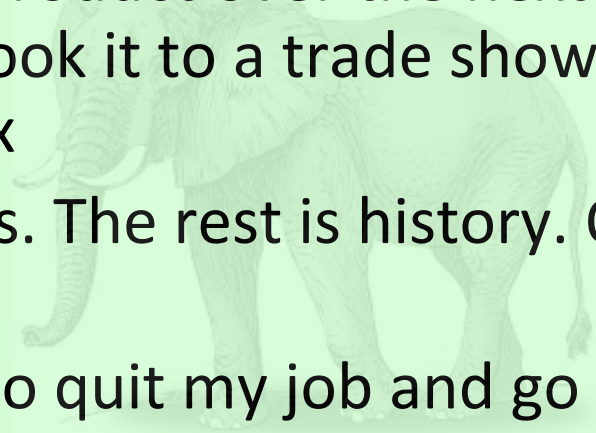


Life is a Participatory Sport !!!!



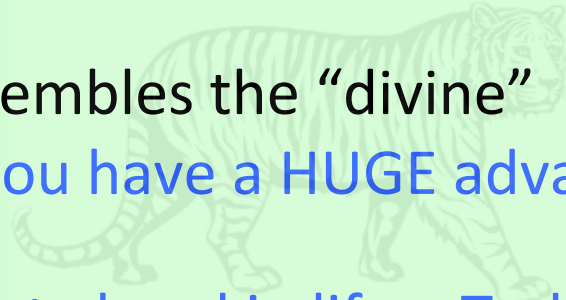
Matt Kirby – My Story

- BS Mechanical Engineering – 1987 UCSD
- While as an engineer I created Apples to Apples in 1996 at my wife's family house
- (I did NOT intend to invent anything)
- I proceeded to develop the product over the next two years, created a prototype, took it to a trade show in 1998 and met Out Of The Box
- Licensed game for 5% of sales. The rest is history. OTB later sold game to Mattel.
- I have made enough money to quit my job and go to schools to “spread the word” about creativity, like this.



Creativity is Divine

- Creativity is the Greatest Force in the Universe
- “Nothing is more powerful than an idea who’s time has come” – Victor Hugo 1852
- The creative process most resembles the “divine”
- When you employ creativity you have a HUGE advantage over other people !!!
- At the least, use as a tool to get ahead in life - Today we call this a “Life hack”
- If you don’t use creativity then you have to compete with the “Walmarts” of the world
- If you create something that only you can produce then it becomes a much more valuable commodity !!



People Respond to Content

- The world responds to Innovation, always
- Be a content creator - not just a content consumer
- Do you think that Steve Jobs (Apple) or Mark Zuckerberg (Facebook) spent all of their time just consuming information ?
- “Content is King” What kind of content can you create, don't you want to know ? People are starved for it !!!
- ***Creativity will get you ahead in life more than anything else !!!***

The Bad News

- Bad news: Your future job is being replaced right now by someone in the developing world (outsourcing)
- Bad news : Your future job is being replaced right now by a ROBOT (seriously, no joke here) “Automation” ain’t so good for your next job
- Perhaps the only way to keep your (future) job is to CREATE your future job !!!!

Are You Aware At All ?

- Do you even know what is going on around you ?
- Put down the phone for a minute !!!!!
- What is different about this slide?

Be a Big Eye

Go to the airport, take a walk, don't think, just journal



Observing — with George Carlin and Psych

Comedians have a unique license



Tools of Creativity

Tools	Class Exercise	Remarks
Observing, Awareness	<i>“What just happened ?” Exercise</i>	Journal at the airport
Knowing one’s self	<i>Class Exercises #1, 2 3</i>	Optical Illusions AtoA Game A, B or C Game
Go Rough (outline)	<i>Class Exercise #4</i>	Movie Ideas from class
Use of Metaphors	<i>Class Exercise #5</i>	Multiple levels of meanings
Imagine (Something Different)	<i>Class Exercise #6</i>	Example : The creation of AtoA
Diagramming	<i>Class Exercise #7</i>	Thinking in Pictures Homework
Element Combination, Using Modules	<i>Class Exercise #8</i>	Modularize elements to create products
Inventing from Need	<i>Class Exercise #9</i>	Company R & D - White boarding Homework
Collective Unconsciousness	<i>Exquisite Corpses Class Exercises (#10)</i>	Live in a Dream (optional)

The Universal Creation Process

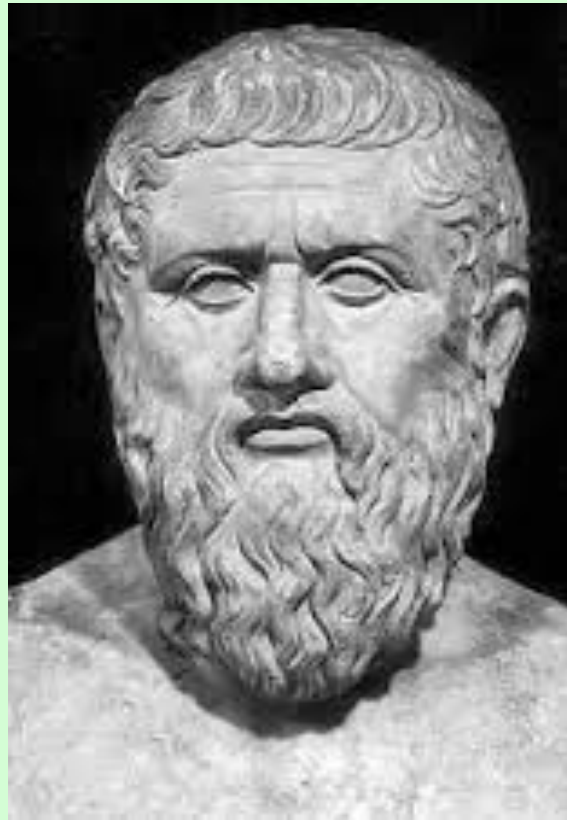


Who ***ARE*** you ?

“Know thyself” – Plato

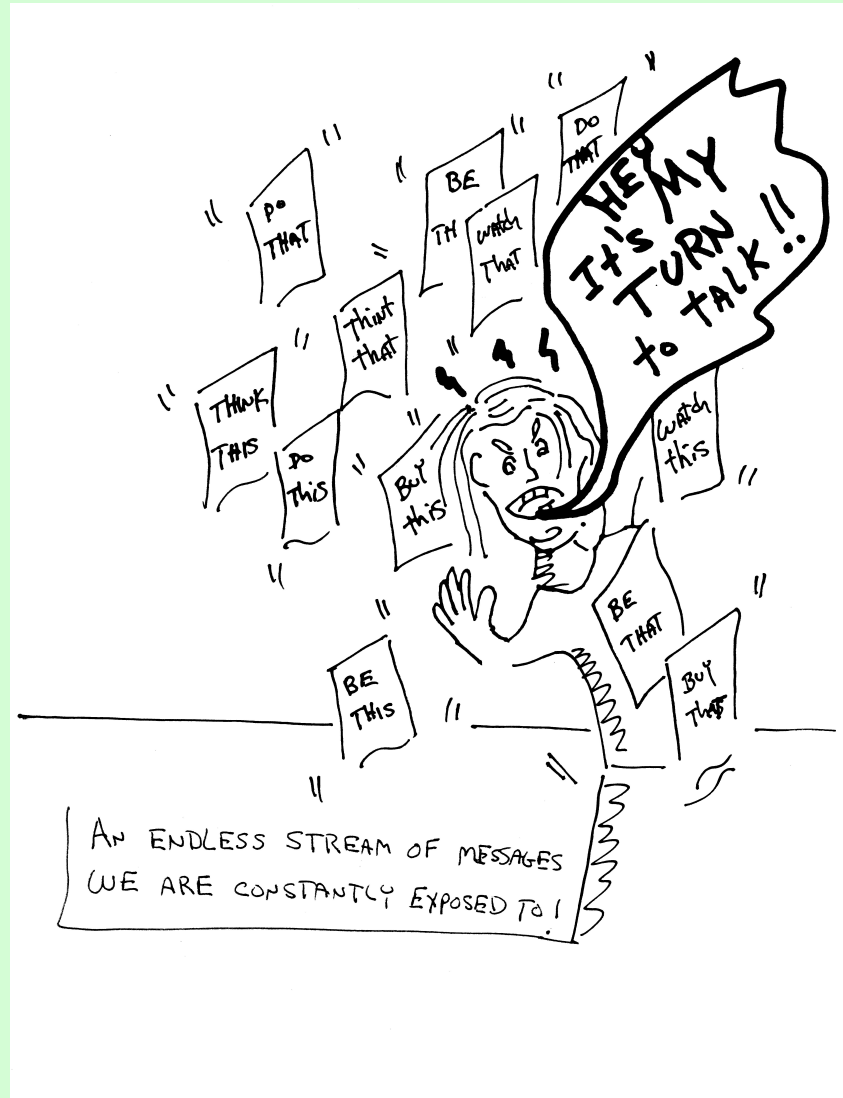
What does that mean to you ?

“The unexamined life is not worth living” - Socrates



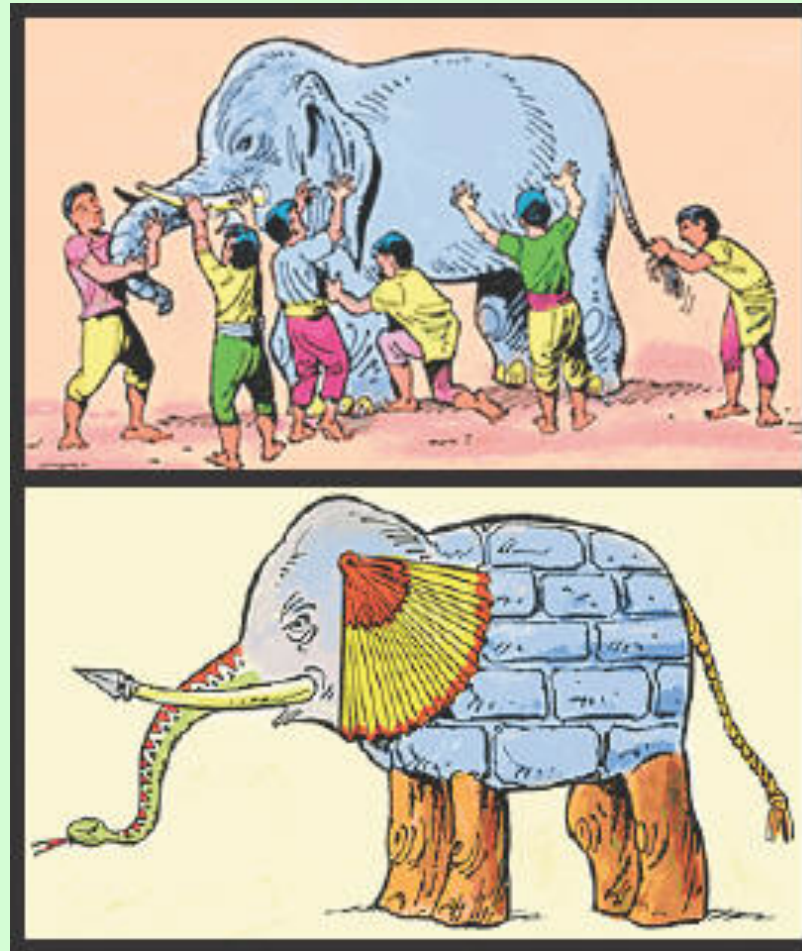
What do YOU think about things ?

Expression doesn't have to be a luxury



Perception – The Blind men and the Elephant

Discreet “Channels” – Perceiving Reality



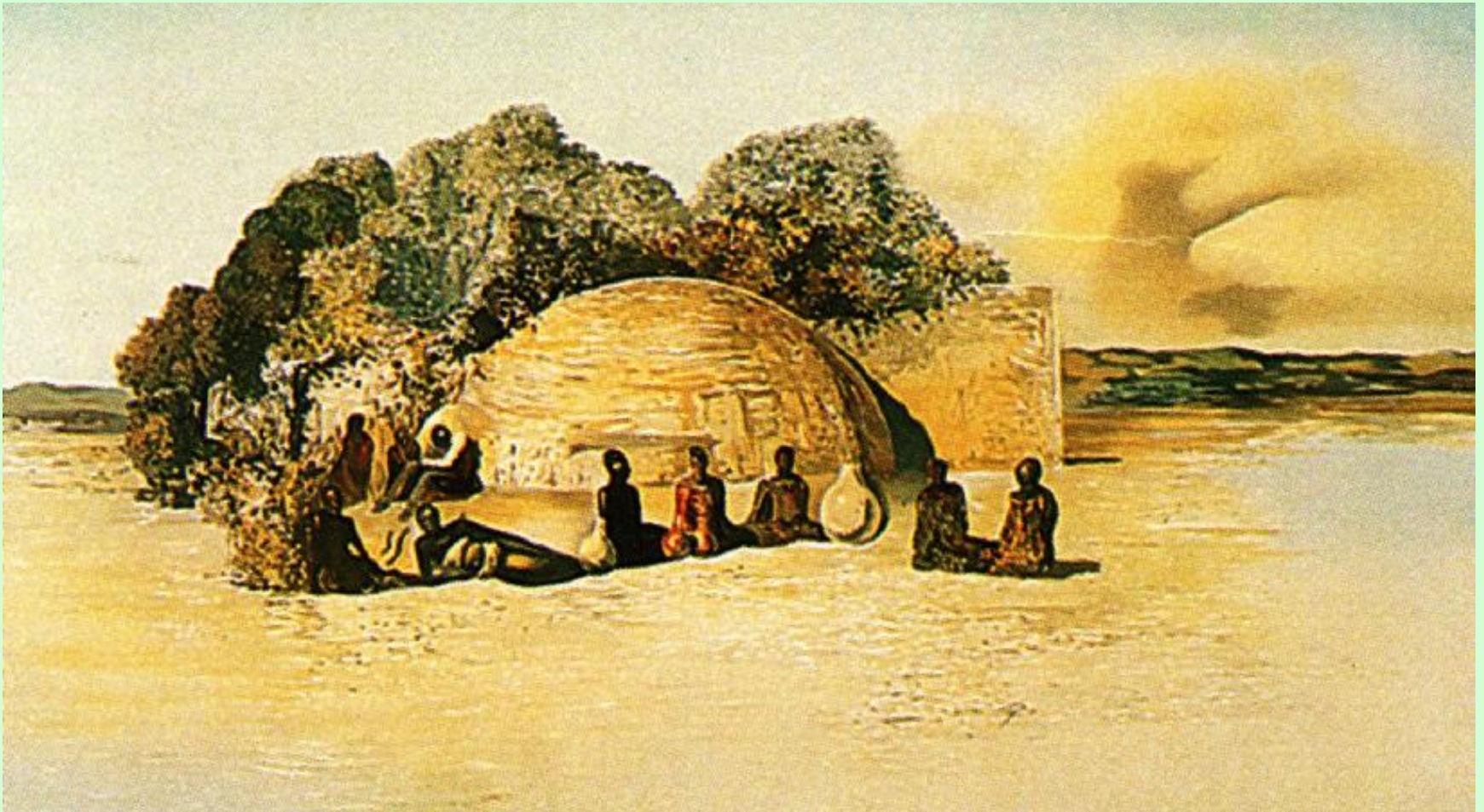
Class Exercise #1A

What do you see?



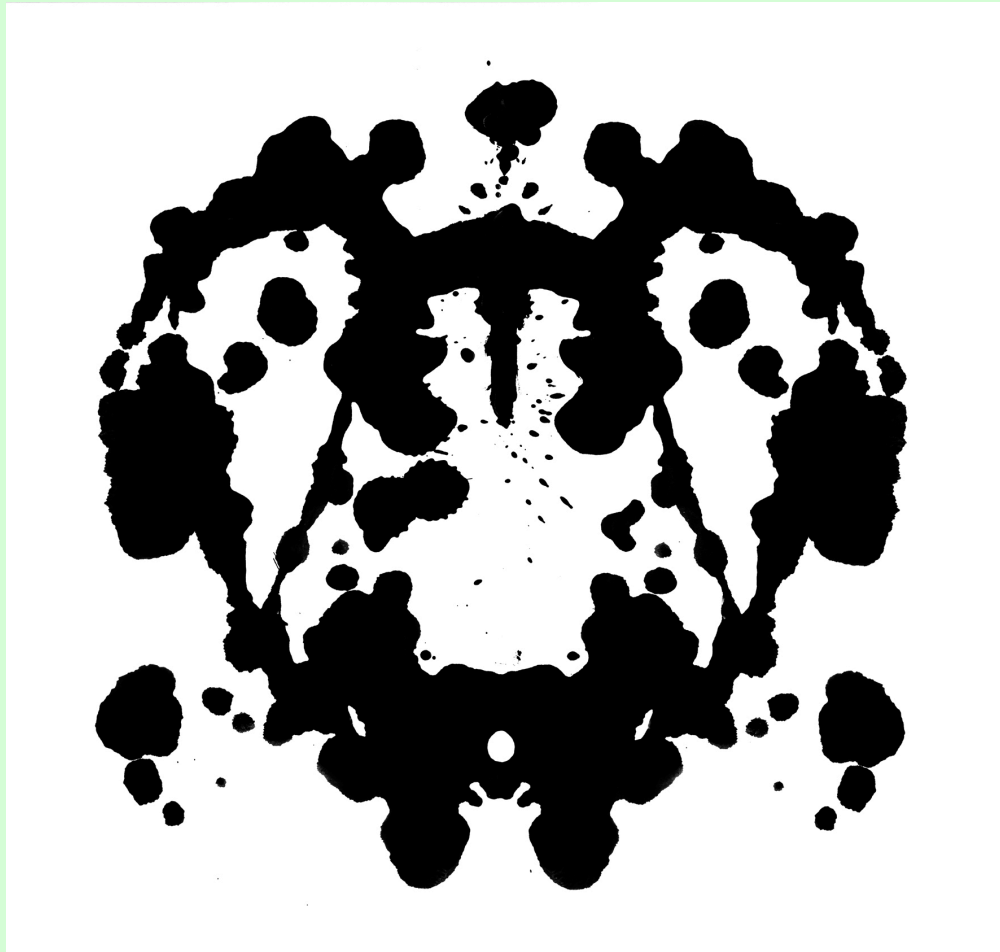
Class Exercise #1B

What do you see ?



Class Exercise # 1C

What do you see ?



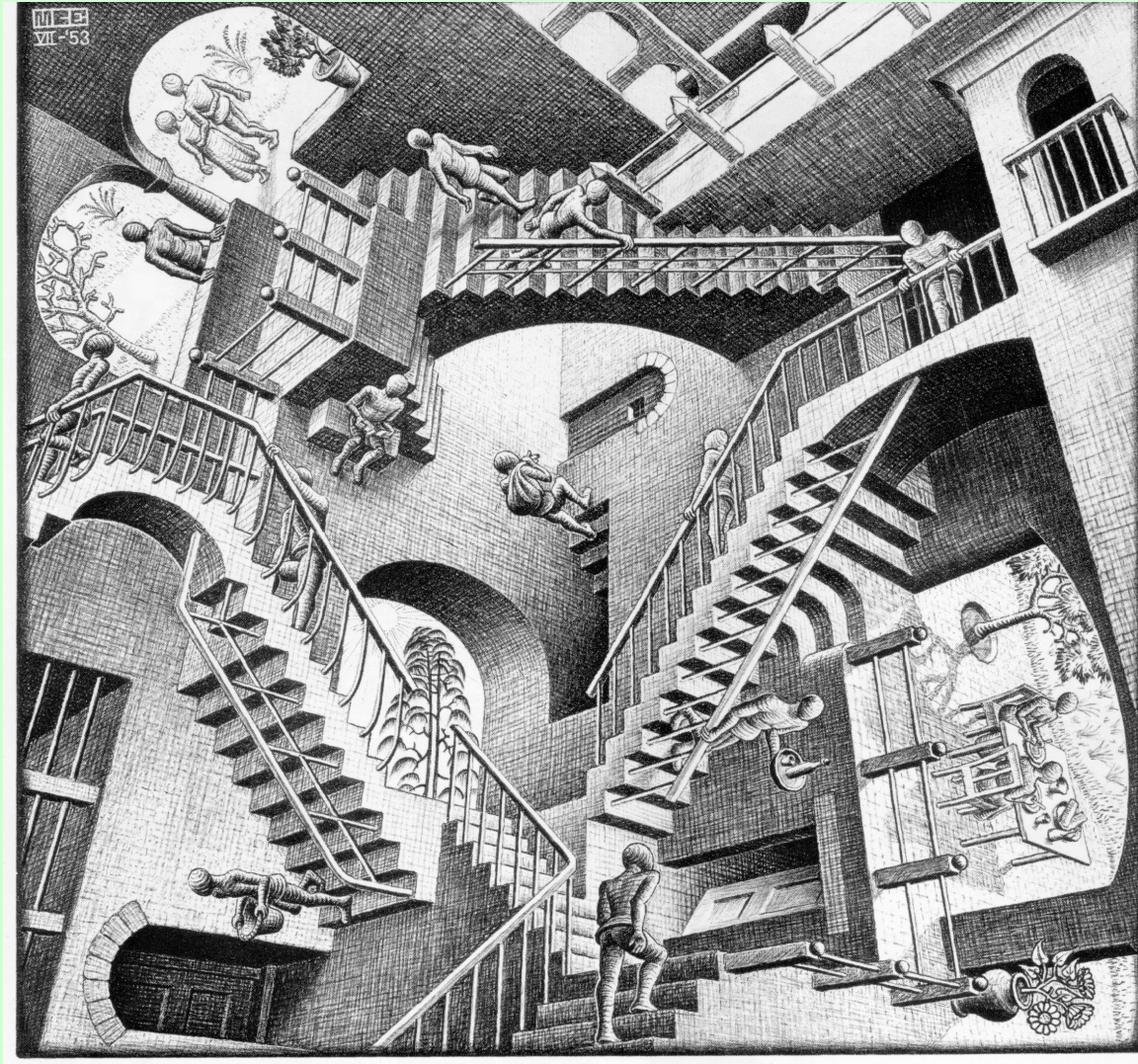
Class Exercise # 1D

What do you see ?



Parallel people (minds) , parallel worlds

Relativity – MC Escher 1953



Class Exercise #2A



Class Exercise #2B

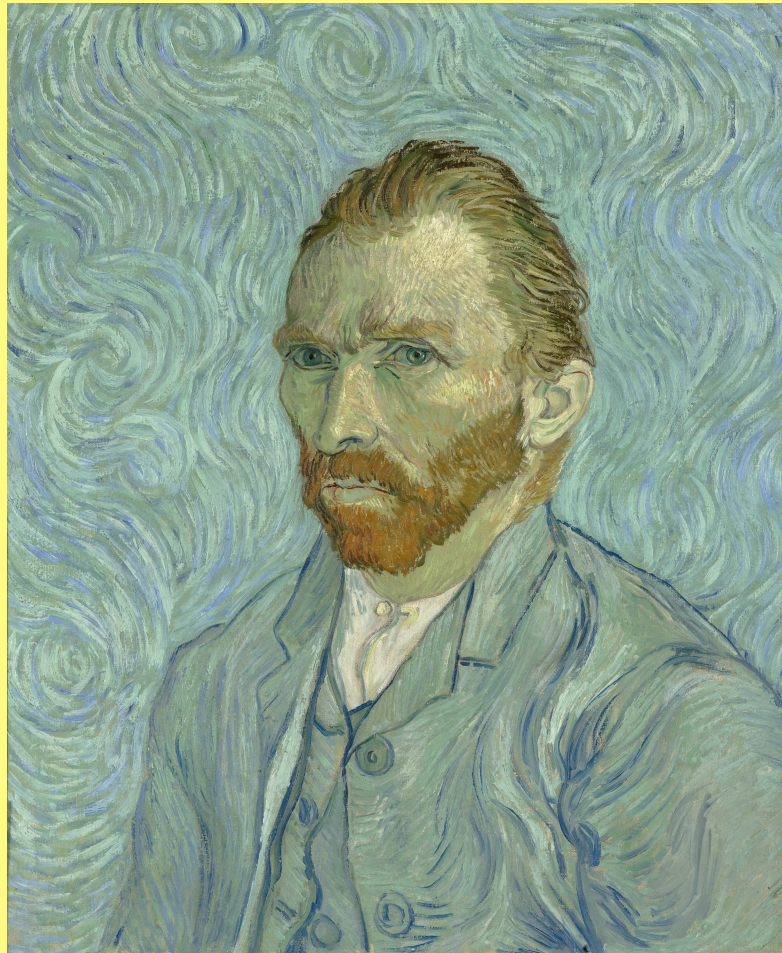


Class Exercise #2C



How do I see myself ?

Self-Portrait – Vincent Van Gogh 1889



How do I feel about myself ?

The Wounded Deer – Frida Kahlo 1946



Class Exercise #3A

A – This reminds me of exploring the unknown

B – Is it really possible for a Goldfish to jump like this ?

C – That goldfish is going to have that bowl all to it's own



Class Exercise # 3B

A – Life can be dangerous and messy

B – How did they create this pic?

C – I'd like to show this photo to my friends

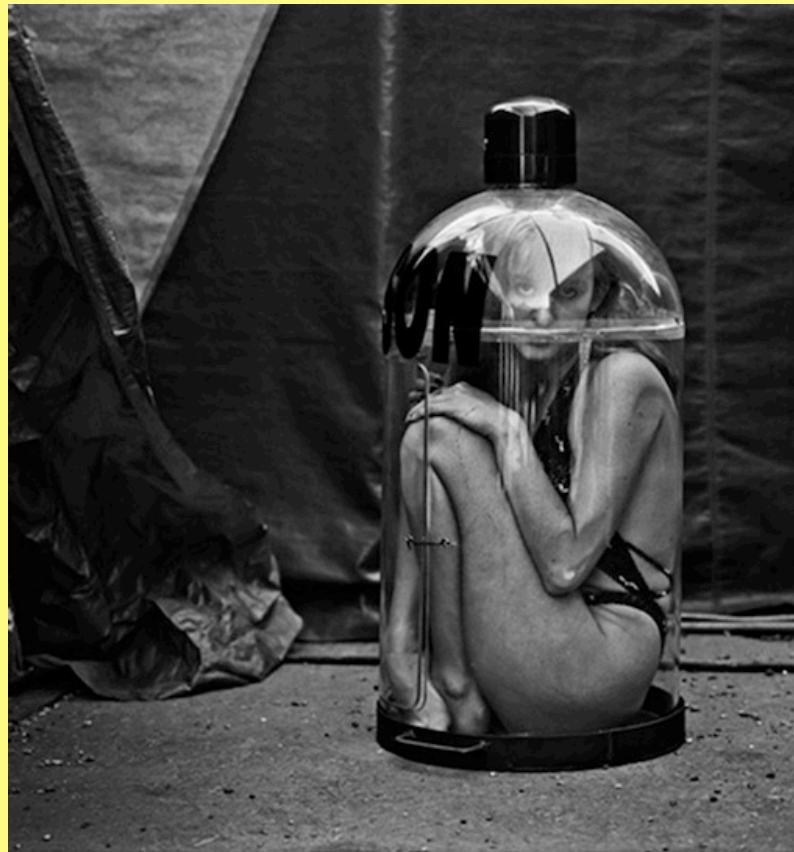


Class Exercise #3C

A - This reminds me of how suffocating life can be

B – I wonder how she got into that jar

C – I wonder if they sold tickets to see her



Class Exercise #3D

A – Life involves a lot of conflict and tension

B – I wonder who is going to win the tug of war

C – I wonder if their argument can be resolved



Class Exercise #3E

A – I can relate to her invisibility

B – How can we not see her ?

C – It would be cool to invent a product that hides you like that



Class Exercise #3 F

A – Suffering is a part of life

B – Why is that man getting operated on ?

C – Doctors and nurses are important



Class Exercise #3 G

A – Are humans just another animal?

B – I wonder if the Hippo is about to eat her

C – It would be cool to own a circus like that



Class Exercise # 3 H

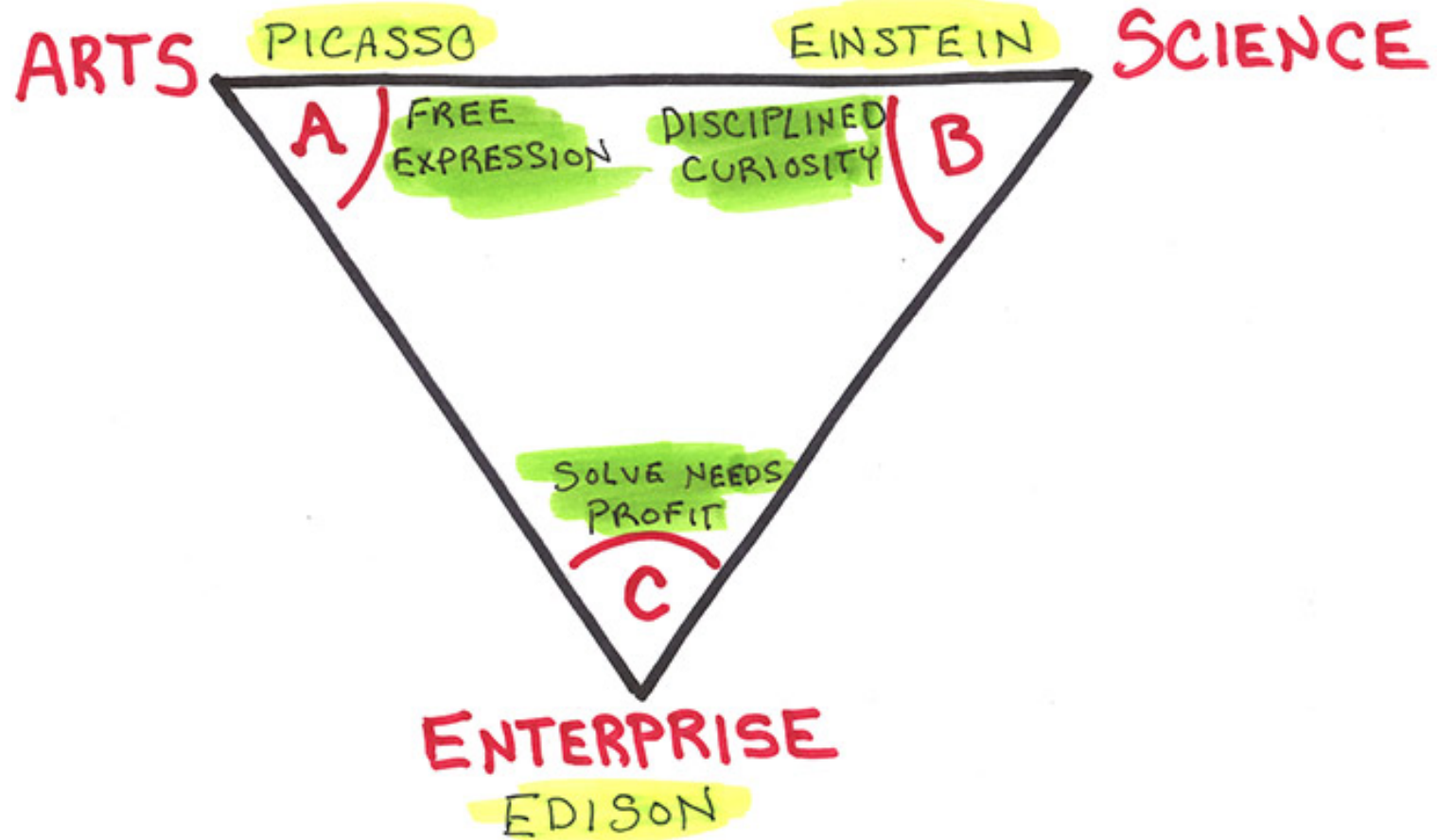
A – I can feel that man's anguish

B – Where was this pic taken ?

C – There is a need to be able to make water



The Perception Triangle



1880 – 1907 Just 27 years that changed the world !!

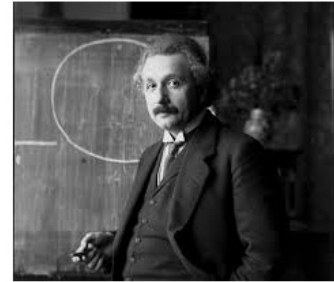
Look at the developments from 1869 to 1925

1907



Pablo Picasso
Invents Cubism

1905



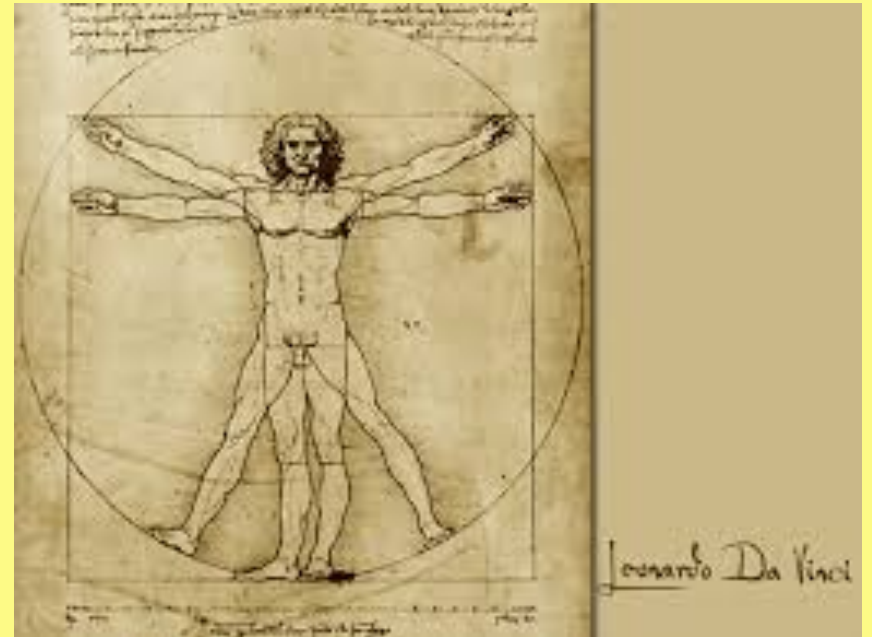
Albert Einstein
Invents Relativity

1880



Thomas Edison
Invents Light Bulb

DaVinci – Both A and B



Steve Jobs, Elon Musk – A, B and C !!

Class Explain Why



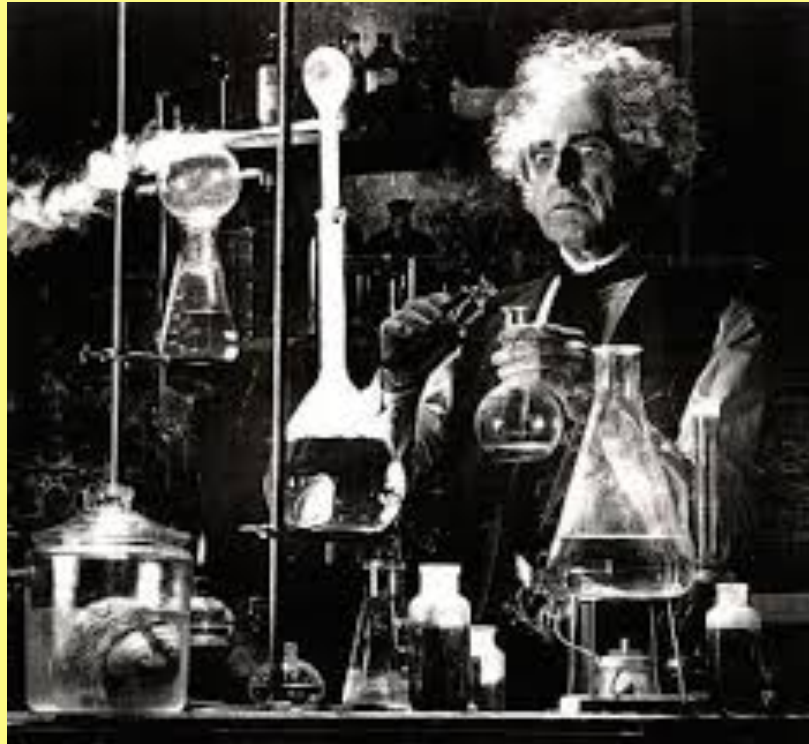
No Need !!! (A)

Artist Stereotype



No Need !!! (B)

Scientist Stereotype

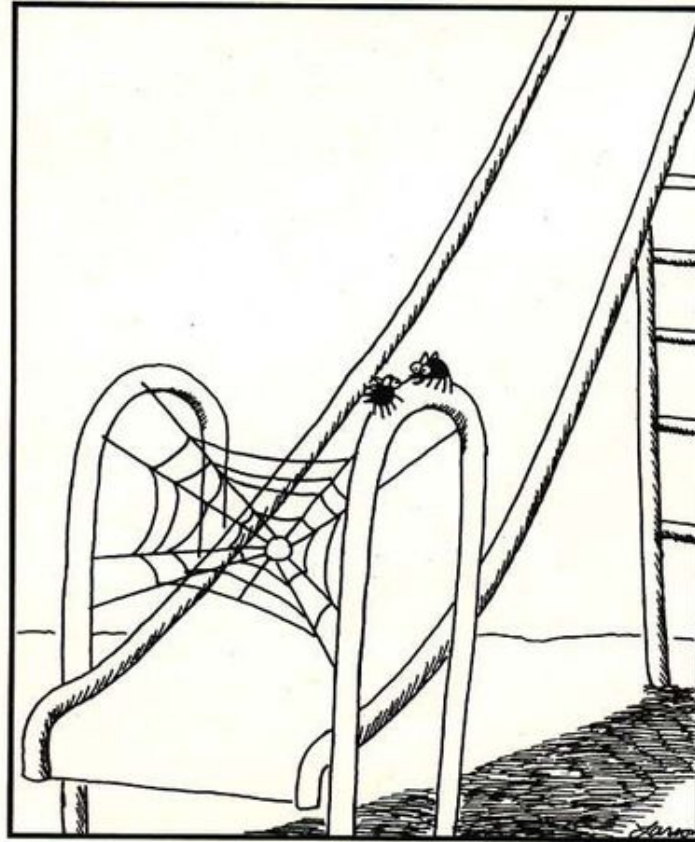


No Need !!! (C)

Entrepreneur Stereotype



The Far Side # 1 - LOLOLOLOL



"If we pull this off, we'll eat like kings."

Questions, Mystery & Metaphors

“Computers ? They’re useless, they only give
you the ANSWERS”



What question does this picture ask ?

The importance of narrative

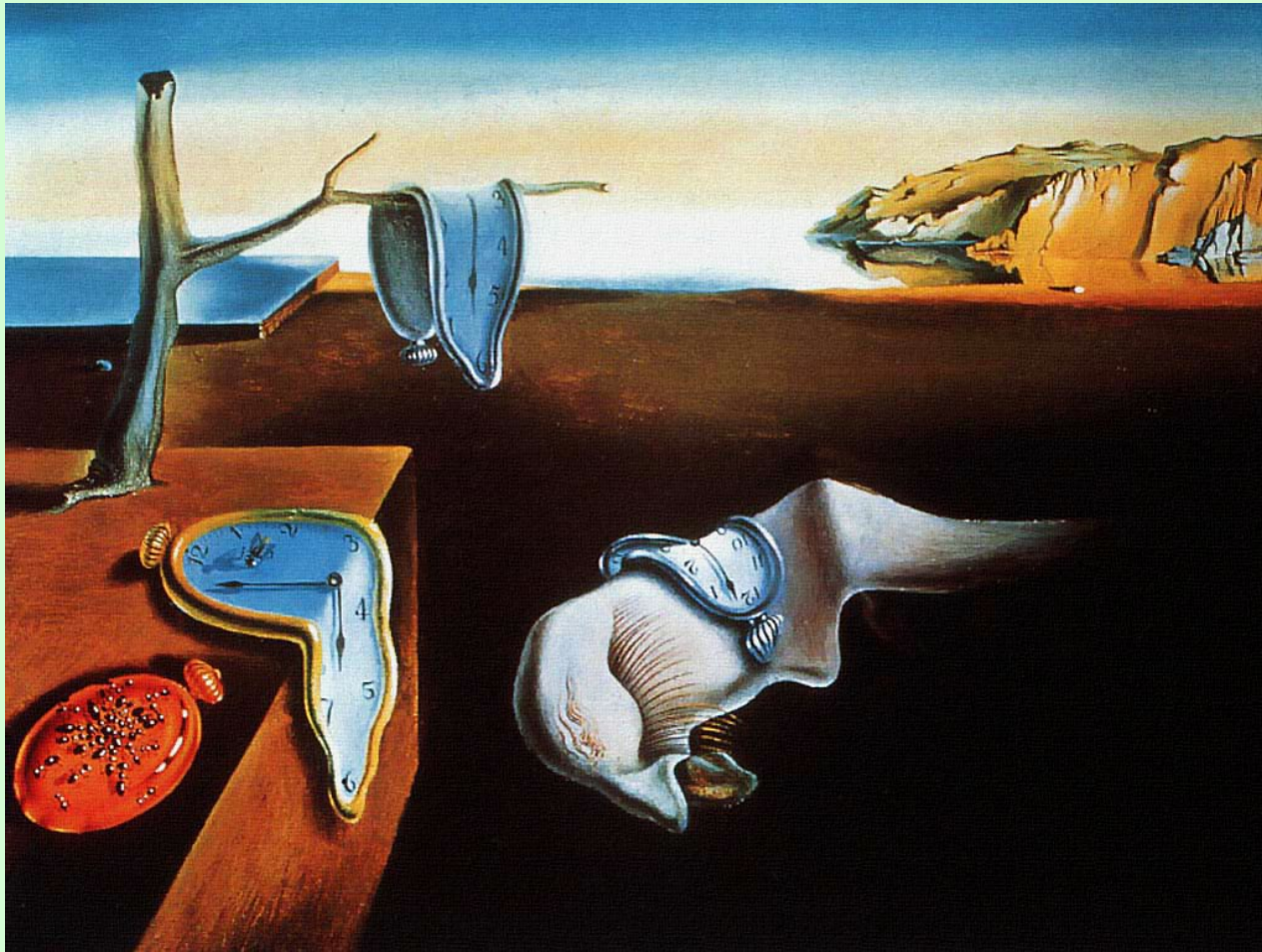
The Tragedy - Pablo Picasso 1903



What question does this picture ask ?

The importance of the irrational

The Persistence of Memory– Salvadore Dali 1931



What question does this picture ask ?

The importance of the ordinary

Campbell's soup cans – Andy Warhol 1962



What question does this picture ask ?

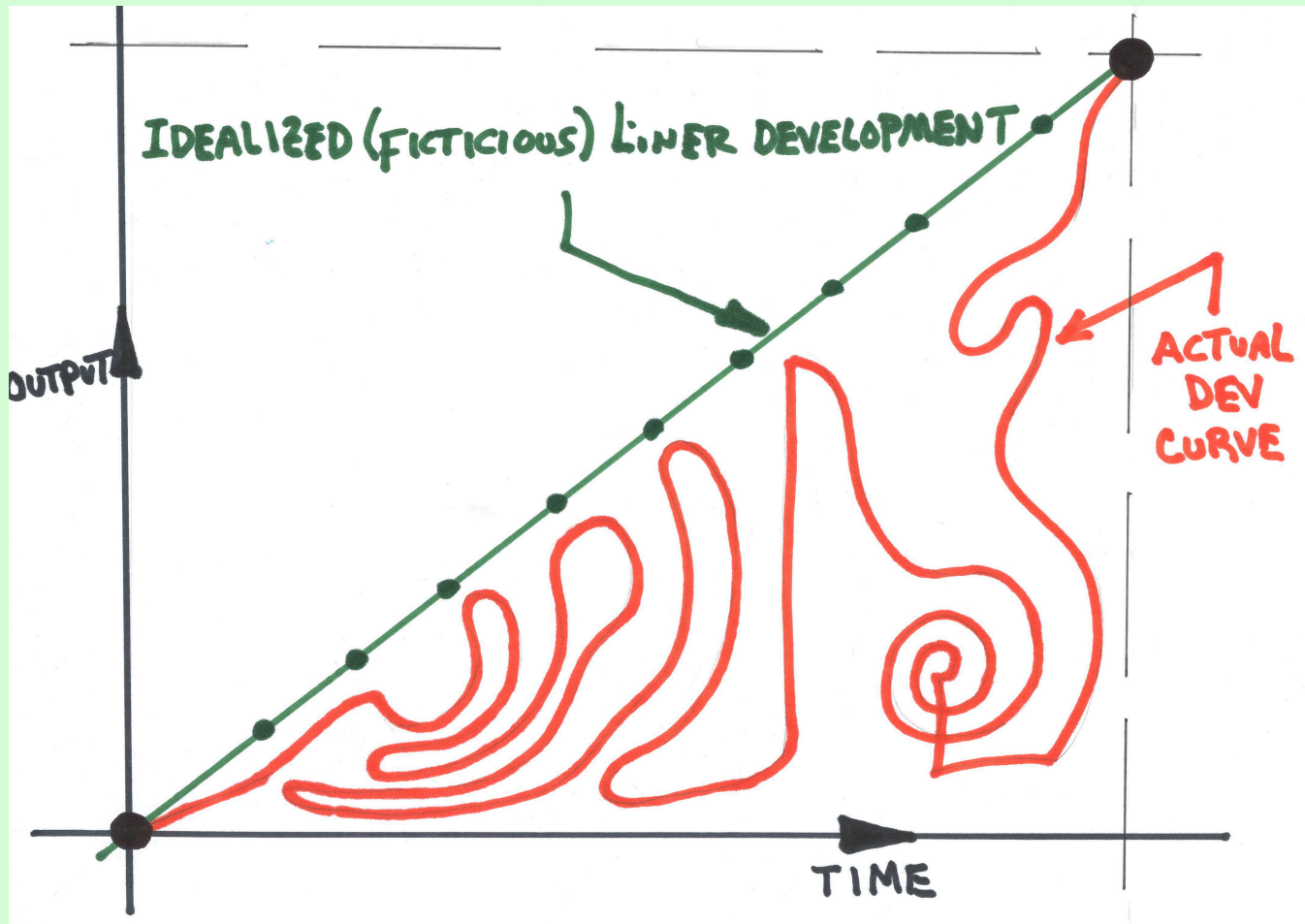
The importance of Mystery

One Night Museum – Rene Magritte 1927



The Creativity “Curve”

You can't just predict when your creation will be finished



Class Exercise #4A

Draw this in 1 minute :



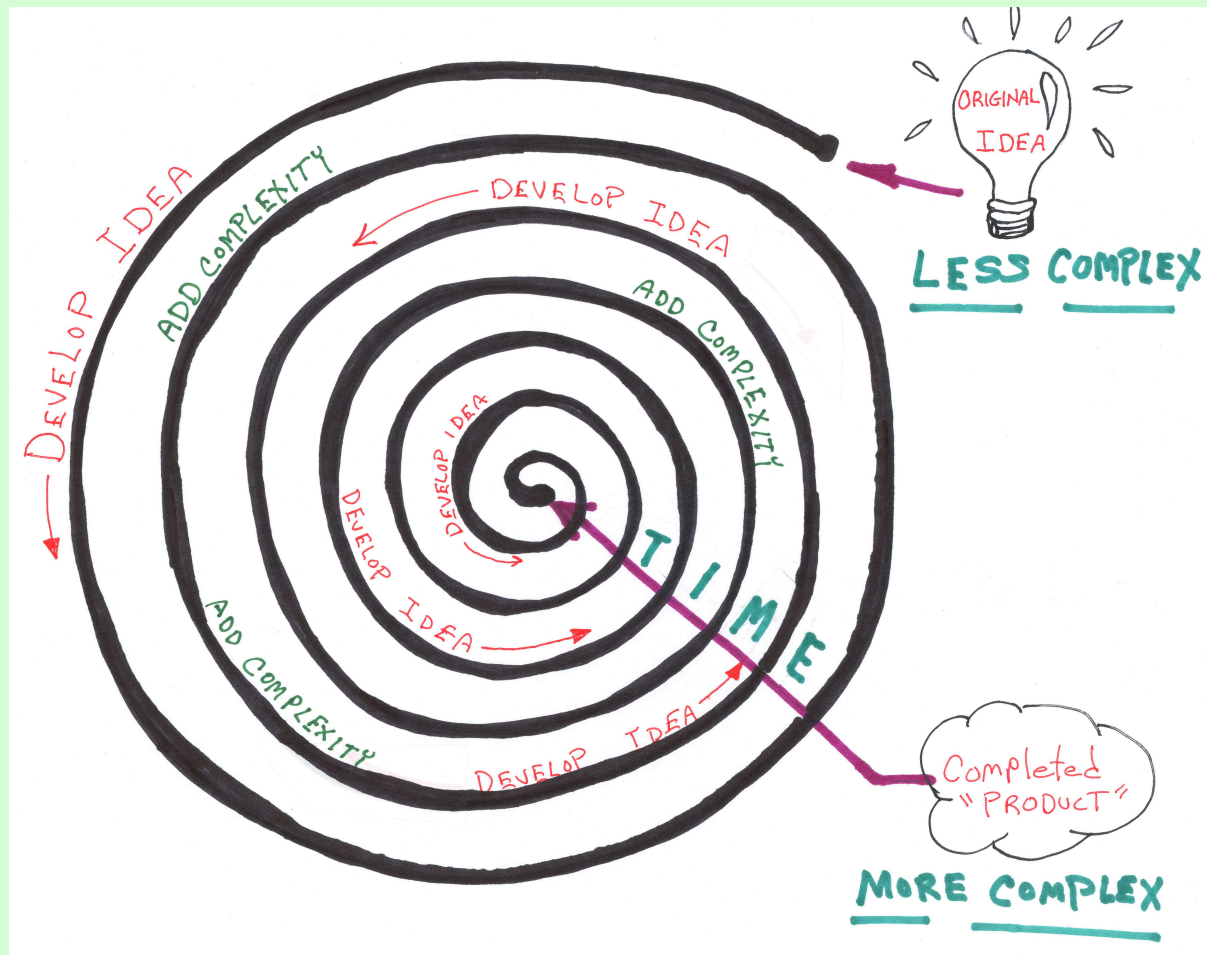
Rough Details first, don't overwhelm
yourself



Go Rough at first

- Go rough, you don't have to have it all detailed perfectly
- Deal in simple concepts at the start
- Start on the edge of the circle and work your way inside with increasing detail and clarity.
- Many times it is impossible to understand how something goes until you have some kind of construction, ie. framework.
- How do you think someone writes a book or a screenplay, does it just all come out of his head as a finished product ?

Start rough and fine tune the idea over time, tightening concept as you go



Metaphors – One thing (concept) mapped to another

- noun
- 1.
- a figure of speech in which a term or phrase is applied to something to which it is not literally applicable in order to suggest a resemblance, as in “A mighty fortress is our nation.”.
- Compare [mixed metaphor, simile \(def 1\)](#).
- 2.
- something used, or regarded as being used, to represent something else; emblem; symbol.

Metaphor Examples

“Revenge is a dish best served cold “

“Laughter is the music of the soul “

“His room was a disaster area”

“Her eyes drank up the scene before him”

“His plan folded like a house of cards”

“The football team’s defensive line was an impenetrable granite wall”

None of these statements are actually *true*, they are just tools to ILLUSTRATE the concepts in a direct way !!!

Class Exercises #5 - Metaphors

A - Sometimes I feel like a _____ that has been _____

B - The world to me looks like a _____

C - I sometimes feel like school treats me like a _____

D - My family is a _____ that _____ with _____

E - My future looks like a _____ that _____

Imagination

The Genesis of Creation



Let yourself become a “Vessel of the Universe”
Listen to all suggestions from nature
This is how I invented AtoA



Class Exercise #6 : Imagine Something Differently

Imagine another use for :

1 – A Hammer

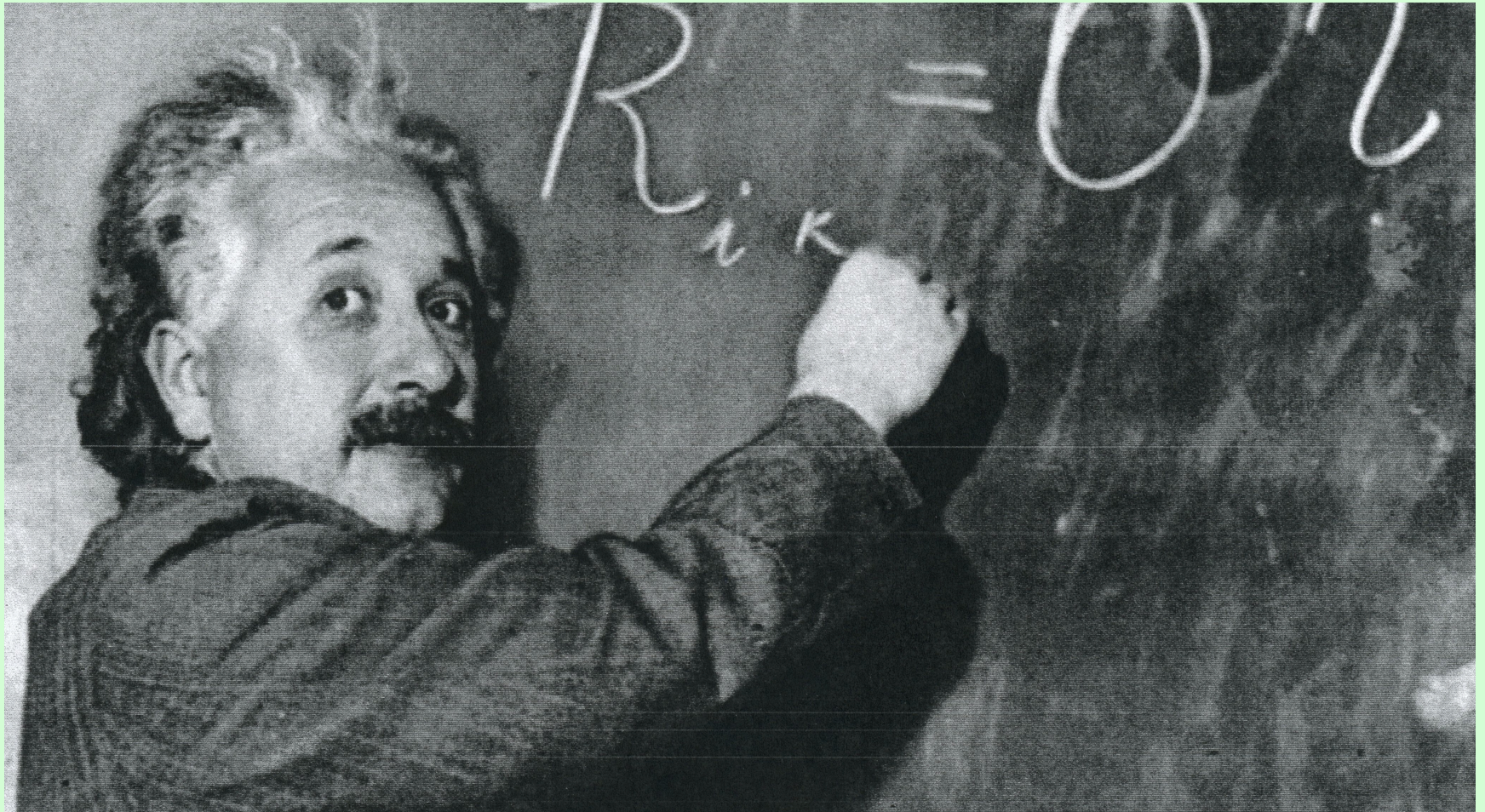
2 – A Leaf

3 – A Water Balloon

4 – A Skateboard

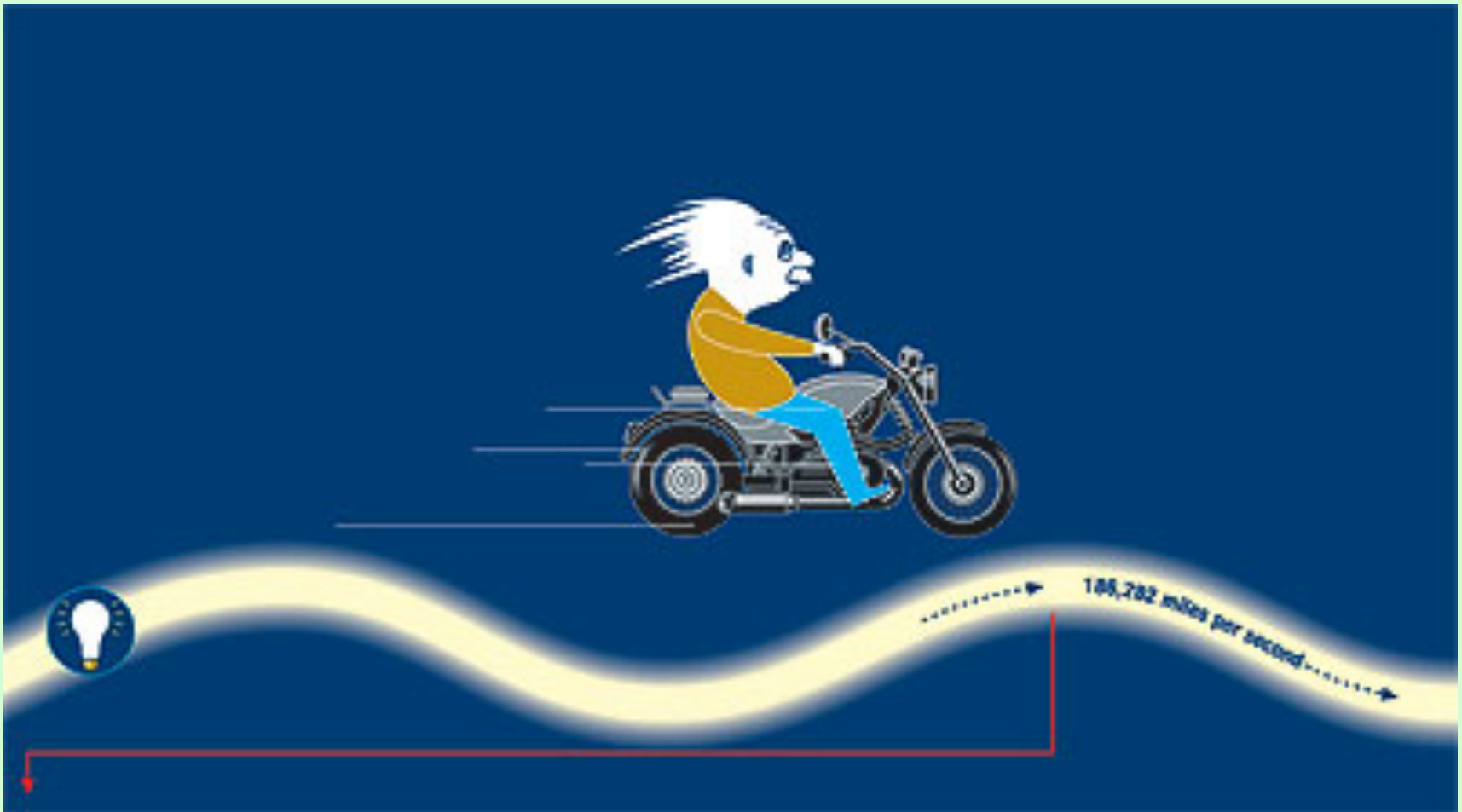
5 – A Pair of Glasses

“Imagination is more important than knowledge “



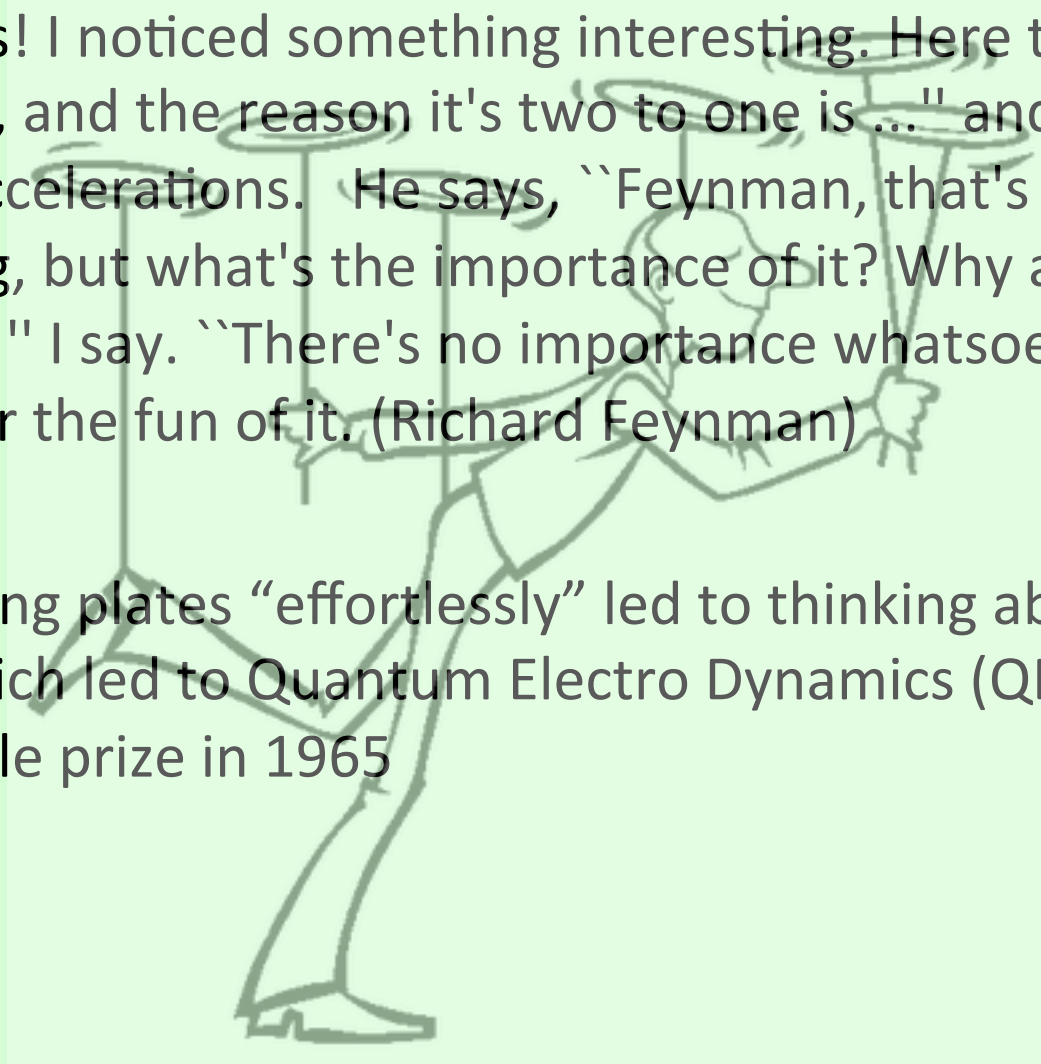
Einstein *imagined* what it would be like to ride on a beam of light !!

This led to a fundamental change of our reality !!



Feynman and the spinning plates

- “Hey, Hans! I noticed something interesting. Here the plate goes around so, and the reason it's two to one is ...” and I showed him the accelerations. He says, “Feynman, that's pretty interesting, but what's the importance of it? Why are you doing it?” “Hah!” I say. “There's no importance whatsoever. I'm just doing it for the fun of it. (Richard Feynman)”
- The spinning plates “effortlessly” led to thinking about electron orbits, which led to Quantum Electro Dynamics (QED), which led to his Noble prize in 1965



The Arts vs Science

- The Arts = completely Subjective, employs creativity
- Science = completely Objective, employs creativity
- The Arts = Unformatted Curiosity, told through the language of expression, THERE ARE NO RULES !!!!
- Science = Formatted Curiosity (observations) told through the language of mathematics (that's it !!! – Not that **Scary MONOLITHIC Image**)
- The goal in science is to “predict the future” (General relativity and the 1919 eclipse)
- Watching and documenting (with math) ants crawl across the floor is “doing science”
- Curiosity = The Desire to understand the world around us

Curiosity – A Key



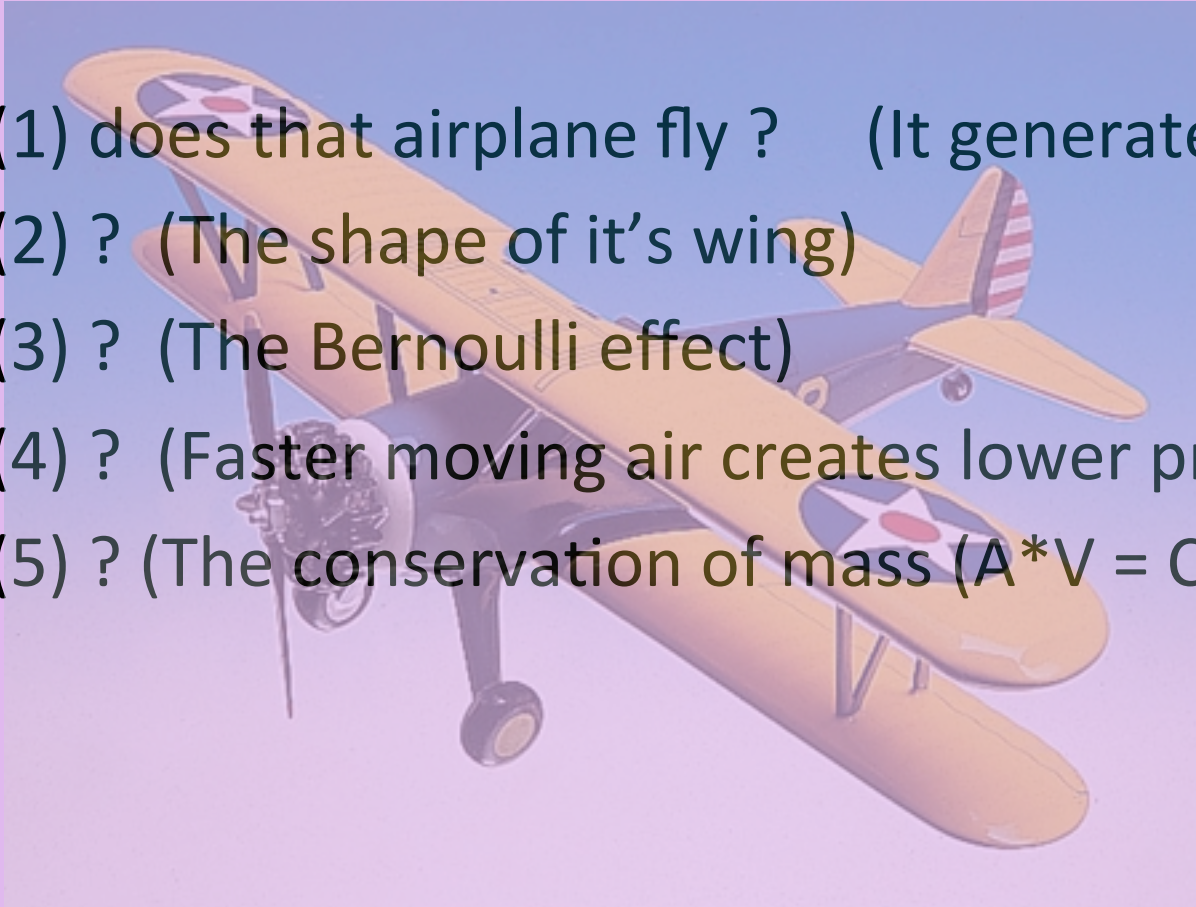
"Notice all the computations, theoretical scribbles, and lab equipment, Norm. ...
Yes, curiosity killed these cats."

Imagining the Universe, Curiosity and Imagination at Work !!!



The 5 Why's Game !!

- Why (1) does that airplane fly ? (It generates lift)
- Why (2) ? (The shape of it's wing)
- Why (3) ? (The Bernoulli effect)
- Why (4) ? (Faster moving air creates lower pressure)
- Why (5) ? (The conservation of mass ($A \cdot V = \text{Const}$))

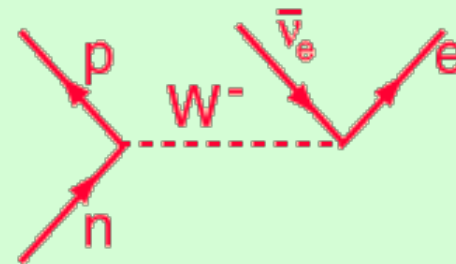


Thinking in Pictures

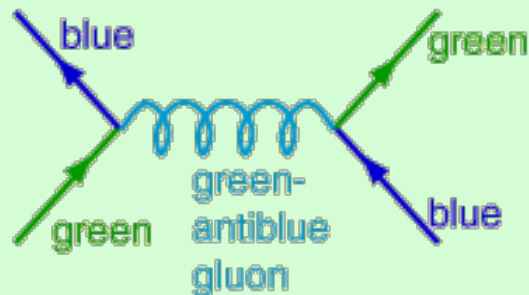
Thinking in Pics – Feynman diagrams



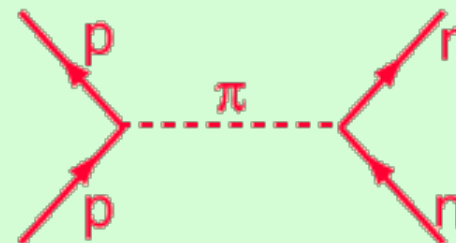
Electromagnetic



Weak



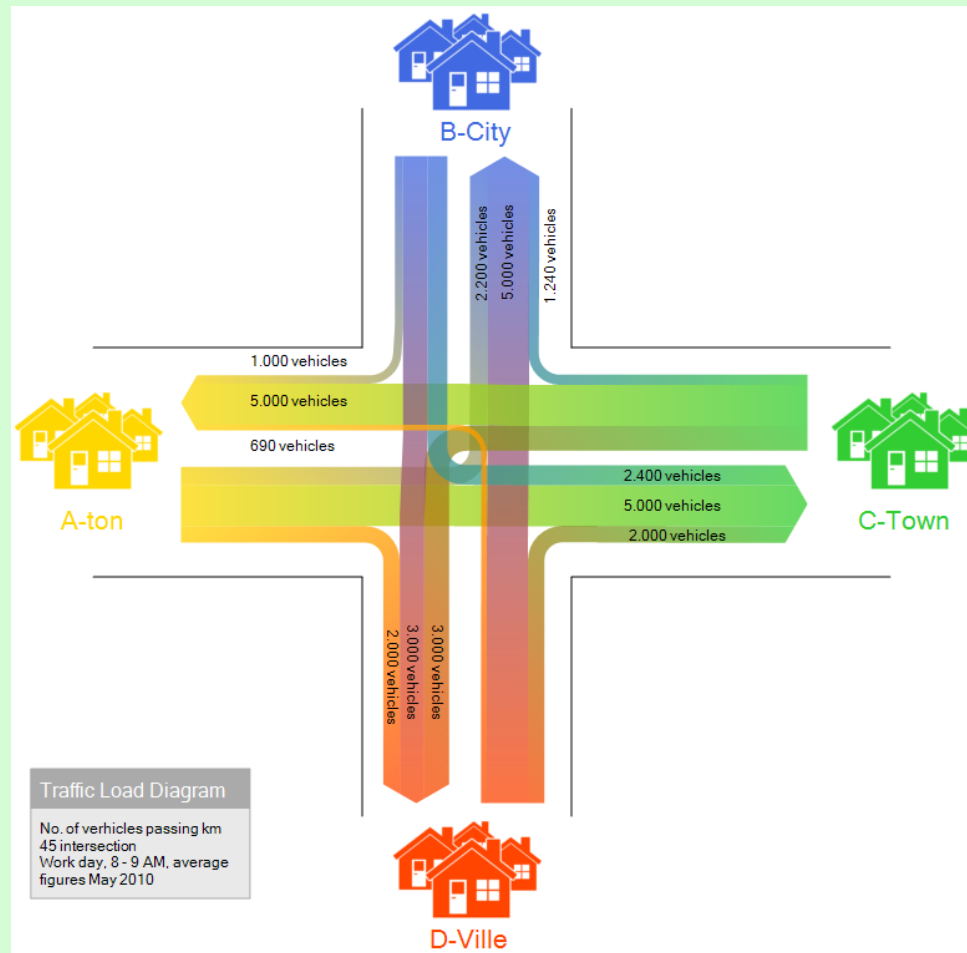
between quarks



between nucleons

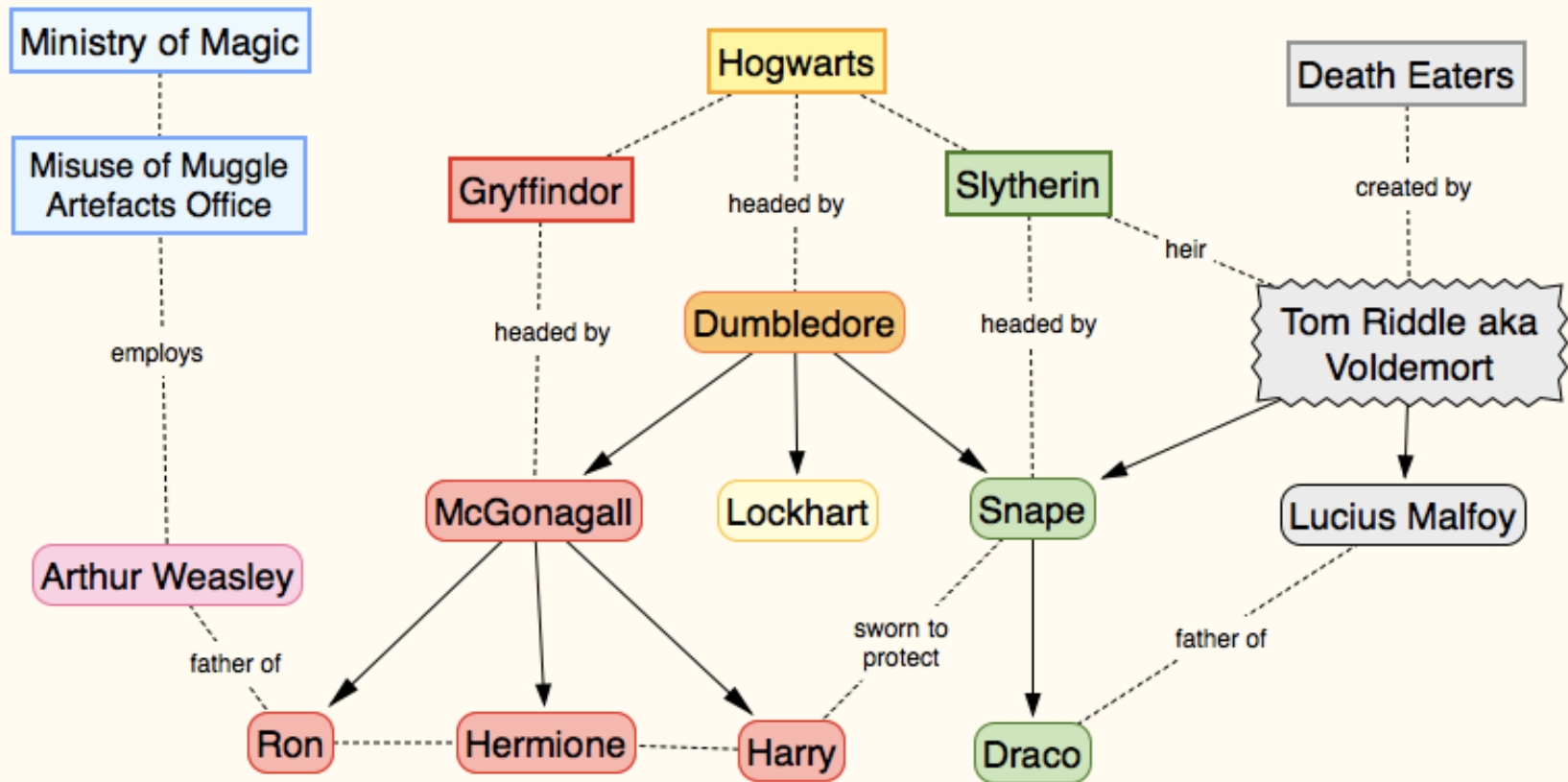
Strong Interaction

Diagramming and Ideas, Data



Diagramming – Illustrating Harry Potter (Organizing) - 50K foot level

Factions in "Harry Potter and the Chamber of Secrets"



Class Exercises #7 - Thinking in Pics

Diagram These

A - Global warming

B - Bullies must be stopped

C – Creating Water

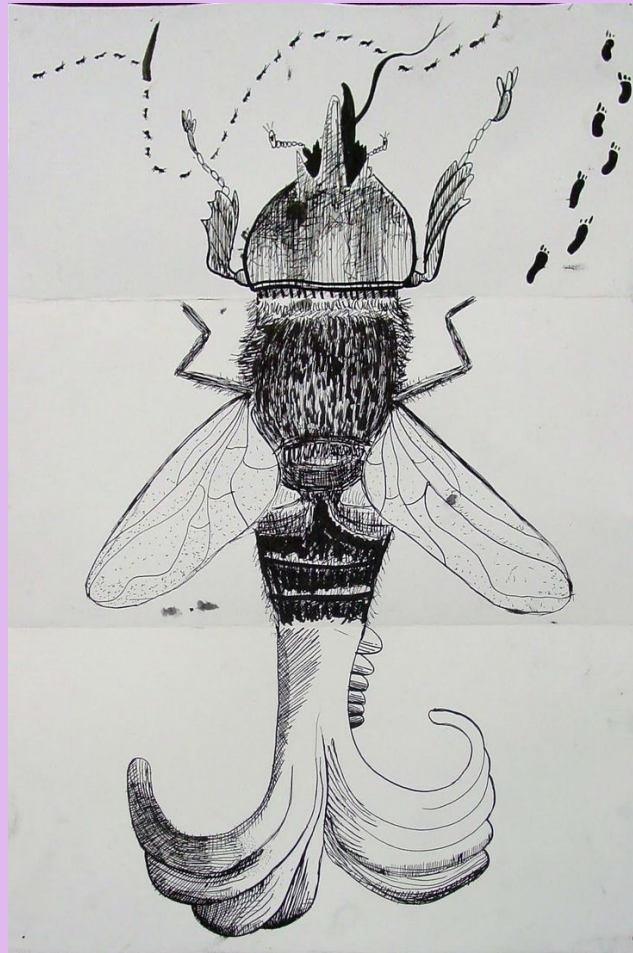
D - Matching uneaten food with hungry people

E – Home Energy Producing Machine

Exquisite Corpse Class Group Exercise

- Group into 3's and work on Exquisite Corpses over time. Each person must be unaware what the other person has done.
- This is an example of collective unconsciousness- Carl Jung
- “The Wisdom of Crowds” is another example of this.
- I will show the results at the end of class !!!

Exquisite Corpse #1



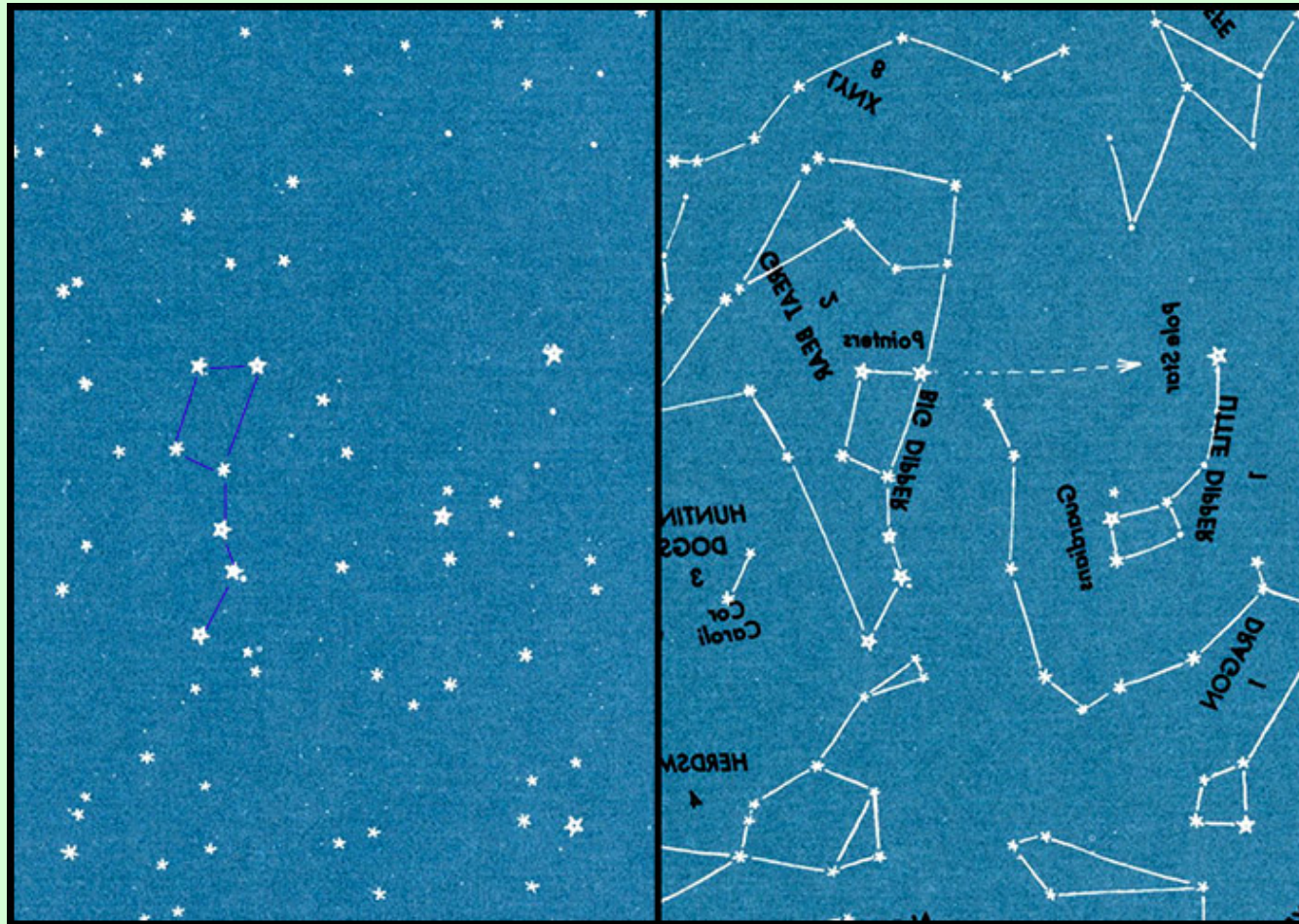
Two More Exquisite Corpses



*Elements,
Connections,
Combinations &
Relationships*

Make Connections

(connect the dots)



Using Modules

- You don't have to create a complete "item", you can just create a "module" , ie part of a complete idea.
- Document and save the idea
- As you accumulate these modules you can now start to put them together in different combinations. See what works, unexpected results will ensue !!!
- Everyone will think you are SO SMART, but you just put stuff together !!!!
- The Beatles did this a lot (Hard Day's Night, A Day in the Life, We can Work it Out, etc.) ala Exquisite Corpse

Use Ideas like *Tinkertoys*
Connect separate ideas together



Index Cards with Modules of Story

Ideas on them

A Rainy day where
Nothing happens

A tiny black dog has daily
battles with the enormous
mouse of the house when
it is empty

A church turns into
A whale

A man with three arms
is famous in the
neighborhood for
playing many instruments
At the same time

The president of the
United States is really
A frog dreaming he is
human

Stoplights have a new blue
light added to them
This blue light only turns
on when you are mad

Electric Grasshoppers

Divers discovering an
entire lost city underwater

An orphaned girl named
Lina who is looking all
over for her birth parents

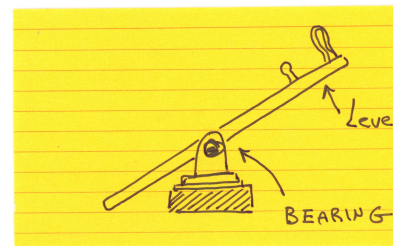
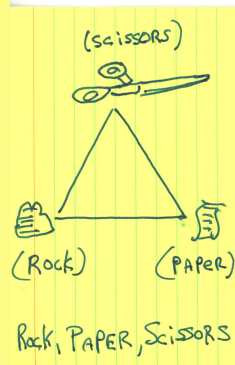
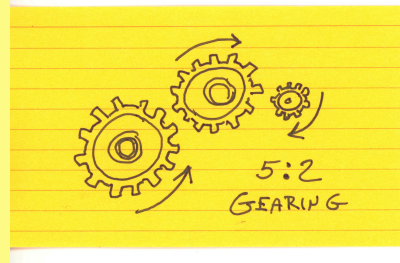
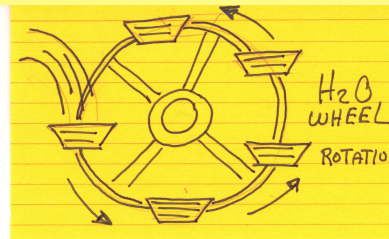
Jenny wanted to go home,
she looked across the street
and saw her friend Sarah

A huge carnivorous wheel
that consumes only
moths and uncolorful
butterflies

and Tim, suddenly she felt
wings of guilt all over her.

struggle against shyness

Index Cards with Modules of *Invention* Ideas on them

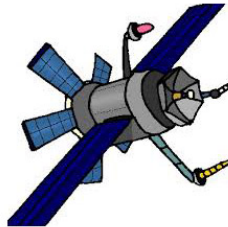
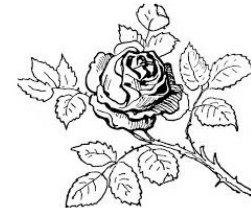
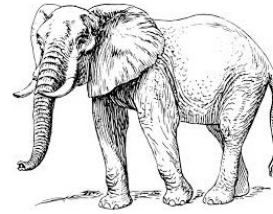


Meaning, Connections, Relationships - Elements & Combinations

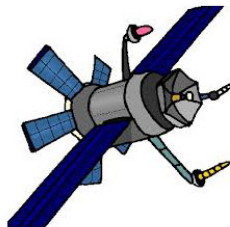
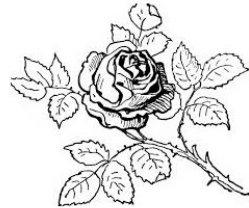
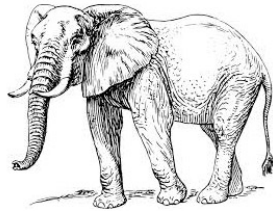
- Meaning is typically created in the relationship of “elements” to one another, the connections.
- The definition of “elements” is key (and can change)
- To truly understand something is to understand it’s relationships to other things, ie. History. Art to Science. The more relationships you can look at the more you truly understand.
- It is all about the CONNECTIONS between things

A Collection of Elements

Meaning = A



Elements Grouped Together with Meaning = B



Elements Grouped Together with Meaning = C



Creative Combinations, Nature Art – Andy Goldsworthy



Combining Different Objects – New Meanings

Lobster Telephone – Salvadore Dali 1936



Combining Different Objects – New Meanings

Fur Cup & Saucer - Meret Openheimer 1936

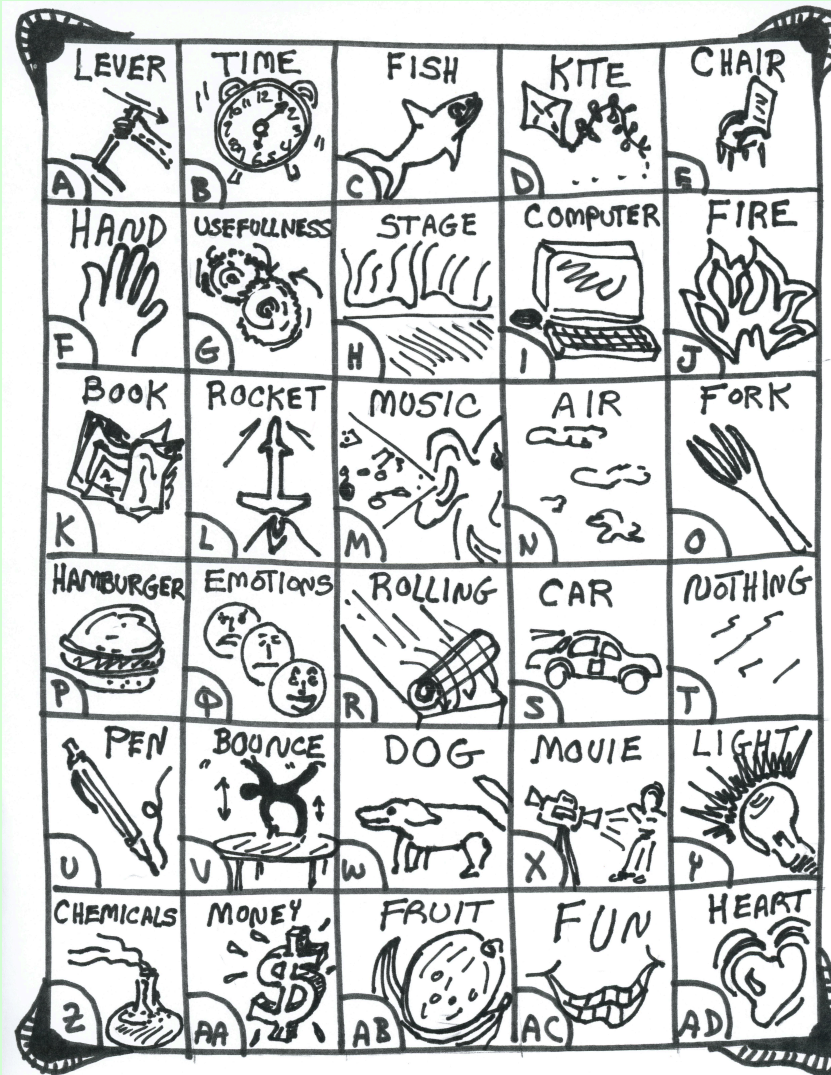


Combining Different Objects – New Meanings

Wolf Table – Victor Brauner 1939



Class Exercise # 8 – Create New Products from Combinations



Inventing from Need

America was built by creativity

(The fruit of the Enlightenment)

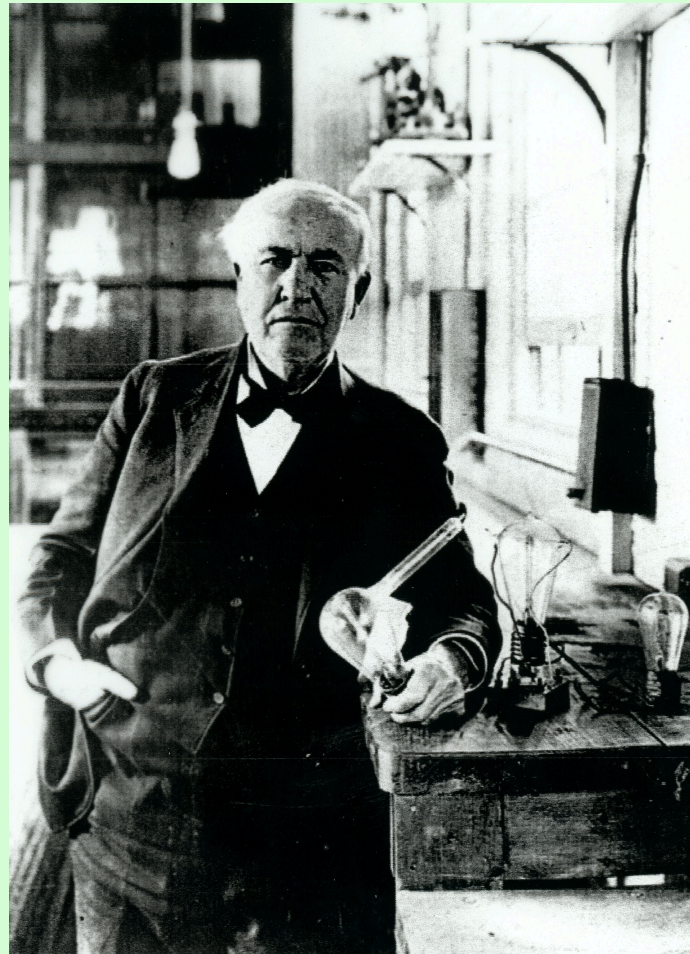


The United States Needs YOU !!!

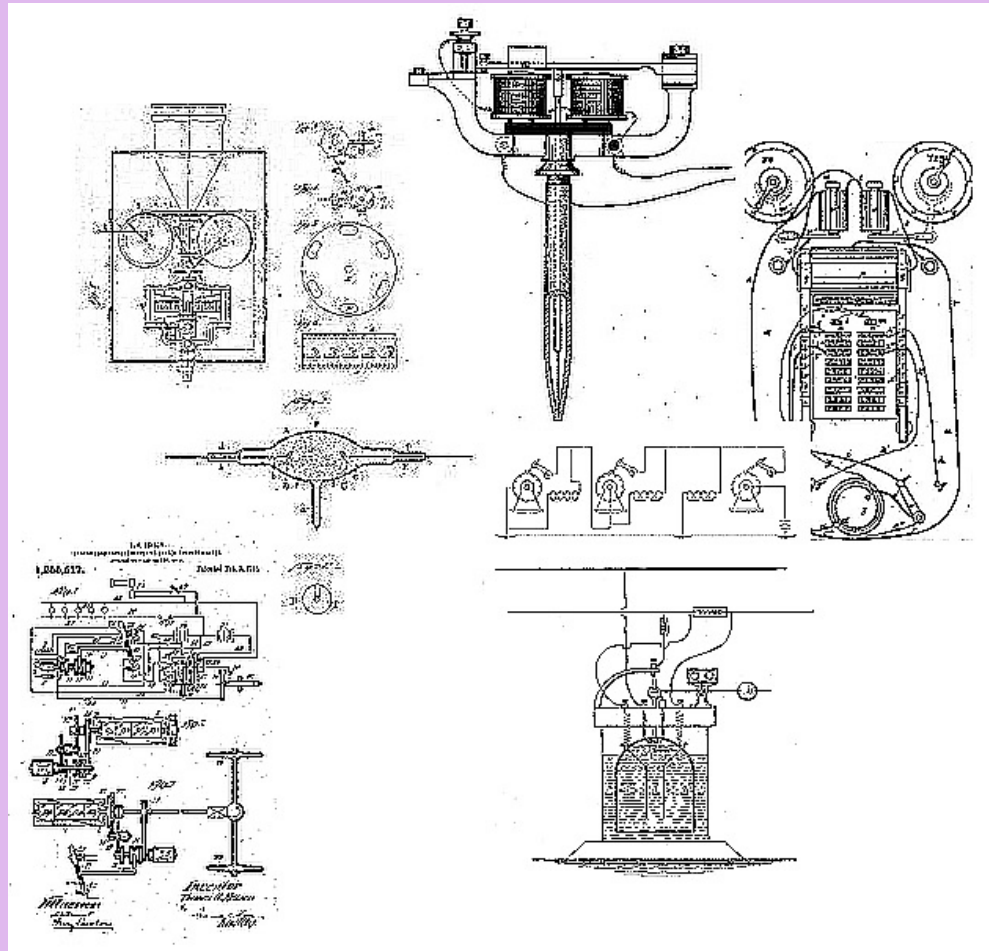
This country has problems and you can be part of the solution



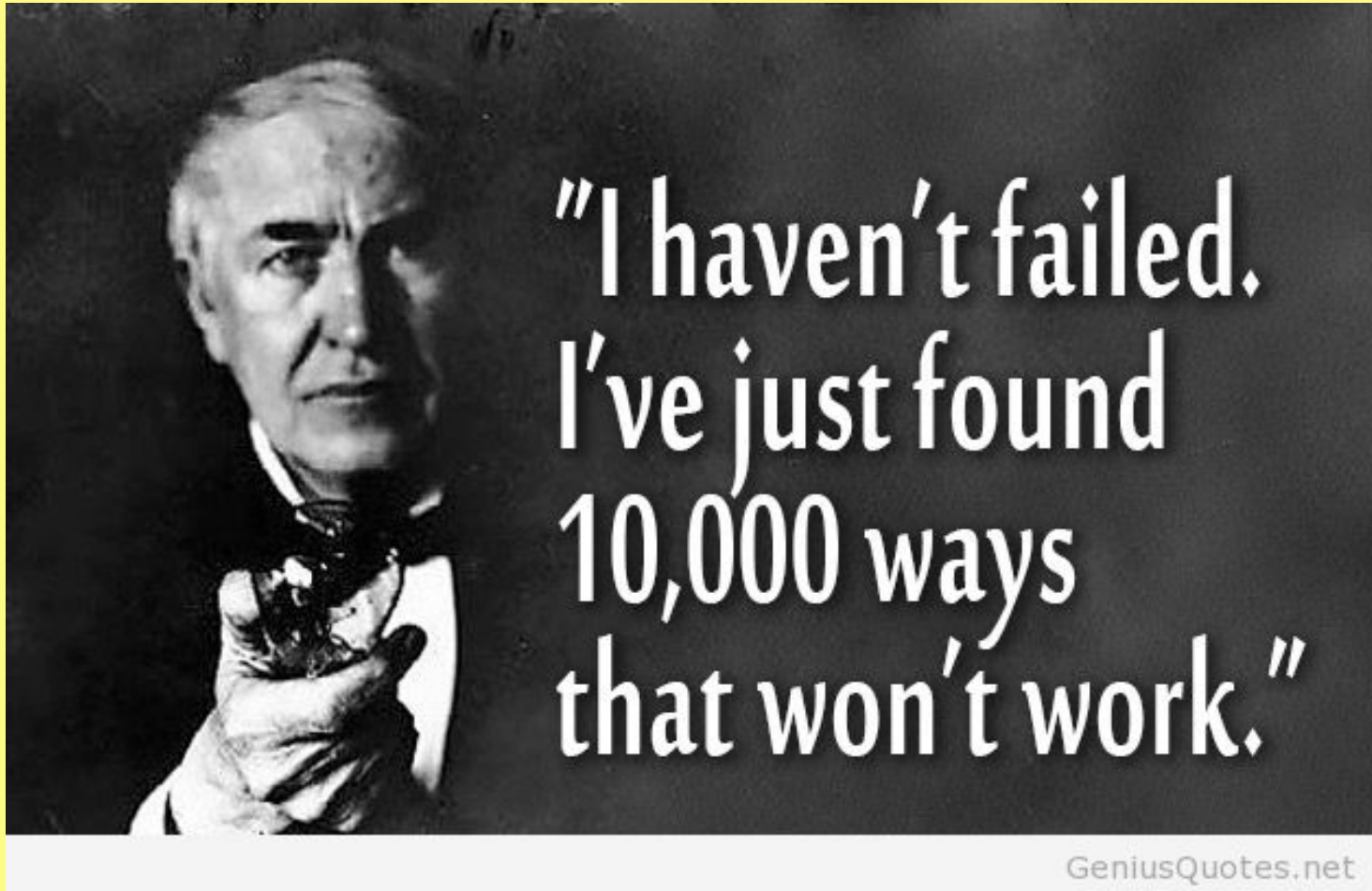
“Invention is 1% inspiration and 99% perspiration”



Edison's patents, over 2,000 !!!

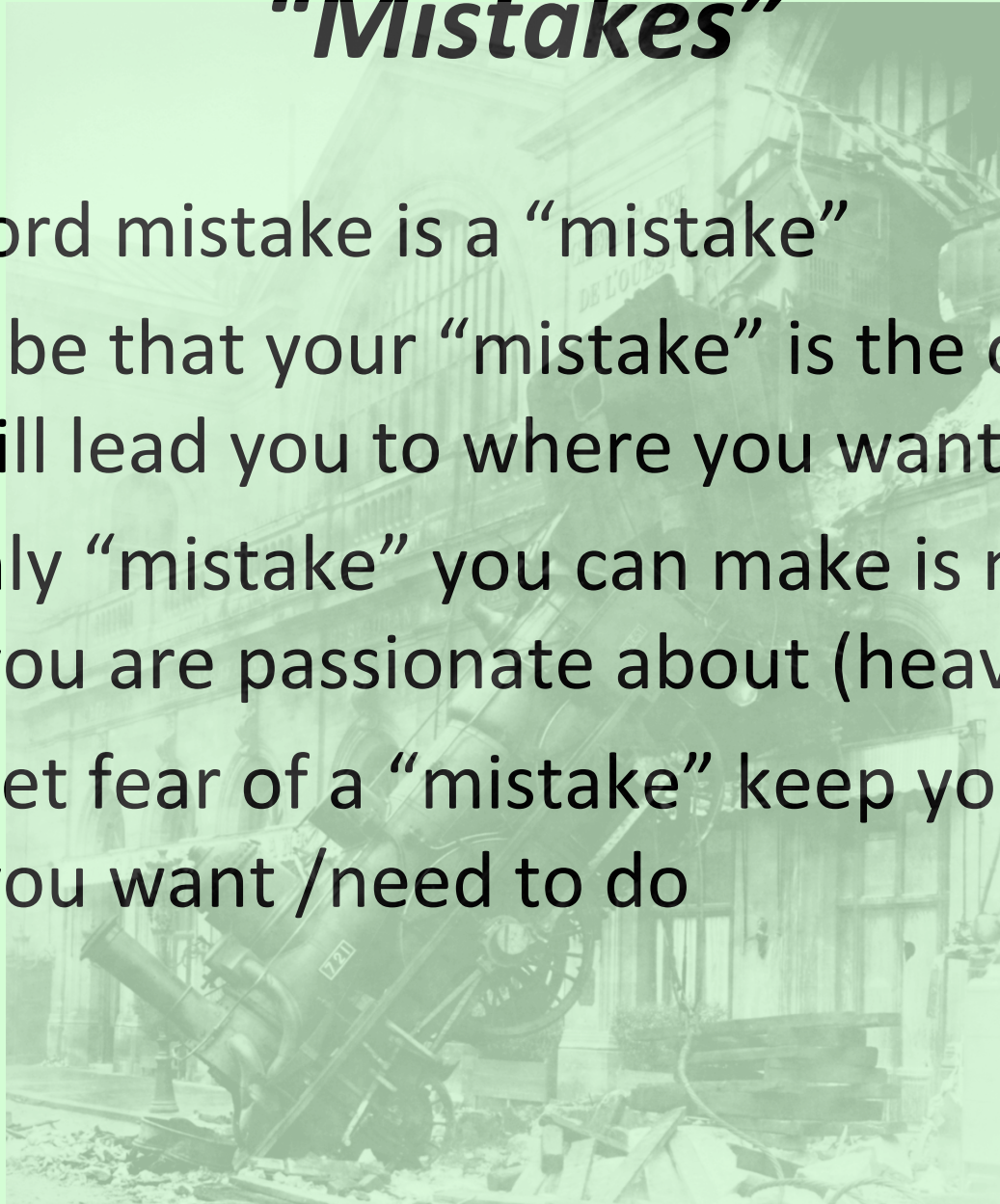


Edison's "Failures"

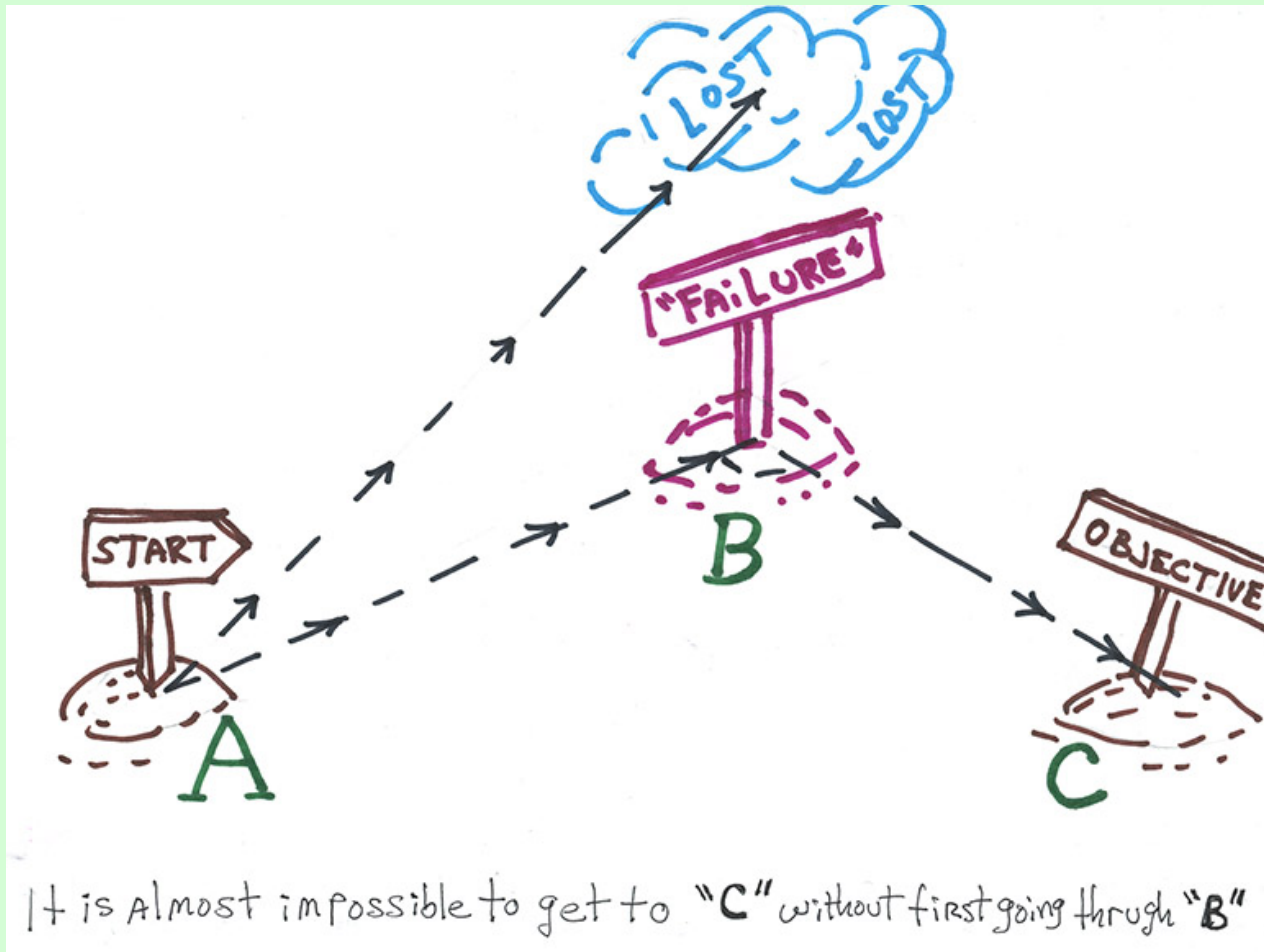


“Mistakes”

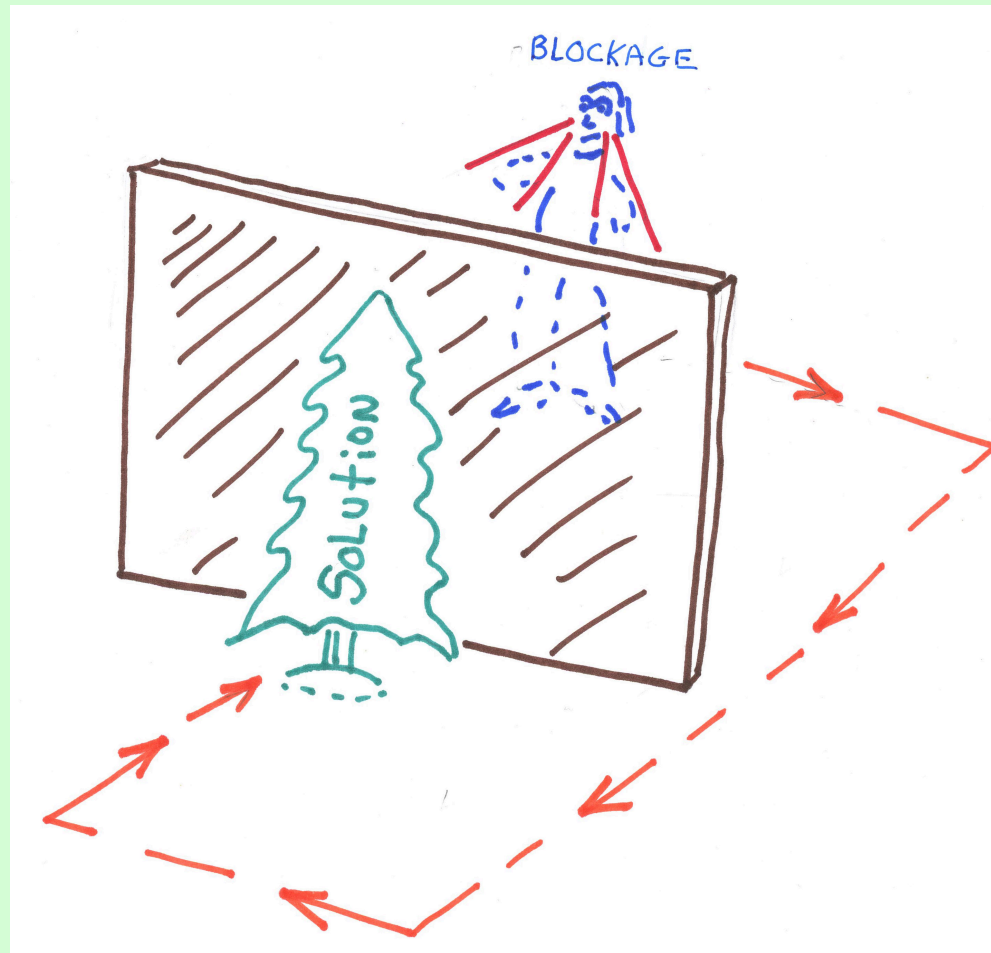
- The word mistake is a “mistake”
- It may be that your “mistake” is the only thing that will lead you to where you want to go
- The only “mistake” you can make is not to do what you are passionate about (heavy).
- Don’t let fear of a “mistake” keep you from what you want /need to do



The Route to Success travels through “Failure”



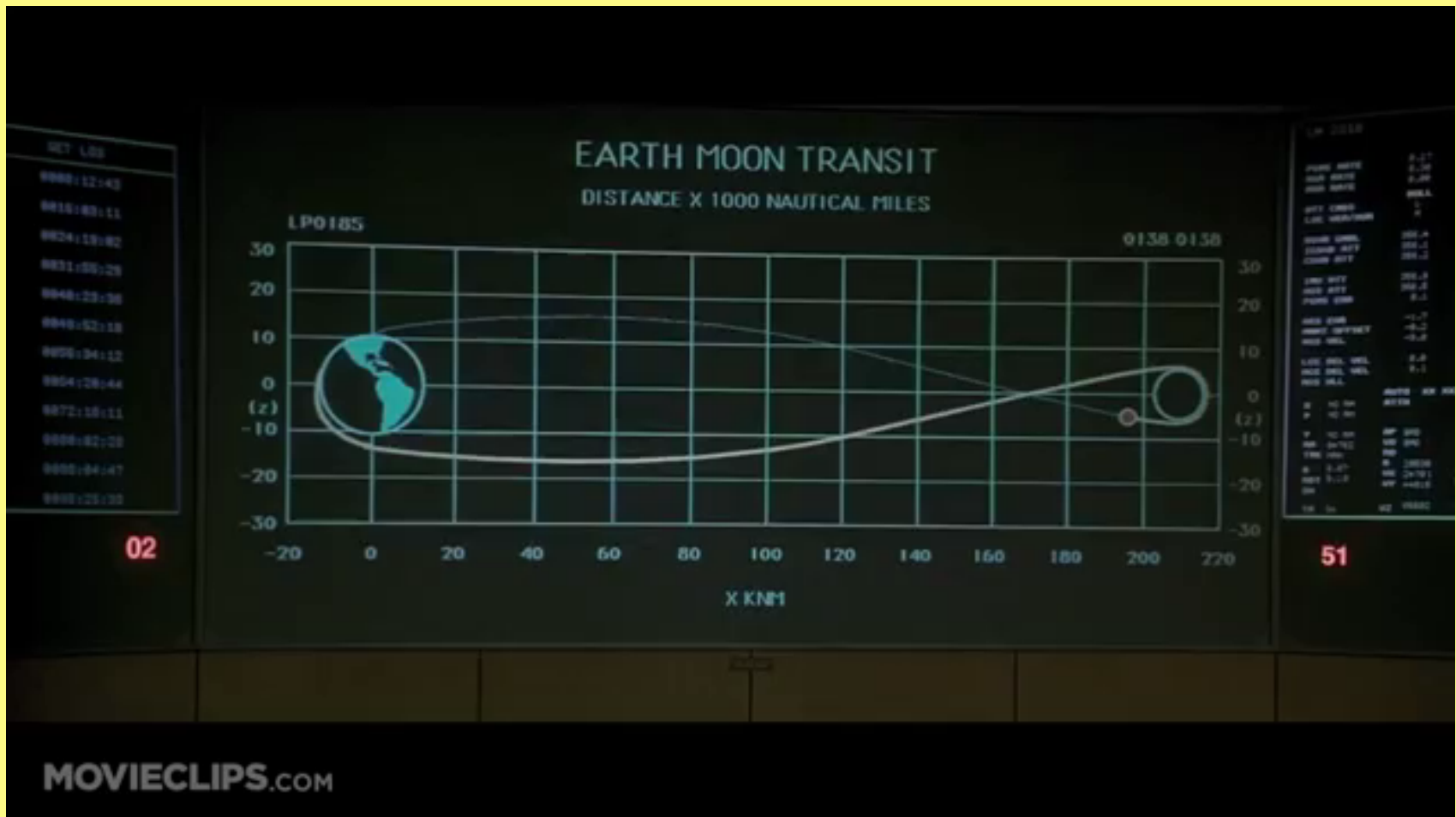
Sometimes all you need to do is look at the problem from a different point of view !!!!



Testing and Feedback

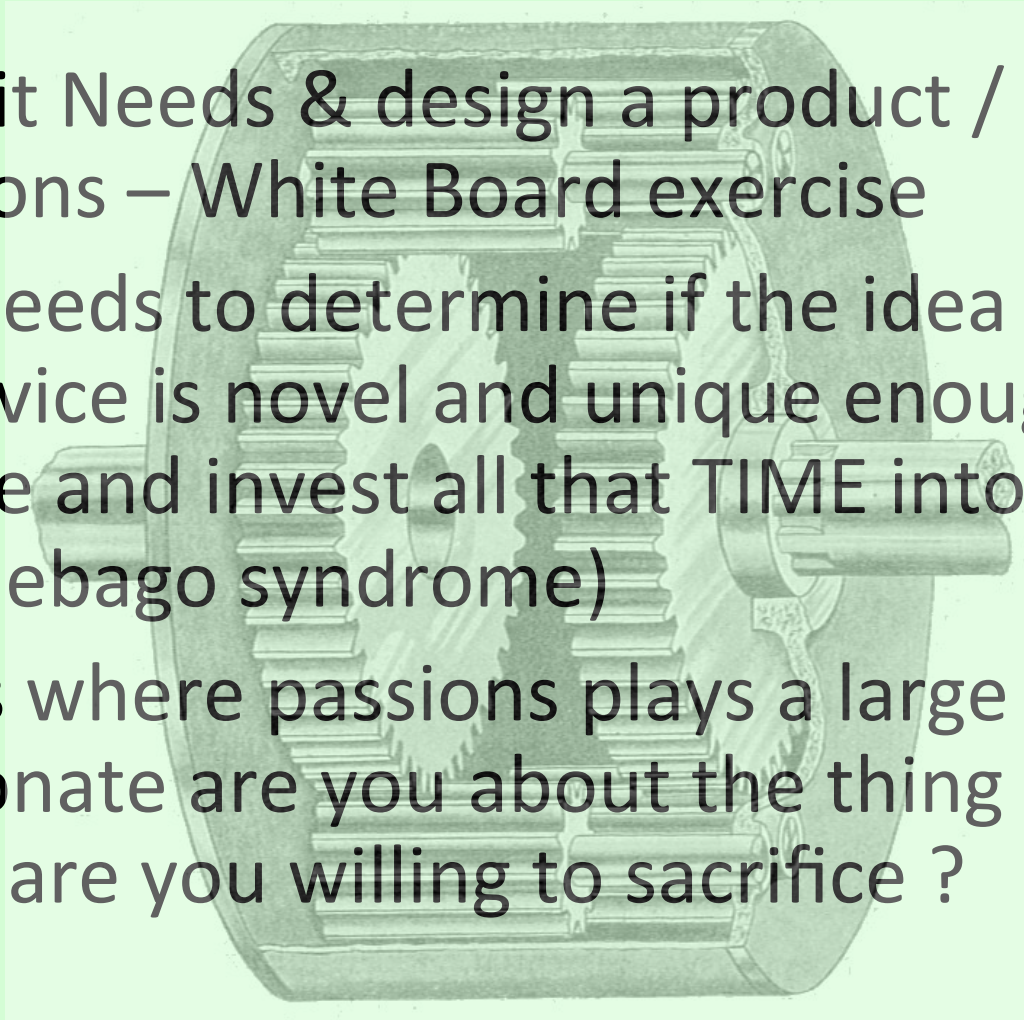
- When possible test your idea with non-related and non-friend-types for true objective criticism*
- Be careful with feedback, it can be the most constructive or destructive thing you can encounter.
- Most people don't know how to give truly objective and useful comments#
- # Example : "I hate red, why did you paint this red ?, everyone will hate it"
- It takes time and experience to sift through the good (and worthwhile) comments from just personal proclivities, biases and tendencies, asking peoples opinions is fraught with danger.
- Don't let a few bad comments keep you from your objective and yet don't be deaf and immune to overwhelming negative comments either.
- It takes true "maturity" and perspective to understand what is a worthwhile comment and what is garbage.
- * In some cases it is probably more beneficial to not subject one's self to the perils of public comments at all !!! (This is a heavy comment)

Apollo 13 – Creativity By Necessity



Class Exercise #9

- Submit Needs & design a product / service solutions – White Board exercise
- One needs to determine if the idea of product or service is novel and unique enough to pursue and invest all that TIME into (Winnebago syndrome)
- This is where passions plays a large role. How passionate are you about the thing ? How much are you willing to sacrifice ?



Applying your Ideas

Sometimes you invent stuff first but don't act fast enough to bring it to market !!!!

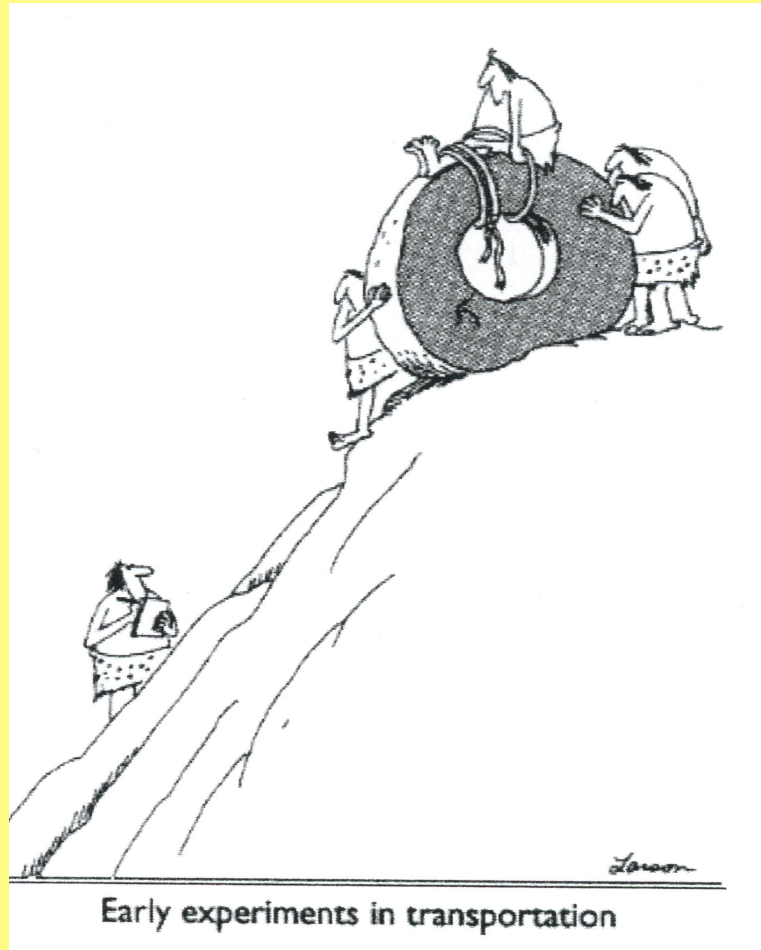
“The Mouth”



“Puddle Jumping”



The Far Side #2 - LOLOLOLO



Copyright, Patents & Trademarks

Copyright	Patent	Trademark
Costs \$40 / Copyright	Costs \$5 – 15K / Patent	Costs \$500 / Trademark
Protects the “Expression” of an idea	Protects the mechanics and totality of an invention	Protects the product name, e.g. “Apples to Apples”
Used primarily for art and lyrics	Used primarily for inventions	Used to protect the way a product is referred to
Somewhat “interpretive”, can lead to ambiguity	Very precise	In many ways it is the most powerful and cheapest way to protect what matters most
Does NOT guarantee protection	Does NOT guarantee protection	Does NOT guarantee protection

My US Patent (front page)


 US005918881A

United States Patent [19]

Kirby

[54] **PARTICIPANT SELECTION VIA
POLYHEDRON ARROW-INDICIA DISPLAY**

[76] Inventor: **Matthew A. Kirby**, 12503 Sundance
Ave., San Diego, Calif. 92129

[21] Appl. No.: **08/939,071**

[22] Filed: **Sep. 29, 1997**

[51] **Int. Cl.⁵** **A63F 9/04**

[52] **U.S. Cl.** **273/146**

[58] **Field of Search** 273/146, 243,
273/242, 248-255, 260, 262

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#416,725; Filed: Mar. 24, 1997.

Primary Examiner—Benjamin H. Layno

[11] **Patent Number:** **5,918,881**

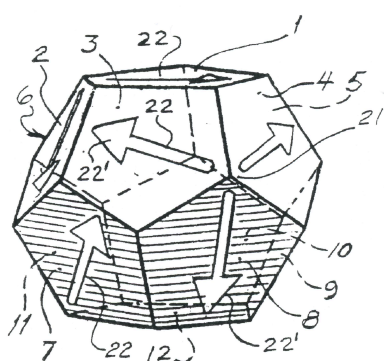
[45] **Date of Patent:** **Jul. 6, 1999**

Attorney, Agent, or Firm—Inventech/USA

[57] **ABSTRACT**

The invention sets forth an improved procedure and facile supporting apparatus, enabling players in a game for example, to make unbiased determination by sole virtue of chance, (as a random pointer-device employed in place of a traditional spinner), as to whom shall be the player selected for virtually any imaginable purpose. The apparatus is a platonic-solid,—that is, having equal faces, equal vertices, equal dihedral-angles between the faces. This regular polyhedron, can be any type of 3-dimensional shape having six or more equally shaped preferably planar facets; such as for example a hexahedron(6-sides), an octahedron(8-sides), a decahedron(10-sides), a icosahedron (20-sides); —yet most preferably, a dodecahedron(12-sides) owing to it's compromise of facet transitions causing the die to roll sufficiently as to be uncontrollable (versus a tetrahedron, which equilateral 4-sides really don't want to tumble-roll much at all), yet not so close to a sphere as a tricontahedron which tends to roll on excessively. The notion being to provide arrow-indicia upon the different facets which are arranged in various directions, whereby the aiming of the arrow unpredictably arriving at the apex-facet, or mesa, when the die stops tumbling determines who the selected player is.

20 Claims, 1 Drawing Sheet



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“Poor Man’s Patent”

Fully Document your Idea with directions, rules, text, etc.

Fully Illustrate your idea with pictures, illustrations, ect.

Pack all this together into a package

Mail the package to yourself, Mail it
Registered US Mail

When the package arrive put it away in
a safe place

Don’t open it until you need it (Legally)

Registered No.		Date Stamp
To Be Completed By Post Office	Reg. Fee \$	Special Delivery \$
	Handling Charge \$	Return Receipt \$
	Postage \$	Restricted Delivery \$
	Received by	
To Be Completed By Customer (Please Print) All Entries Must Be in Ballpoint or Typed	Customer Must Declare Full Value \$	☐ With Postal Insurance ☐ Without Postal Insurance
	FROM	TO
PS Form 3806, February 1995		Receipt for Registered Mail (Customer Copy) (See Information on Reverse)

Business Strategy Options

Method	Revenues	PRO	CON
Manufacture the Product or perform the Service yourself	100% of Revenue “Revenue” = Sales - Costs	Complete Control Most Potential Most Exciting	Most Commitment Most Capital at risk Forced to work with others (usually) “Winnebago Syndrome”
Use Kickstarter to fund the Product or Service	100% of Revenue – commitments to pledges	Complete Control Get Capital from others Most Potential	Spending A LOT of time with all the documentation, videos, pledge relationships. Many times all the work is NOT WORTH the time
License the Product to an existing company	Usually the license is for 3% - 10% of net wholesale sales	Least Capital at risk NO involvement, “getting paid to go to the mailbox”	Almost NO control No “excitement”