



INNOBALL

Innovation Brainball Entrepreneurial Simulation Game

Project	Change 90 Initiative	Canada
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First-Impression card of Change 90 startup

Vision	Platform that empowers people to create better Future
Outstanding Value Created	<p>Problem: Lack of effective entrepreneurship programs for highly capable 250K immigrants arriving to Canada every year</p> <p>Solution: Result oriented program that helps Startups achieve minimum viable product (MVP) within 90 days</p>
Sustainable Competitive Advantage	<p>Synergy of passion, experience, insight and value innovation.</p> <p>Experience: the incubation model was tested successfully in Libya</p> <p>Insight: Founders are immigrants who can empathize with their clients</p> <p>Value Innovation: Starting earlier, at startup gestation stage; achieving results faster</p>
Revenue Model	<ul style="list-style-type: none"> • Funding provided by the founders, angel investors, sponsors and local government • Start-up Equity stake 20-40% (makes Change 90 result-oriented) • Franchising Fees (as brand appeal and brand equity grow)
Next Stretch Goal	150 Startups achieve MVP within 1 st year

INNOBALL Players



Tehart
Canada



Faruq
Canada



Vadim
Russia













Mike
USA



Nasrul
Malaysia

KoRe 10 Innovative Thinking Tools (10 KITT) and their metaphoric actions


				
Elevate Stretch Observe Travel	Listen Negotiate Talk Synergise	Lighten Highlight Search Explore	Fish Catch Test Relax	Sharpen Cut Threaten Kill
				
Clean Remove Fly Punish	Tie Untie Insure Attach	Hit Nail Build Adjust	Aim Differentiate Motivate Attract	Reward Spend Earn Manage




Anticipated Challenge

#	Player	Tool	Description
1a	Vadim		Brand appeal of Change 90 is too weak to attract the critical mass of strategic partners – clients, angel investors, sponsors, mentors, supporters.

Creative Solution

#	Player	Tool	Description
1a	Vadim		Join the International Reciprocal Brand Ambassador Network (IRBAN) to increase visibility of Change 90 brand and benefit from reciprocal marketing campaigns.


Anticipated Challenge

#	Player	Tool	Description
1b	Vadim		Communicated user value proposition is too weak to motivate prospects to invest their time in exploring the benefits of joining Change 90


Creative Solution

#	Player	Tool	Description
1b	Vadim		Find and attracts an influential business angel, probably, a rich immigrant, who would help to create initial startup success stories and attract more business angels and clients.
#	Player	Tool	Description
1b	Vadim Tehart		Start working with would-be-immigrants online while they are preparing to immigrate to Canada. Invite would-be-immigrants to join Change 90 startup accelerator through immigration lawyers who help foreigners to go through the immigration procedures.


Anticipated Challenge

#	Player	Tool	Description
1b2	Mike		Could not find early adopters


Creative Solution

#	Player	Tool	Description
1b	Mike		Get a TV show interested in Change 90 approach and inspire them to discuss it in an appealing way


Anticipated Challenge

#	Player	Tool	Description
1c	Vadim		The stretch goal – to get 150 startups to achieve MVP by the end of the Year 1 – seems to be too ambitious. Trustworthiness of the Change 90 brand may be damaged if the firm reaches less than 50% of the declared stretch goal.


Creative Solution

#	Player	Tool	Description
1c	Vadim		Focus efforts on 10 to 15 startups during the Year 1. The objective is to fine tune the business incubation model and to develop 3 to 5 impressive success stories. Having the business incubation model fine-tuned, expansion to 100+ startups during the Year 2 could be achieved much easier. The Change 90 startup success stories will help attract more sponsors, angel investors and clients.


Anticipated Challenge

#	Player	Tool	Description
2c	Vadim		Incubated startups take off too slowly. They fly neither high enough nor fast enough.


Creative Solution

#	Player	Tool	Description
2c	Vadim		Mentors of Change 90 play a series of INNOBALL entrepreneurial simulation games with each startup to help them discover opportunities for greater and faster growth.


Anticipated Challenge

#	Player	Tool	Description
1d	Tahart		Finding Team member to join “Change 90 Team” believe in the idea and work in exchange for future gain.


Creative Solution

#	Player	Tool	Description
1d	Tehart		Attract team member from biggest communities (Filipinos, Indians and Arabs) using Facebook & LinkedIn.


Anticipated Challenge

#	Player	Tool	Description
2d	Mike		Could not establish right partnerships.


Creative Solution

#	Player	Tool	Description
2d	Vadim		Establish vibrant Change 90 communities / groups at Facebook and LinkedIn. Provide outstanding user experience to Change 90 tenants to turn them to brand ambassadors who talk enthusiastically about Change 90 with their friends.


Anticipated Challenge

#	Player	Tool	Description
1e	Tehart		Chose the right time to launch the program (summer vs winter)


Creative Solution

#	Player	Tool	Description
1e	Tehart		Winter will be available while kids in school, summer tendency to travel


Anticipated Challenge

#	Player	Tool	Description
1f	FARUQ		90 Days Challenge Program requires full time commitment, which requires the candidates to have sufficient income for 90 days



Creative Solution

#	Player	Tool	Description
1f	FARUQ		Target candidates have sufficient savings to attend a 90 days program. They are typically 30 – 50 years old with level 3 English. Alternatively, the Government should be requested to pay a stipend to participants for 3 months


Anticipated Challenge

#	Player	Tool	Description
1g	FARUQ		It's tough to secure partnership with one of Immigration Services Organization in the big cities (Edmonton, Calgary, Toronto, Montreal, Vancouver) and get recognition/support from Federal /Provincial /Municipality Government.

Creative Solution

#	Player	Tool	Description
1g	FARUQ		Work with Edmonton Mennonite Centre for Newcomers EMCN and/or Edmonton Immigrant Services Association
#	Player	Tool	Description
1h	Vadim		Register two Change 90 entities – non-profit and for-profit. The non-profit organization will work with sponsors and donors. The for-profit company will take equity participation in the incubated startups.


Anticipated Challenge

#	Player	Tool	Description
1h	FARUQ		Secure Fund to run 1 st & 2 nd “Innovation 3 days Boot Camp “


Creative Solution

#	Player	Tool	Description
1h	FARUQ		Pilot two “Innovation 3 days Boot Camp “with sponsorship from private sector and support from Startup Edmonton.
#	Player	Tool	Description
1h	Vadim		Earn great reputation among funding agencies and angel investors in the field of entrepreneurship development by producing amazing startup success stories and by winning innovation awards at World Innompic Games .

Anticipated Challenge

#	Player	Tool	Description
1i	Mike		Could not develop Web presence to drive traffic.

Creative Solution

#	Player	Tool	Description
1i	Vadim		<p>Build an attractive website with an empowering content that emphasizes outstanding benefits for partners of Change 90</p> <p>Implement effective search engine optimization (SEO) and search engine marketing (SEM) strategies to achieve high ranking of the Change 90 website.</p> <p>Develop and implement effective social media marketing (SMM) strategies.</p> <p>Build synergy between websites of Change 90 partners.</p>



Change 90 Initiative

Simulation Game 2022a (online)



SUMMARY

of new business strategies developed

GROWTH Strategies

- Instead of launching the full-scale business model right from the beginning, beta-test and fine-tune it first and expand rapidly afterwards
- Play [INNOBALL](#) simulation games with every new growth strategy and promising strategies ideas to get most out of them

MARKETING Strategies

- Engage tenants earlier through immigration lawyers while would-be entrepreneurs are preparing to immigrate to Canada
- Increase brand appeal of Change 90 through various channels, e.g. by showcasing outstanding value-innovation capabilities of Change 90 leaders at Innompic Games and by joining the International Reciprocal Brand Ambassador Network ([IRBAN](#))

VALUE INNOVATION Strategies

- Play INNOBALL Online with immigrants-to-be to help them create a high-potential startup in Canada faster and more effectively
- Help tenants to establish stronger businesses by building an enabling Change 90 ecosystem and by playing INNOBALL simulation games with tenant startups.

ORGANIZATIONAL Strategies

- Register two Change 90 entities – non-profit and for-profit. The non-profit organization will work with sponsors and donors. The for-profit company will take equity participation in the incubated startups.
- Partner with Edmonton Mennonite Centre for Newcomers EMCN and/or Edmonton Immigrant Services Association.

- Build synergies among tenants by synergizing their talents, innovations and value offerings. Play INNOBALL simulation games with prospects to explore synergy opportunities and build more successful ventures.

DIGITAL Strategies

- Build a website that inspires prospects to partner with Change 90.
- Develop and implement creative and effective content, social media and search engine marketing strategies.
- Establish INNOBALL Online service for both tenants and tenants-to-be.
- Build synergy with websites, blogs and online services of partners.

FINANCIAL Strategies

- Start attracting business angels by marketing Change 90 to wealthy immigrants and social entrepreneurs who could also promote Change 90 to their friends and business partners.
- Pilot two “Innovation 3 days Boot Camp “with sponsorship from private sector and support from Startup Edmonton.
- Promote Change 90 startups to angel investors using INNOBALL simulation game which in the fastest way to assess the capability of a startup team to build a highly profitable business.
- Earn great reputation among funding agencies and angel investors in the field of entrepreneurship development by producing amazing startup success stories and by winning awards at major entrepreneurial smartness contests such as [Innompic Games](#).



International Reciprocal Brand Ambassador Network



[Vadim Kotelnikov](#)

Author of [INNOBALL](#) and [Business e-Coach](#)

Founder of [INNOPIC GAMES](#) and [IRBAN](#)

About Change Initiative 90 Startup Accelerator (Canada)

It is with great pleasure that, as an Advisor, I help Faruq Khalifa and his wife Tehart, founders on [Change Initiative 90](#) to establish a startup accelerator for immigrants to Canada.

I am amazed at Tehart's and Faruq's passion, enthusiasm, friendliness, entrepreneurial spirit, smartness and commitment to their social startup. We started our collaboration with playing INNOBALL entrepreneurial simulation game in order to enhance business design and entrepreneurial strategies of their Change 90 social startup. Both Tehart and Faruq demonstrated great anticipation and creative problem-solving skills during the simulation game.

During two [INNOBALL](#) sessions, we developed more creative, effective and implementable entrepreneurial strategies for the seed stage of Change 90 startup accelerator. We also agreed to continue our collaboration that promises great rewards both for the soul and for the wallet.



[Faruq Khalifa](#)

Founder of [Change 90 Initiative](#)

About INNOBALL and Leaders of Innompic Games

The INNOBALL simulation game was eye-opening, highly beneficial and fun. Working with [Vadim Kotelnikov](#) using [INNOBALL](#) simulation game gave "Change 90 Initiative" new perspective and look to Canada Newcomers challenges from different viewpoints.

For 2 days our team of 4 discussed different Anticipated Challenges and came up with 12 Creative Solutions that will help Change 90 founder Tehart Ekasha and Faruq Khalifa to create greater [first impression](#), streamline business strategies and avoid blind spots.

Thank to Dr. [Michael Zelin](#) from Innompics [USA](#) and [Nasrul Hakim](#) from [UniKL](#), [Malaysia](#) for involvement and support. To conclude, [INNOBALL](#) entrepreneurial simulation game is a must for any [disruptive startup](#) who wants to achieve greater success and reduce failure risks.