

The Art of Innovation

*1. Start innovating with **making meaning** you will get money and will change the world.*

*2. **Make MANTRA** of your company that will state why your meaning exists.*

*3. Always **jump to next curve**, do not keep stay on the same state.*

*4. **Roll the DICEE**(Deep, Intelligent, Complete, Empower and Elegant) and be innovative*

*5. **Don't worry** about perfect time and world **be crappy** and keep growing innovatively.*

*6. Start innovation, don't worry about people's talking and **let 100 flowers blossom**.*

*7. **Polarise people** with your innovation, don't be afraid of people who doesn't use your product.*

*8. **Churn baby, churn**, keep going on, ignore negative people and keep innovating.*

*9. Niche yourself and **be unique** and don't worry about **value**.*

*10. Customize your introduction and **perfect your pitch**.*

Guy Kawasaki