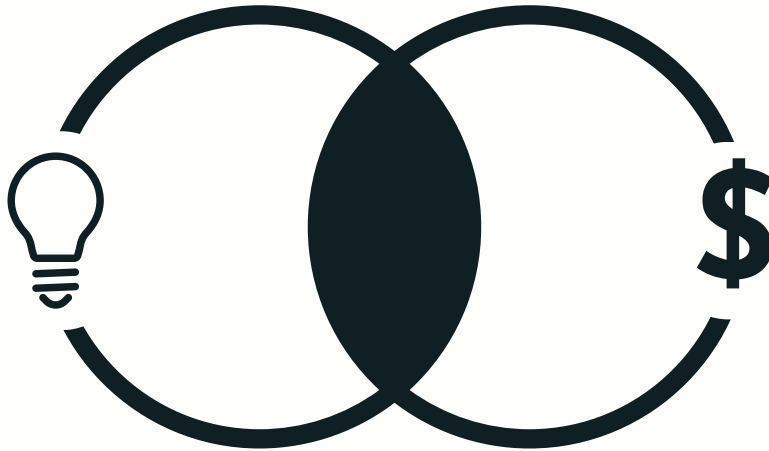


AUTHOR OF THE BREAKTHROUGH BESTSELLER: **APPLIED CREATIVITY**



WHY SMART PEOPLE AREN'T CREATIVE

SOLVING THE BILLION DOLLAR GAP
BETWEEN IDEAS AND INNOVATION

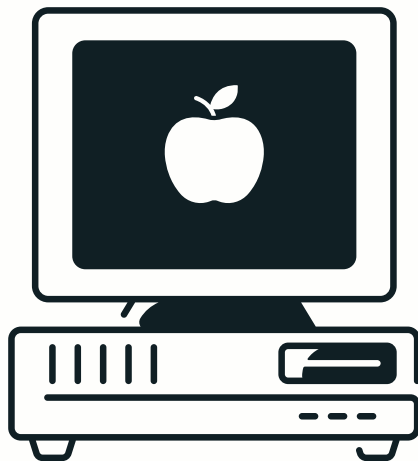
CHRISTOPHER S. SELLERS



INTRODUCTION



In 1976 two college dropouts built a prototype personal computer from spare parts and approached Atari with their proof of concept, to ask for an investment of \$50,000 in exchange for 33% of their start-up. Atari CEO, Nolan Bushnell, declined, stating that he... *“had simply no interest in home computers”*.



The juvenile tech entrepreneurs tried again, offering the design to Hewlett-Packard, only to be rejected on five separate attempts. In the end, the pair secured venture capital in 1977 and Steve Jobs and Steve Wozniak grew the company we know now as Apple Computers.

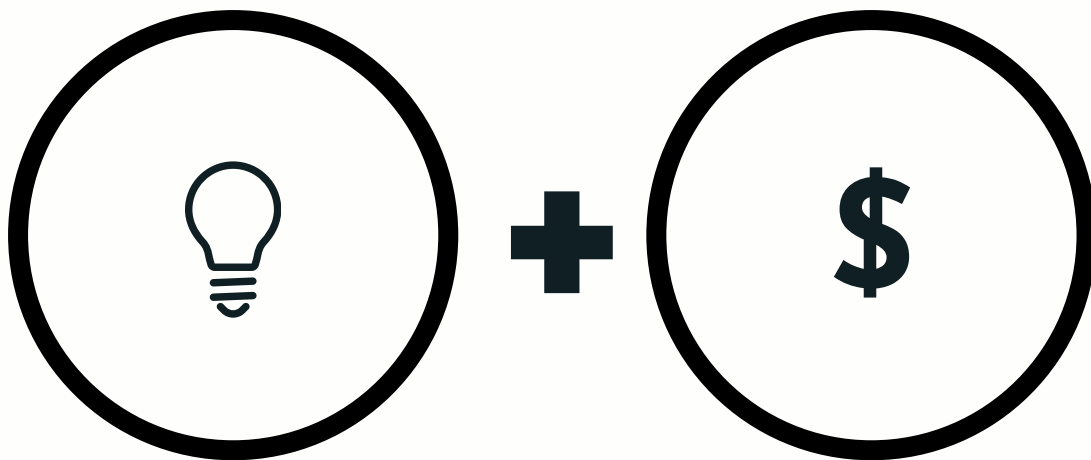


During the 1990's, Dean Kamen designed a wheelchair able to transport users upstairs, when he surmised the technology could be adapted for another purpose. After \$100 million in development, the Segway PT launched in 2002, touted by one VC that it would be... *"bigger than the internet"*.¹

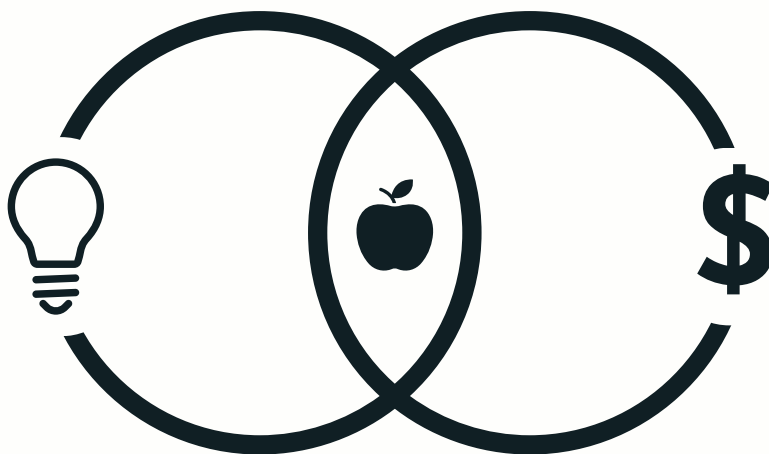


Kamen predicted sales of 10,000 units per week, but six years after launch, only 30,000 units had been sold.

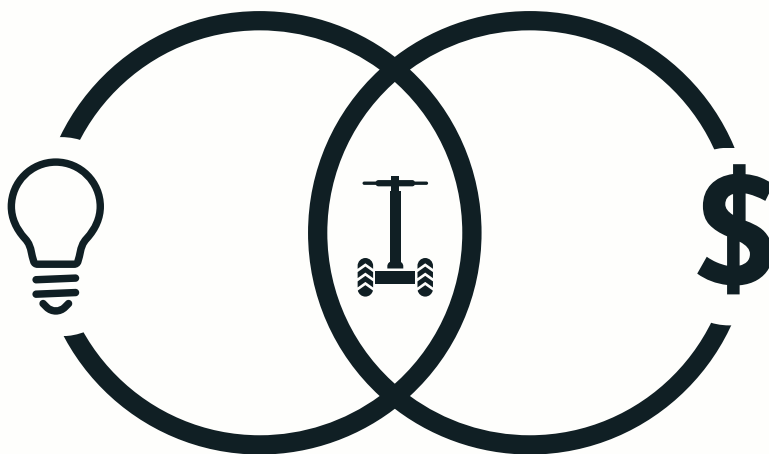
Segway was acquired by a Chinese robotics company in 2015 and the model was discontinued in 2020, having sold just 140,000 units in its 18 year lifespan.



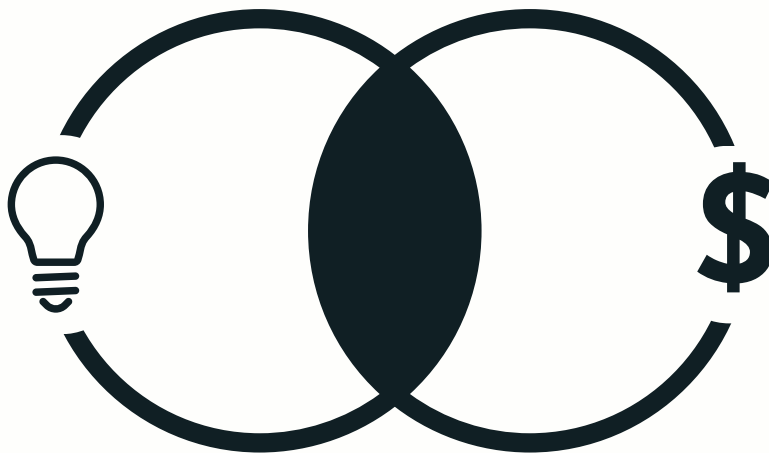
Of course hindsight is 20/20, but the moral here is not one of success vs. failure, rather... what happens when creative ideas meet potential investment?



On the Venn diagram, ideas meeting investment would be reflected like Apple: the best ideas attract premium funding and you would reap the rewards of brilliant innovation that delivers value to users and profitable returns to savvy investors who identified early potential.



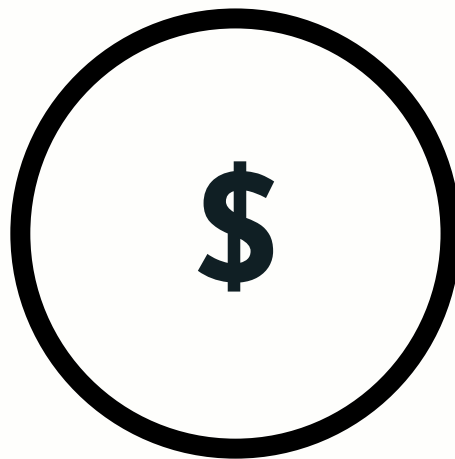
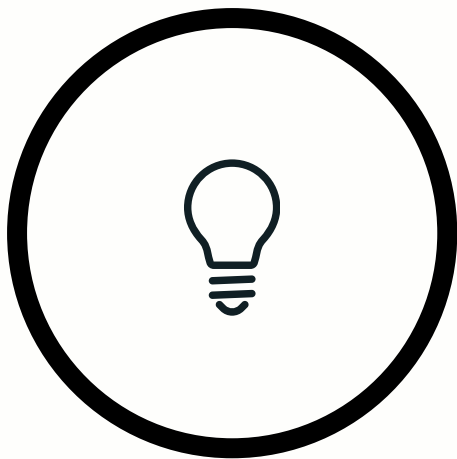
The reality of ideas meeting investment is overwhelmingly the Segway: we observe start-ups with a 90% fail rate, we observe corporate innovation that is granular and unimpressive, we observe years spent and **billions** wasted.



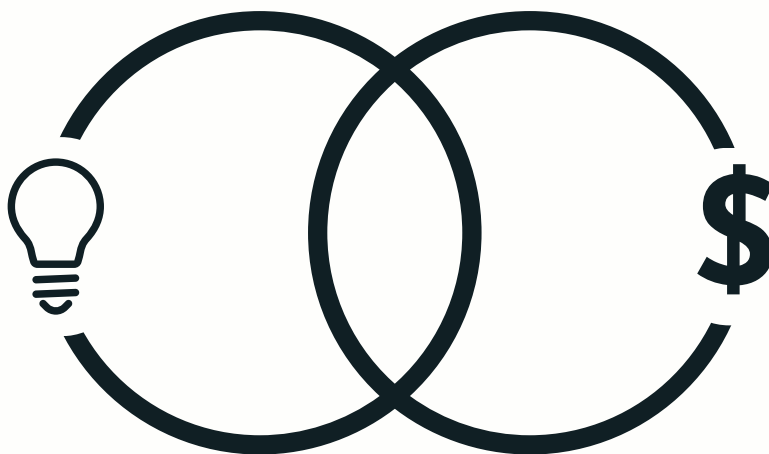
So what explains this **billion dollar gap between ideas and innovation** - a landscape where the rejection of Apple and the failure of the Segway are not the exceptions, but irrefutably the norm?



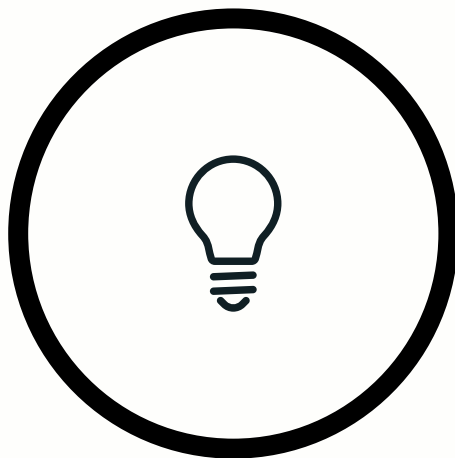
I reason this **billion dollar gap** is a symptom; the result of two influences aligning to create a dysfunctional dynamic.



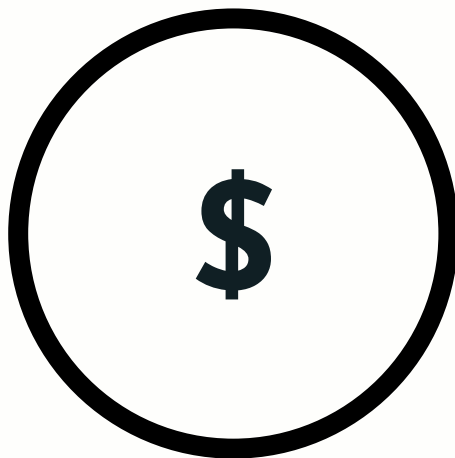
That is our creative ability to conceive, design and develop original ideas – and our ability to validate these creative ideas to accurately determine their use and value.



To solve the **billion dollar gap**, we must understand and address both halves of this conversation, else high-value ideas will continue to be dismissed and weak projects will continue to be funded, ultimately to their own ruin.



During the first half of this book I'll detail some of the challenges with designing creative outcomes; how a lack of creative skills and cognitive bias influence decision making, and how the priority for process and productivity inhibits your innovative potential.



In the second half, I'll offer you some puzzles and practical frameworks to flex your creativity and abstract thinking.

I'll also provide a **CREATIVE SKILLS ASSESSMENT** to apply everything you've learned and to demonstrate how you may objectively evaluate creative solutions.



My goal is to demonstrate how creative skills are the key to bridging this **billion dollar gap**, but first we need to understand **why smart people are not creative** and how we got here in the first place... let's start with cognitive bias.

would you like to know more...?



Call me Chris... I drink espresso, design disruption and can help you solve the billion dollar gap between your ideas and your innovation.

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