

Silicon Valley
◀ Young Coder's Club ▶



Session 1

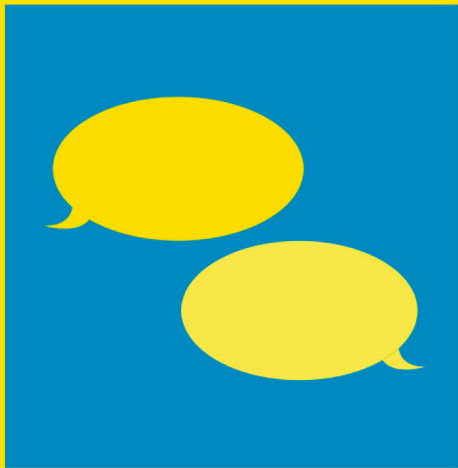
What is Creativity?

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Master Agenda

Session 1	April 23 rd	What is creativity? What is my passion?
Session 2	April 30 th	Behavior traits for a successful entrepreneur.
Session 3	May 7 th	Turning your passion into a business opportunity.
Session 4	May 14 th	Steps needed for your startup ... 1, 2, 3 GO.
Session 5	May 21 st	Financials of the business opportunity.
Session 6	May 28 th	Presentation skills, successful pitches, what ideas got funded.
Session 7	June 4 th	Filing your patent, patent gotchas, successes and failures.
Session 8	June 11 th	Creating a business plan to pitch to VCs.
Pitch Fest	June 20 th	Annual Tech Day (Business Plan to VCs, Successful Entrepreneurs).



JUNE 20th 2020
3pm to 5pm



PitchFest
SILICON VALLEY
DISTRICT 18

Who am I ...

Founding CEO of eJadoo – sold to Good Technologies, which got bought by Blackberry.

Executive leader at WPP (CPO, CDO), Nielsen (EVP), Yahoo (VP), ... - all *intrapreneur* roles.

President at Affinity Solutions – turned-around a PE backed old guard to new-age startup.

Board of Director or Advisor to multiple startups - to raise VC money, build strategy, pivot, sell, ...

Board of Advisor to VC firm (Trident Capital - \$2+ Billion).

Board of Advisor (EIR) at Plug and Play Tech Center, world's largest Startup Incubator.

Profile: aseth.me



Represented USA
in World Championships
of 2016 (Qatar)
and 2019 (Turkey).

Who is an Entrepreneur?

Video Link: <https://www.youtube.com/watch?v=csYxR-IPMYE>



www.erosnow.com

What IS Creativity?



Creativity is the act of turning new and imaginative ideas into reality.
Creativity is the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions.

What is my Passion?



Passion is one great force that unleashes creativity, because if you're passionate about something, then you're more willing to take risks. – Yo-Yo Ma

Why is Creativity Important?

Video Link: <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=2267>



STANFORD
TECHNOLOGY
VENTURES PROGRAM

Tina Seelig

Executive Director,
Stanford Technology Ventures Program

May 27, 2009

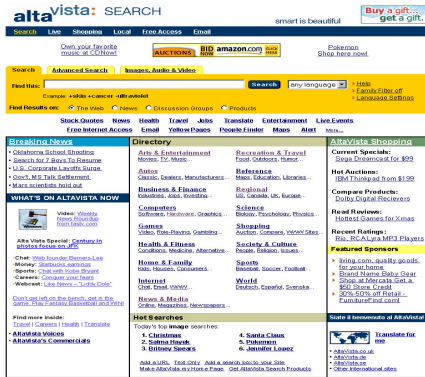
Creativity Can Change the World.

Let's See How....

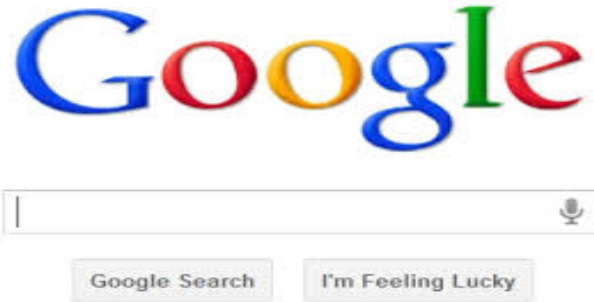
Google

Revolutionized search by using a completely new approach to an old problem. Today they have a market cap of **\$875B**.

Search Pre-Google



Google



Google did not stop there. They continue to innovate with **Android**, **YouTube**, **Self driving cars**, among other products.

Apple

One of most valuable company in the world today (\$1.2T)!

Devices Pre-Apple



Apple's Revolutionary Lineup



Tesla

Pushing the limits of battery power. They proved that battery-powered cars are not only possible but desirable. Tesla's valuation exceeds **\$130B**, which is more than the combined valuation of all U.S. automakers.



Netflix

Found a creative solution to the old Blockbuster model where consumers had to go to a physical store to rent and return DVDs.

Netflix made it easy by offering a subscription model that allowed customers to rent as many movies as they wanted - **with no late fees.**

Thereafter went on to conquer the streaming world ...



Tom's Shoes

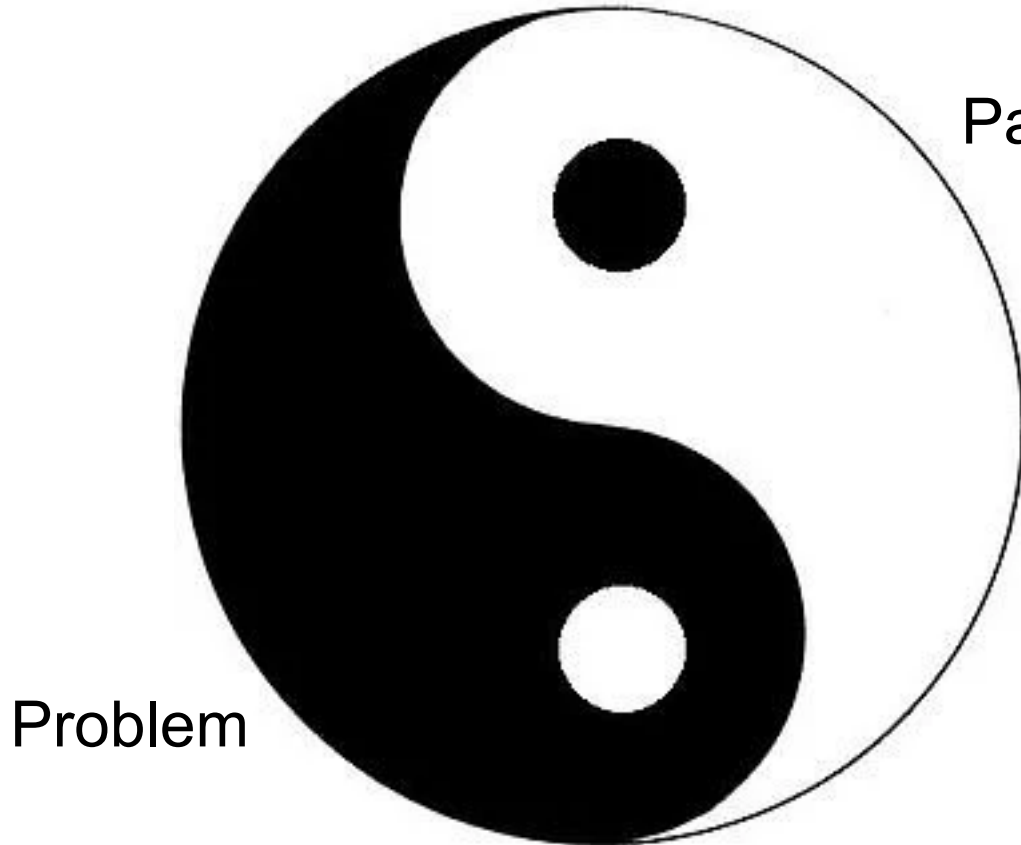
Video Link: <https://vimeo.com/79833962>

A simple yet impactful idea that has helped both physical and mental well being among children!



Putting it Together

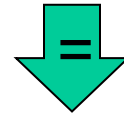
Passion meets Problem



Passion

Find the ...

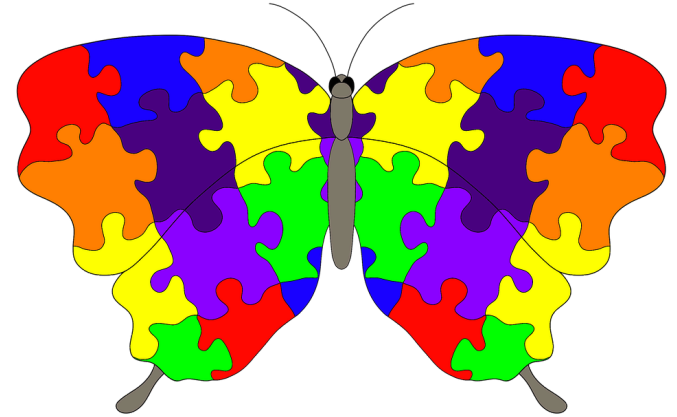
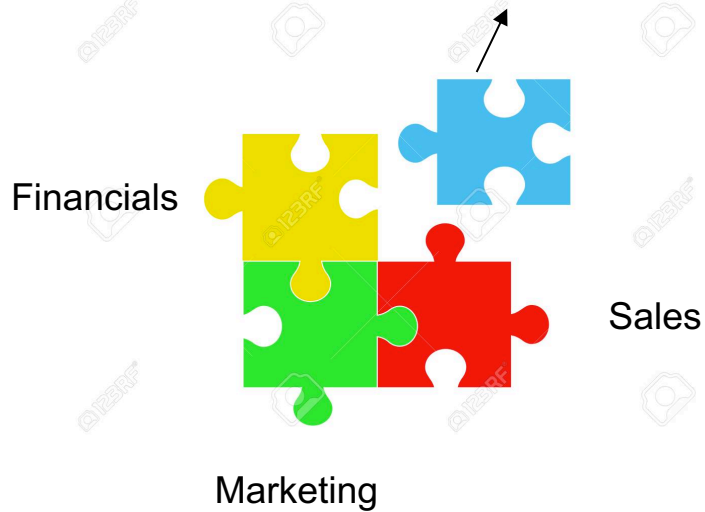
- Right Solution, at the ...
- Right Time, and the ...
- Right Place



Startup

Pieces of Puzzle

Technology is but one piece of the puzzle.



Startup

How to Bring Creativity into Entrepreneurship?

1. Define the challenge/opportunity

affirmative and strategic topic(s)

2. Gather data

Audit / Benchmark
Trends, observe,
understand customer

3. Re-frame/ clarify challenge

Question assumptions

4. Incubate. Access aesthetic
ways of knowing. Feed your brain.
Arts, science, culture. Sleep on it.

5. Ideate/ illuminate

Assemble co-creative group all departments
involved in challenge. Use diverse stimuli for
brainstorming. Be visual.

6. Critique/Evaluate/Refine Ideas

using criteria ie Desirability, Timing, Feasibility
and Viability.

7. Prototype/test idea

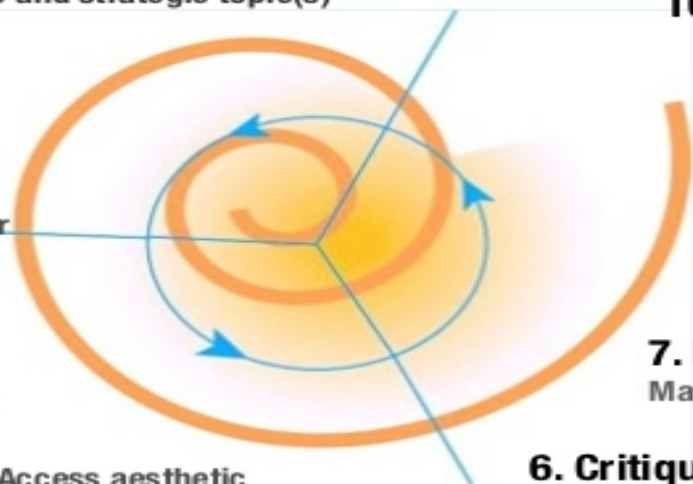
Manage risk

9. Implement

8. Assess outcomes/refine

Get feedback from users

10. Iterate



1. Ask Compelling Questions



**The seeds of change are
planted in the very first
questions we ask.
—David Cooperrider**

2. Challenge Assumptions



3. Convert Ideas into Prototypes



An early iPod prototype

Make your ideas visible.

“Effective prototyping may be the most valuable core competence an innovative organization can hope to have.”

—Michael Schrage, MIT

4. Execute

Action is the foundational
key to all success.

- Pablo Picasso



5. Iterate

**ITERATE, MAKE IT
BETTER**



Call to Action

Founding Team

Form your founding team:

- Minimum 3
- Maximum 3 (ok, 5)

Submit Team Name
and Members

Start thinking 'Idea' ...



STARTUP**TEAM**

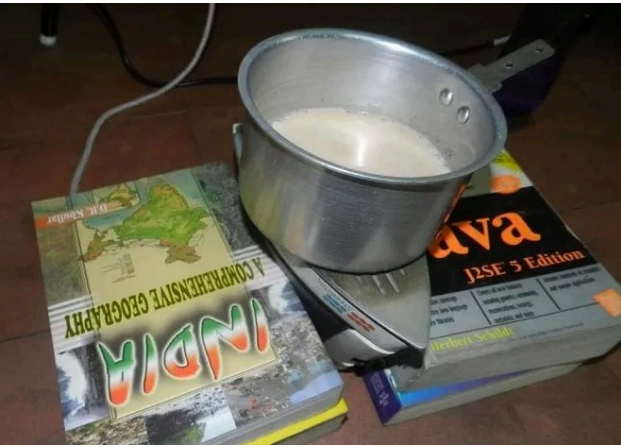
CEO, CTO, CPO, CFO,
CMO, Head of Sales

Exercise: An App that can help *Save our Planet*

1. Form Teams (all startups start with a Founding Team – Co-Founders): 3 to 5 people per team, assign a leader (CEO)
2. Come up with cool ‘name’ for your team
3. Brainstorm the ‘idea’
4. Submit **startup name, founding team members and idea** to instructor - if time permits, we will discuss a couple in next class

Appendix

Jugaad: A Word Taken from Hindi: Meaning Finding a Low-cost Solution to any Problem in an Intelligent Way



Jugaad: India's Way of Thinking Creatively: Constructively, Differently about Innovation and Strategy.

