Y-Prize

Tom Fitzsimons
GICS – Assorted Places
Y-Prize

• ?
Y-Prize

• ?

• ??
Y-Prize

- ??
- ??
- ???
Y-Prize

• ??

• ??

• ???

• ????
Y-Prize

• ?

• ??

• ???

• ????

And that’s it!

Think creatively in problem space.
Cumulative Patents 1837-2013
New Patents 1837-2013
New Patents 1837-1900
How/Why did we get from A to B?
A Theory of Creative Problem Solving

• Somebody someplace has already solved this problem (or one very similar to it.)

• Today, creativity involves finding that solution and adapting it to this particular problem.

• Or in the case of the Y-Prize:
  We are PROBLEM FINDING – NOT SOLUTION SEEKING.
ASK YOURSELF THESE QUESTIONS

• DID JOBS AND WOZ THINK THEY WERE CHANGING THE WORLD?
ASK YOURSELF THESE QUESTIONS

• DID JOBS AND WOZ THINK THEY WERE CHANGING THE WORLD?

• DID THEY INVENT ANYTHING?
ASK YOURSELF THESE QUESTIONS

• DID JOBS AND WOZ THINK THEY WERE CHANGING THE WORLD?

• DID THEY INVENT ANYTHING?

• “Bad artists copy. Good artists steal.”
  — Pablo Picasso
Do you have an idea for your project yet?

No, I'm waiting for inspiration.

You can't just turn on creativity like a faucet. You have to be in the right mood.

What mood is that?

Last-minute panic.