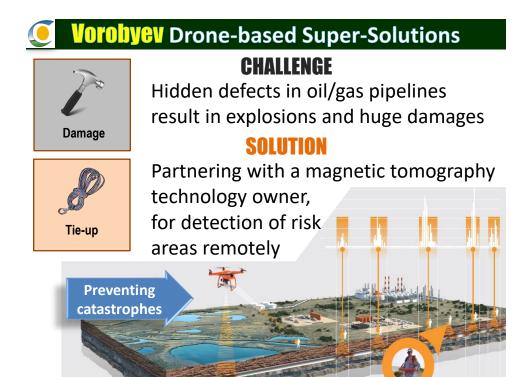


Vorohyev Drone-based Super-Solutions

Disaster Management



Developing technological partnership

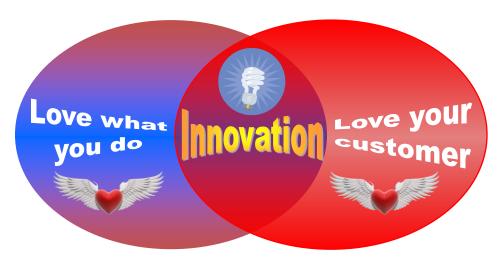


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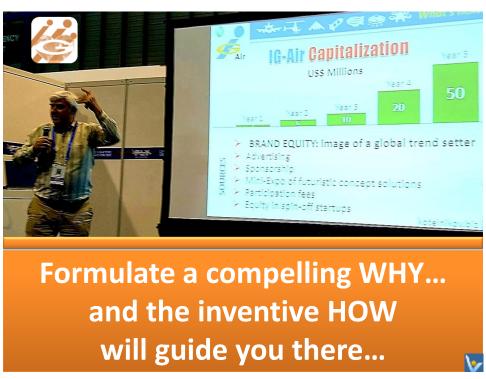
Innoprenership is Love



The rest will follow!

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Entrepreneurial Love Game

