

**Brainstorming: Catalyst For Creativity And Innovation among
Entrepreneurs**

Dr . Anand Kumar Choudhary
Assistant Professor

For Creative Solutions

For Better Clarity

To Achieve Success

For Generating Ideas

BRAINSTORMING

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**Searching or Finding
Ways & Possibilities
To Solve Problems**

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**To Win Against Your
Competition**

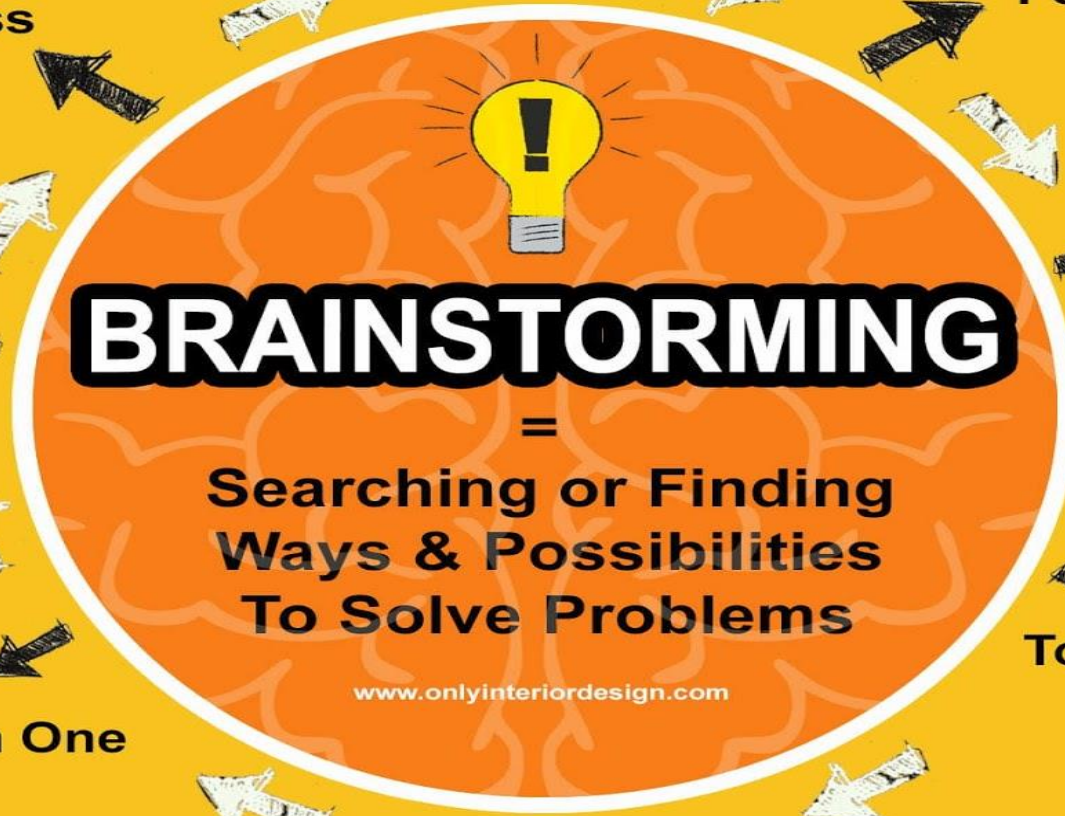
**To Make Less
Flaws**

**To Find More Than One
Solution**

To Groom Your Brain

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- Profit Model: How you make money
- **Fortnite – Pay to Customize:** This Free-to-Play video game by Epic Game Studios is currently one of the world's most popular and profitable games. Unlike other “freemium” games that incentivize people to spend money to speed up progression, Fortnite is completely free to progress. People only need to pay to unlock cosmetic items that don’t affect gameplay but act to personalize their characters.

- **Network: How you connect with others to create value**
- **Ford & Volkswagen – Developing Self-driving cars:**
- As two of the world's largest car-makers, Ford and Volkswagen are competitors on the road.
- However, in 2019 they announced a partnership to develop technology for self-driving cars and electric vehicles which would be used in both company's future fleets.
- While Ford brought more advanced automated driving technology, Volkswagen was leading in electric vehicles.
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- **Structure: How you organize and align your talent and assets**
- Structure innovations are focused on organizing company assets—hard, human, or intangible—in unique ways that create value.
- **Netflix – Unlimited Vacations:** To drive their breakneck growth, Netflix reviewed their formal HR policies to see what processes were getting in the way of people doing their best work.

- **Process: How you use a signature or superior methods to do your work**
- **AliExpress – Making everyone a Shop Owner:** AliExpress is one of the world's largest eCommerce sites, and serves as a commercial storefront for thousands of Chinese companies, allowing them to purchase everything from phone cases to forklifts.

- **Product Performance: How you develop distinguishing features and functionality**
- **Gorilla Glass – Changing chemistry to improve smartphone durability:**
- Gorilla Glass by Corning was listed as one of the original Ten Types by becoming scratch-resistant.

- **Product System: How you create complementary products and services**
- **Airbnb – Expanding into experiences:** Airbnb built their business by allowing everyday people to sell accommodation in their homes to strangers. Now the company has begun offering complementary services to people visiting new places through Experiences.

- Service: How you support and amplify the value of your offerings
- Service innovations ensure and enhance the utility, performance, and apparent value of an offering. They make a product easier to try, use, and enjoy; they reveal features and functionality customers might otherwise overlook
- Kroger – Smartphone grocery scanning: US retail giant Kroger has been trialing a new smartphone app that allows shoppers to scan items as they shop, and then skip checking out altogether.

- Channel: How you deliver your offerings to customers and users
- Channel innovations encompass all the ways that you connect your company's offerings with your customers and users.
- **Zipline – Blood Delivery for remote areas:**
- In hospital settings, getting fresh blood can be a matter of life and death. Unfortunately, many Sub-Saharan African countries don't have road infrastructure suitable for quickly delivering blood between hospitals or storage locations. This is why Zipline has developed a simple, reliable drone network where hospitals in Rwanda and Ghana can order fresh blood from a central processing area and receive it within an average of 15 minutes, rather than the hours or days it would take using conventional transportation.

- Brand: How you represent your offerings in business
- Brand innovations help to ensure that customers and users recognize, remember, and prefer your offerings to those of competitors or substitutes.

- Customer Engagement: How you foster compelling interactions
- Customer Engagement innovations are all about understanding the deep-seated aspirations of customers and users and using those insights to develop meaningful connections between them and your company.
- NBA – bringing the fans into the action: The NBA had invested heavily in innovation to make their sport more immersive. From live analytics and player statistics, new ways to watch like VR video, and official video game players for each team, they are finding new ways to bring basketball to the next generation, while making it even more exciting for existing fans

Thank you for your attention. Are there any questions, Queries, or discussion?



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your attention!**

Any Questions?

