

# Create Breakthroughs by Playing INNOBALL Simulation Game

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## Far Better than a Business Plan

Starting a disruptive project without playing simulation game such as [INNOBALL](#) is like starting a football game, naively believing that the opposite team is not going to show up. But it surely will. You must prepare to win the battles and the war.

Entrepreneurial simulation games are by far more useful than conventional business planning, strategy formulation and project management methods when are to implement a radical project – to commercialize a disruptive innovation, implement a big change or pursue an entrepreneurial opportunity.



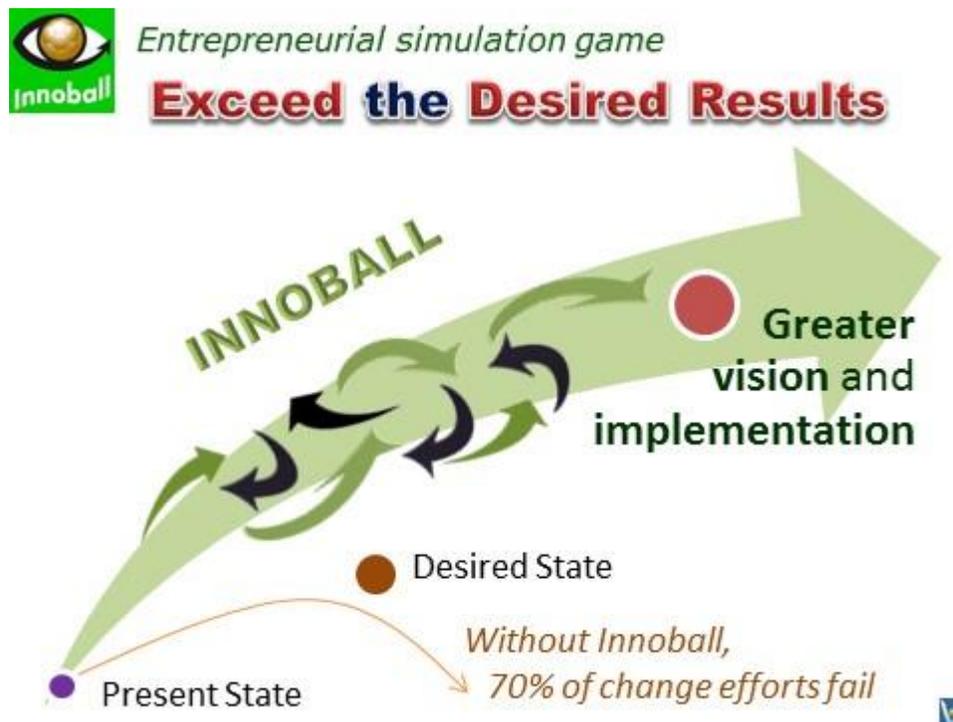
## Example

An innovative company [NPD Co.](#) was willing to invest in its breakthrough invention. They wanted to increase the likelihood of success of the disruptive project, so they invited me, the author of the [INNOBALL](#) simulation game, to help them strengthen the project team, the business model and entrepreneurial strategies. We played two INNOBALL games. According to the company's leaders, this three-days-long exercise helped the company to:

1. introduce their new product to the market 18 months earlier;
2. save US\$ 2 million by avoiding a series of costly mistakes;
3. strengthen the project team remarkably.

## Succeed Beyond Your Aspirations

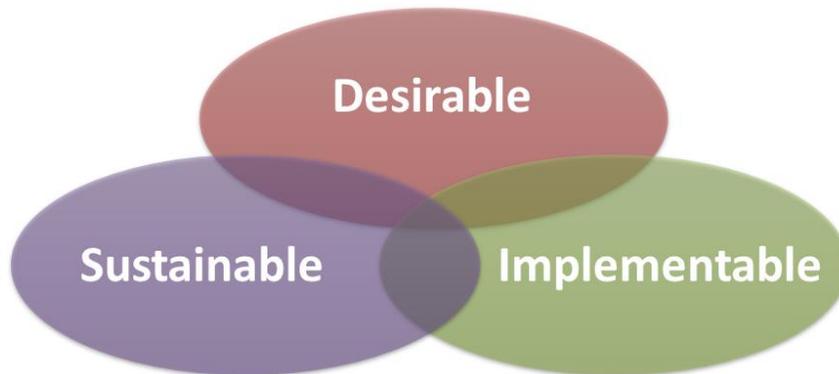
Most radical projects fail or perform far below the desired level. Entrepreneurial simulation games, such as INNOBALL, will help you not just achieve your goals, but [succeed far beyond your aspirations](#).





*Preparing to Win*

## **SUCCESSFUL INNOVATION**



*INNOBALL simulation game can help ENLARGE  
each component and their intersection*



### **What is DESIRED**

While playing INNOBALL simulation game with your initial idea or invention, you move far beyond your starting point and expand your horizons gradually. Your dreams and the vision of the desired future you want to create expand accordingly.

### **What is IMPLEMENTABLE**

INNOBALL simulation game helps you prepare to win by strengthening the business case and the business model of the innovation project. INNOBALL prompts the project team to anticipate diverse challenges on the way to the desired future state and to address these challenges in a strategic and creative manner, preferably by turning challenges to new opportunities for the business.

Further, INNOBALL makes the innovation team much stronger, more synergistic, and better prepared to respond to unforeseen challenges effectively, creativity and timely. Ultimately, every INNOBALL simulation game helps you not just achieve the desired goals but succeed far beyond your initial aspirations.

### **What can be made SUSTAINABLE**

INNOBALL simulation games helps create greater revenue streams and profits. While playing INNOBALL, the innovation project team discovers and addresses various internal and external risk areas. As a result, much higher value is created for all stakeholders which makes the project outcome more sustainable.

## INNOBALL is Easy To Play

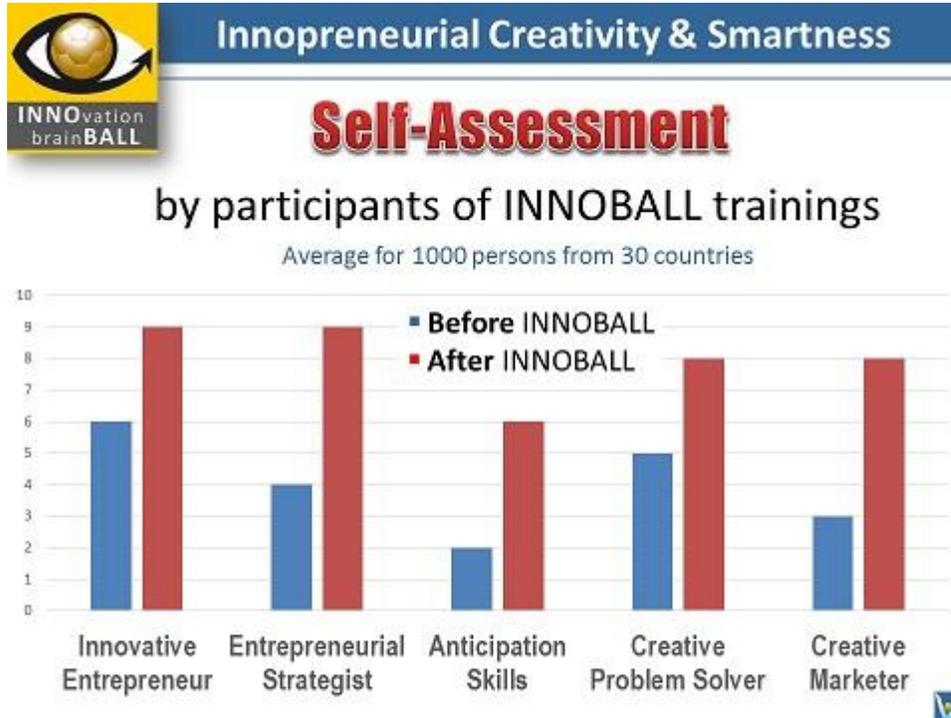
INNOBALL is easy to play. All you need is a desire to change something and an idea of the first step. Anticipate the challenges you will face having made a move and address the most impactful one – turn it to an opportunity. Pursue the opportunity – make your second move and anticipate new challenges you would encounter. And so on.

Metaphoric KoRe 10 Innovative Thinking Tools ([KITT](#)) help streamline the ideation process and make INNOBALL fun. 10 KITT boost team creativity and anticipation skills. They also make it easier to explain the essence of the solution to the audience.



## Accelerated Learning by Aspiring Venturepreneurs

INNOBALL can help both make a real-life disruptive project a greater success, and to train aspiring [venturepreneurs](#) and get them prepared to address real-life challenges in a most effective way.




**Strategic simulation game INNOVATION FOOTBALL**

**Synergistic Benefits**



## Photos taken during INNOBALL games



### Paradoxical Rules of Success

The will to win is less important than the will to prepare to win – the best is to win a battle before it begins

### PLANET of LOVING CREATORS

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

[Vadim Kotelnikov](#)