

## Preface

Entrepreneurial creativity at its best is an exciting life-long journey. It is easy and fun if you love what you do, love your customers and strive to make their life happier.

The only way to grow is to stretch yourself.

“We are kept from our goal, not by obstacles, but by a clear path to a lesser goal,” teaches us Bhagavad Gita.

Don’t be lesser than yourself! Let your Higher Self be your own leader, mentor and coach.

Let your Higher Purpose lead you.

Stretch your goals, and your goals will stretch you.

Dare to elevate your vision, and your vision will elevate you.

Create with love, and the creation process will create you.

These are the self-reciprocity laws of creative entrepreneurs.

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Creativity is the starting point of every great idea – and entrepreneurship is how that idea comes to life. This eBook, Entrepreneurial Creativity, is a spark meant to ignite imagination of young minds and show how to turn the curiosity of young minds into real-world solutions.

“You don’t need to wait to grow up to think like an entrepreneur. All you need is the courage to ask questions, challenge the ordinary, and believe in your own ideas.”

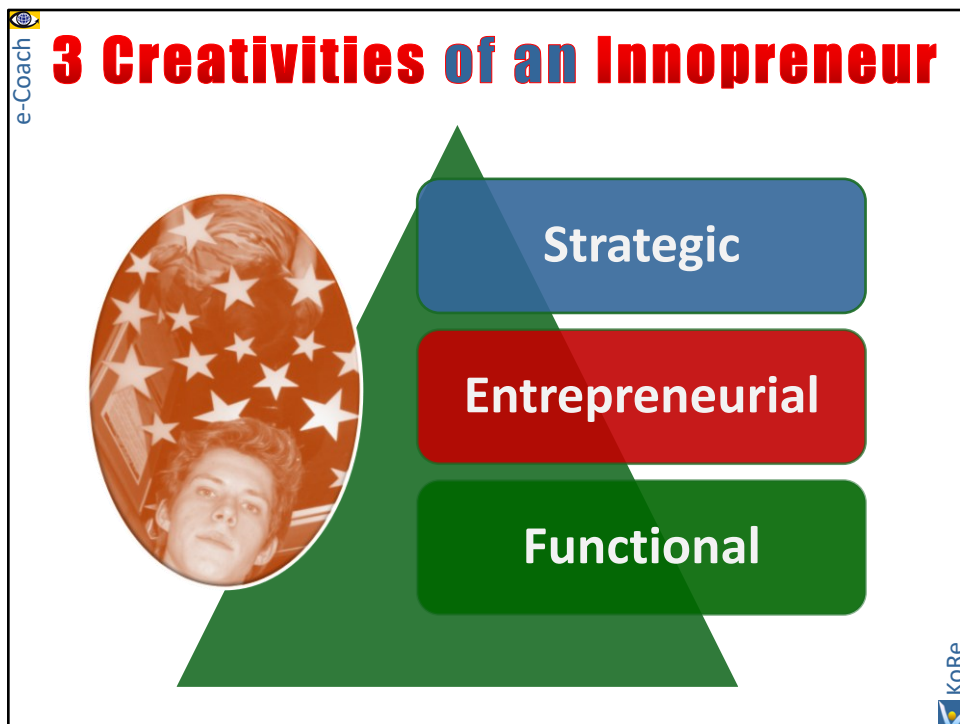
May this book inspire young minds to dream boldly and create fearlessly.



### Entrepreneurs Differentiated

Willingness and preparedness to take creative and courageous entrepreneurial action and noble risk differentiates entrepreneurs from others.

- Dreamers dream. Entrepreneurial dreamers dream big and take steps towards their dreams every day.
- Ideators ideate. Entrepreneurial ideators ideate, turn ideas to value innovation concepts, play entrepreneurial simulation games with them to prepare to win, create prototypes and test market them to learn from feedback and improve.
- Creators create. Entrepreneurial creators create value, marketing strategies, delivery channels, and customers.
- Strategists strategize. Entrepreneurial strategists create strategies, play entrepreneurial simulation games with them, start moving, learn forward and spot emerging opportunities as they go, and adapt their strategies dynamically.
- Leaders lead. Entrepreneurial leaders, demonstrate entrepreneurial creativity, search continuously for new opportunities and pursue them with speed.
- Workers work. Entrepreneurial workers (intrapreneurs) search for opportunities to contribute more and innovatively to strategic achievement of the corporation and implement these projects in entrepreneurial fashion.
- Actors act. Entrepreneurial actors act, invent and experiment with new forms of performing arts and acting, diversify into independent producing, create artistic ventures.



### Strategic Creativity

Strategic creativity is needed to develop a great entrepreneurial vision, the big picture of the desired future, and guiding principles for strategic thinking and quick idea evaluation. The main task of a strategic creator is to inspire and streamline further creative, inventive and innovative thinking efforts. Strategic creativity is also required to synergize big entrepreneurial and functional ideas and to develop innovative entrepreneurial strategies. A strategic creator alternates brainstilling and brainstorming. Brainstilling helps to visualize a big picture. Brainstorming helps to forge a path towards it.

### Entrepreneurial Creativity

Innovation is about creating and delivering new customer value by conquering – creatively! – numerous and diverse internal and external enemies on the way. Entrepreneurial creativity is required to generate great business ideas and turn them to amazing value innovations. It involves inventing new products, services and solutions and their creative marketing. It also involves creative problem solving and turning problems to opportunities. Entrepreneurial creativity is learned best and fastest when you play entrepreneurial simulation games, such as Innoball.

### Functional Creativity

Functional creativity is focused on how to do things differently or significantly better, work smarter, solve technology- or process-related problems and create technological and process innovations.



## Yin and Yang of Entrepreneurial Creativity

### Take a Different View

It was by taking a different view of a traditional business that major innovations were achieved. To find a better creative solution to the current practice, force yourself to reframe the problem, to break down its components and assemble them in a different way.

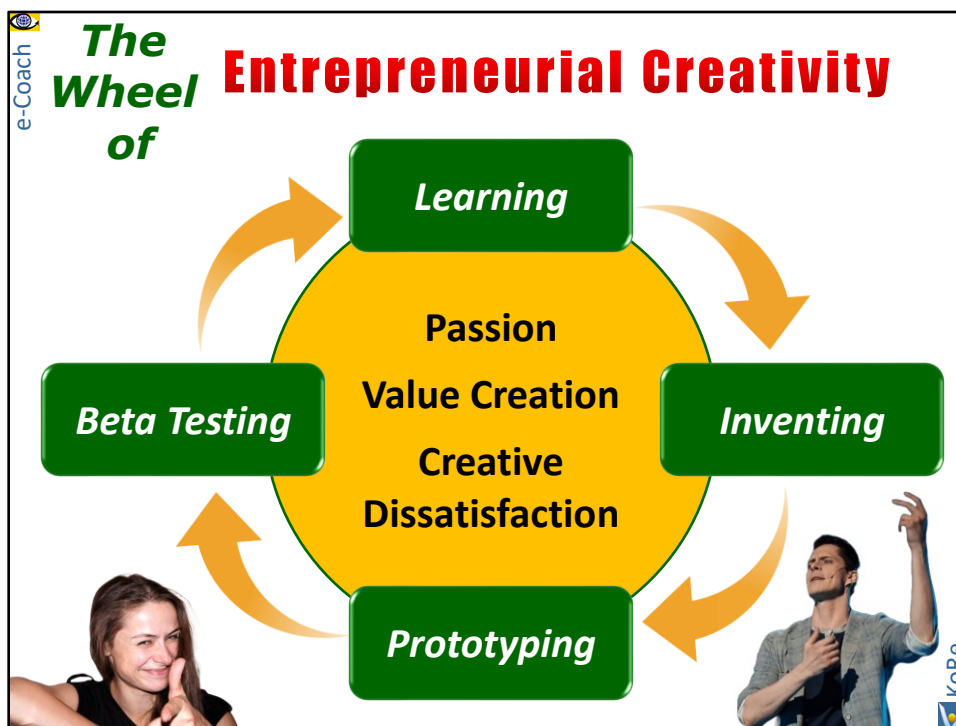
### Combining the Unusual

The vast majority of new ideas are not original but derived from something else. Most great ideas are really combinations of other ideas. When asked about the secrets of his success, Henry Ford answered, "The simple secret of my genius is that I created something new out of the ideas and inventions of others."

### Cross-functional Expertise: No Idea Is Wasted

Your mind can accept only those ideas that have a frame of reference with your existing knowledge. It rejects everything else. If your knowledge is functionally focused, you'll be open to new ideas related to your functional expertise only and will miss all other learning and innovation opportunities.

If you develop a broad cross-functional expertise, no new idea will be wasted. It will immediately connect with the existing knowledge and will inspire you, energize you, and encourage your entrepreneurial creativity. The broader your net, the more fish you can catch.



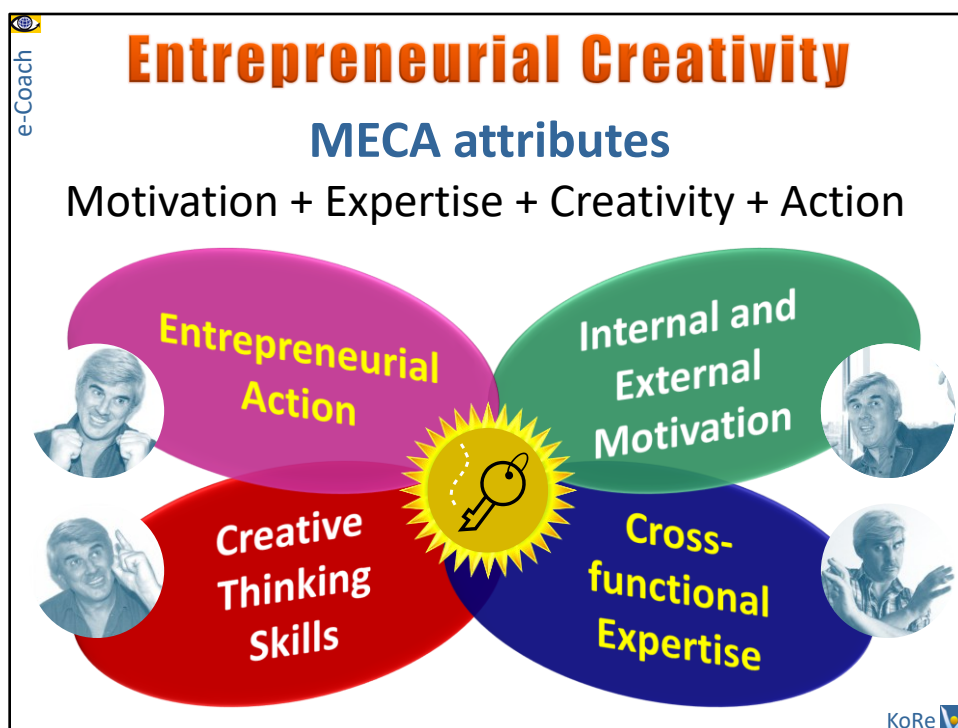
## The Wheel of [Entrepreneurial Creativity](#)

**Learning.** If you stop learning, you stop creating history and become history. Build your cross-functional knowledge to be able to create innovative synergies. Survey a situation from different viewpoints to gain new insights. Market learning, customer insight and competitor intelligence will help you focus your creative crusade more effectively.

**Inventing.** Don't be satisfied with the status quo – invent the next big thing. Focus on satisfying customer needs or creating new ones. Do your best to amaze your prospects. Develop innovative and differentiated value by breaking rules, synergizing diversities and creating unusual combinations. Generate many diverse ideas first, then evaluate each of them. and then synergize the most promising ideas by using the spiral integration (SPIN) technique. Play the INNOBALL simulation game to work out winning invention commercialization strategies.

**Prototyping.** Prototyping is especially useful when you create something new to the world and cannot look around to see what others are doing. Prototypes help inventors to (1) shape ideas, see, touch and feel the invention; (2) open up new possibilities of discovery, gain new inspiration; (3) make accidental discoveries; (4) sell innovative ideas to prospective partners, and (5) beta test an invention.

**Beta Testing.** Get customer feedback from how your invention is used and works in the real world. Having beta-tested your invention and received a sufficient feedback, ask learning SWOT questions to (1) discover your strengths and build on them; and (2) discover new opportunities and pursue them.



## Turn Your Passion To Great Business

Successful people win because they love what they do. All of them have a very strong desire to succeed. They have passion for their field, their business. Great business requires heart and dedication. If you think your passion or hobby has potential as a business, ask yourself, "Is this something I really enjoy doing and can sustain? What is it about my offerings that are unique or hard to find? Is this something people really want? How could I find it out?"

### **The Power of Your Cross-Functional Expertise**

Cross-functional expertise helps you understand diverse customer needs, lead customer-driven value innovations and build innovative cross-functional synergies. It empowers you to drive a radical innovation project by resolving technical, market, organizational, and resource-related uncertainties in a balanced way.

### **Take a Different View**

It was by taking a different view of a traditional business that major innovations were achieved. To find a better creative solution, force yourself to reframe the problem, to break down its components and assemble them in a different way.

### **Take Action**

Action is the key to your success. You can be the most talented person in the world or have the best ideas, yet still if you do not take action, you will achieve nothing. To achieve your dream, set stretch goals, take action, learn from feedback, adapt, and take the next step. Keep going and learn as you go.



# Invent an Innovative Product



**Love consumers**

*Strive to:*

- ☐ Understand consumers
- ☐ Make them happier
- ☐ Create amazing value



**Create**

*Dare to:*

- ☐ Break the rules
- ☐ Combine unusual
- ☐ Build synergies



## Inventive Thinking

Love for customers is fundamental for inventing a great product that customers would love. If you are to give your best and prosper you need to be passionate for both your work and your consumers. Look for the most powerful ways to turn your passion, expertise and resources into amazing customer value. What are the unsatisfied needs and desires of the consumers? How could you make them happier and keep amazing them with various features of your next product as long as they use it? Don't wait until you have all the answers, start playing with your promising ideas, involve consumers as co-innovators, build prototypes.

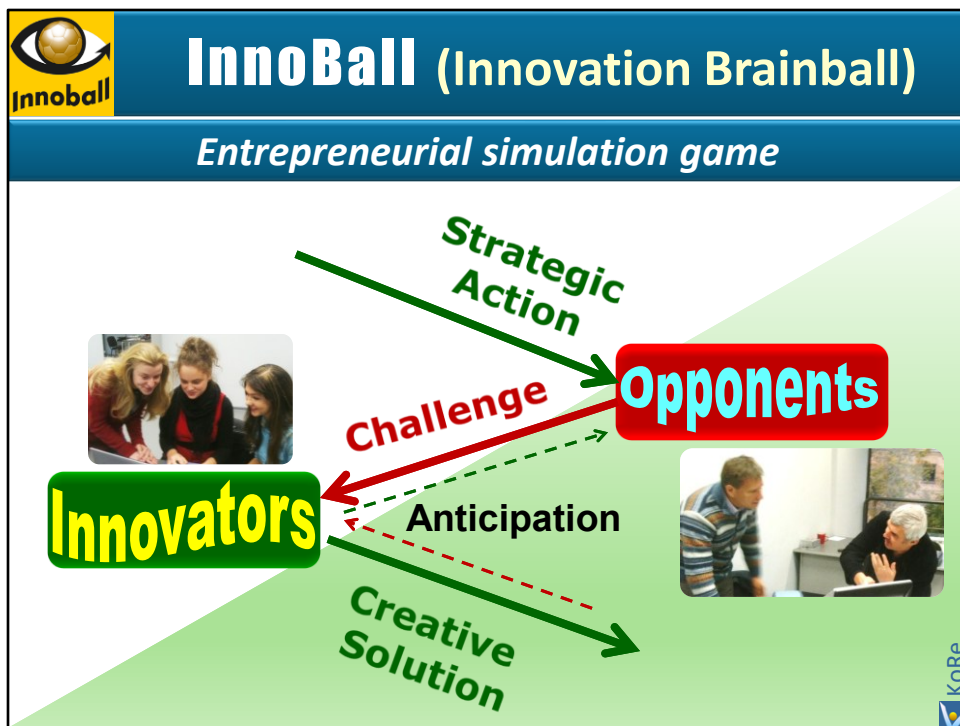
## Creation Makes Your Love Visible

Create a great product vision and keep it in your mind as you create various technologies, parts and applications. Break rules, experiment with unusual combinations. Kore 10 Innovative Thinking Tools may stimulate generation of diverse ideas and help synergize them. A hackathon may help invent a new product and construct a working prototype within a narrow time frame.

## Play a Simulation Game with Your Initial Invention

A simulation game will help you build on your ideas and realize their potential for creating greater products. For instance, InnoBall (Innovation Brainball) helps enhance – often dramatically – the initial invention, anticipate and overcome barriers to new product development, outsmart competitors, develop effective invention commercialization strategies and a winning business model.





### **InnoBall: Strengthening Your Strategies and Skills**

Strategic simulation games can not only help you learn the right way to create innovations but to understand opponents' behavior and what is likely to happen if you alter the rules. While preparing your strategic plan, you need to consider opponents' moves as well as competitors' reactions to your own moves before committing to a specific strategy. Business games are most beneficial in obtaining insights into the way players in your market interact in specific circumstances and anticipate opponents' moves when you make surprise moves, develop market leadership, innovation and venture strategies, manage an innovation project and create a new market niche.

### **Synergizing Innovations**

Innoball helps you create various innovations and synergize them. You start with a great breakthrough invention or a business idea. During the game, in response to your opponents' moves, you come out with new radical and incremental, 'hard' and soft' innovations and integrate them in a winning synergistic combination.

### **Competitive War Games**

The goal of a competitive war game is to gain a better understanding of the total competitive arena, and anticipate competitive developments and moves in your industry.



## Dance Up with Everything

Dancing up with everything is a core mastery of outstanding creative achievers, change leaders, innovative entrepreneurs, impact crusaders, and harmony masters.

Everything inspires you if you treat it as a partner dance and start dancing up with it. Yin and Yang... disruption and adaptation... courage and caution... – they are not opposites, they are excellent dance partners. "Dancing is the loftiest, the most moving, the most beautiful of the arts, because it is no mere translation or abstraction from life; it is life itself," said Havelock Ellis.

The more you are fond of dancing with everything the smoother the journey towards your dream will be. The greater partner dancer you are the better your chances to conquer your weaknesses, overcome obstacles, and leverage your achievement. When you are dancing up, be the dance. What you are actually embracing during a partner dance is not your weakness or failure, but the music. As the lead dancer you waltz up your partner towards your desired destination.

### **Universal Tool**

Whatever is happening with you or your business, is happening for the good – dance up with it towards your vision!

Super-creativity occurs when conscious, superconscious, and divine creativities meet and start dancing up.

Conversation is a dance of listening (Yin) and talking (Yang). Networking is the art of weaving a web of mutually beneficial connections and dancing up with them. Negotiation is dancing around obstacles to a mutually beneficial agreement.



### Turning Failures into Opportunities: The Three Steps

1. Get rid of all negative emotions – and learn: There is no failure, only feedback!
2. Go into a fresh-start mindset – more intelligently: Given the situation you are in now as a starting point, consider various options: what opportunities for and a roadmap to ultimate success can you see or imagine?
3. Take different views of the situation – and look for opportunities: Having looked at the scene from your view, look at it from different perspectives, try each of these views: optimist; anarchist; child; futurist; opportunist; inventor; entrepreneur; competitor; strategist; commander; architect.

### **Right Mindset**

To profit from experience you must be open and willing to learn, even from what some people might consider a failure.

Actually, both success and failure are two most valuable learning opportunities. What may seem to be a failure can actually lead to new opportunities, especially if the knowledge acquired from the failed projects can be exploited. Right learning questions can serve as a starting point for the assimilation of learning.

Changing your attitude is the key to finding success in seeming failure. Be opportunistic if you want to live more exciting, successful and fulfilling life. Treat failures as valuable feedback and challenging opportunities that you can turn to your advantage.



### 3-How Questions You Must Answer

1. How do you create great, innovative, differentiated and appealing value for your prospects?
2. How do you help people recognize and accept that they need and want your product or service?
3. How do you help them act upon that recognition and acceptance?

### KoRe 10 Tips for Creating Customers

1. Love your prospects and strive to make their life happier.
2. Imagine the best possible customer experience and strive to achieve it.
3. Know the needs of your prospects, but focus on creating new desires.
4. Know your competitors, but focus on creating unique customer value.
5. Differentiate your company; create brand attributes that appeal to the subconscious mind of your prospects and are easy to remember.
6. Differentiate your product, make it remarkable and appealing.
7. Find the way to make your prospects dissatisfied with what they have now.
8. Inspire your prospects with radically new possibilities and ignite a burning desire for something more exciting.
9. Offer your product in a seducing way; emphasize benefits; focus on emotional drivers; appeal to as many senses as possible.
10. Make your product buzz-worthy by exceeding customer expectations.