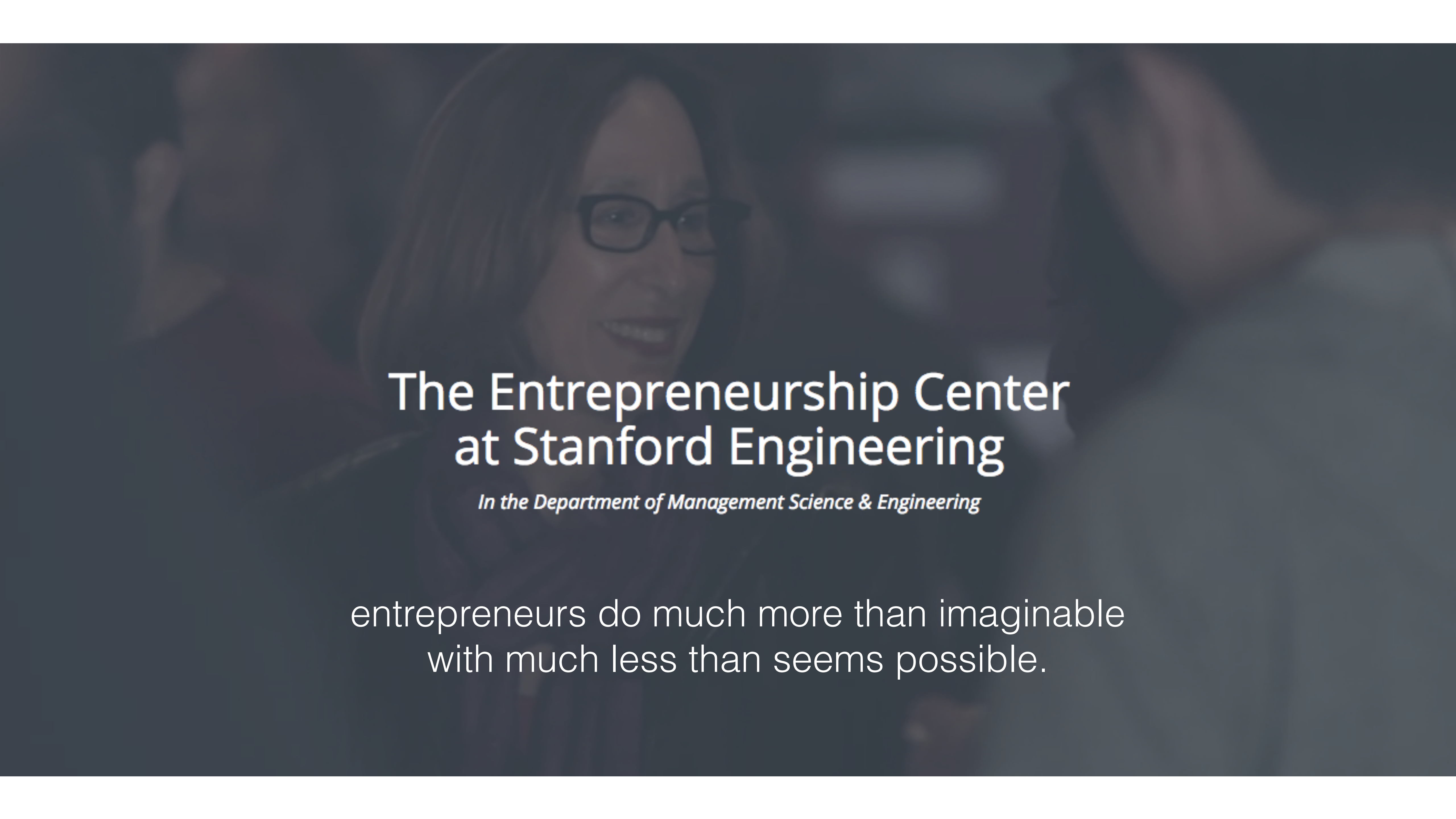


The Entrepreneurship Center at Stanford Engineering

In the Department of Management Science & Engineering





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entrepreneurs do much more than imaginable
with much less than seems possible.

InsightOut

Get Ideas out of Your Head
and into the World



Tina Seelig

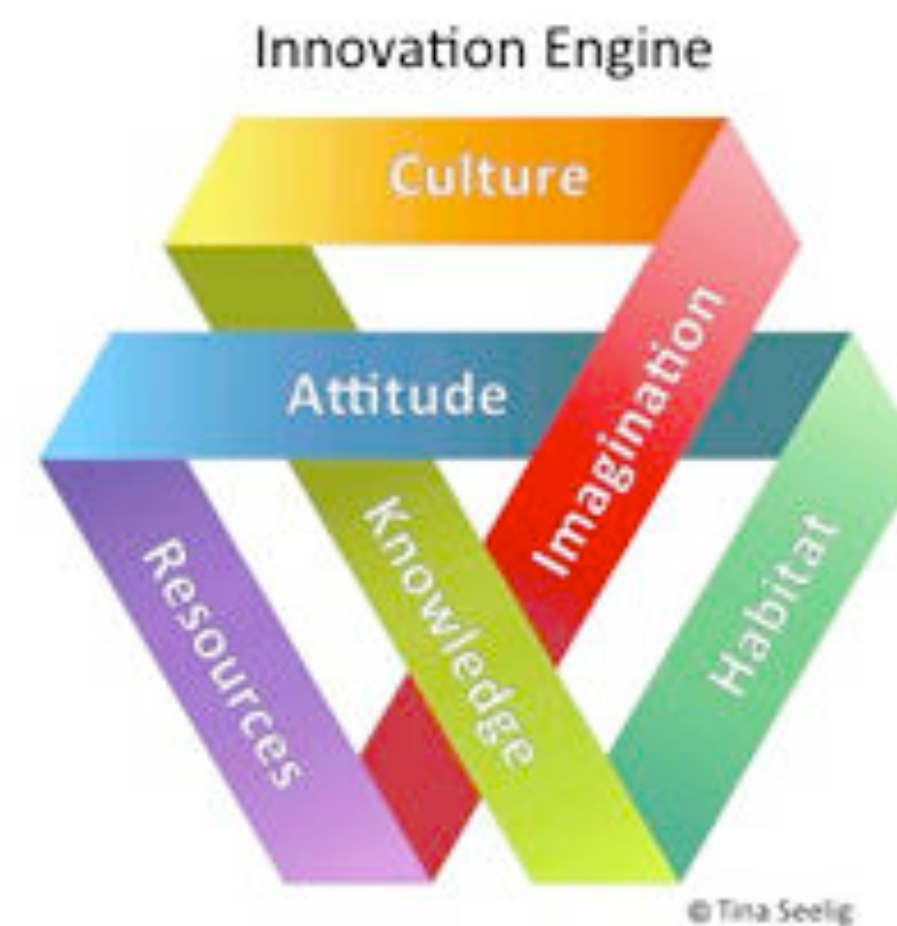
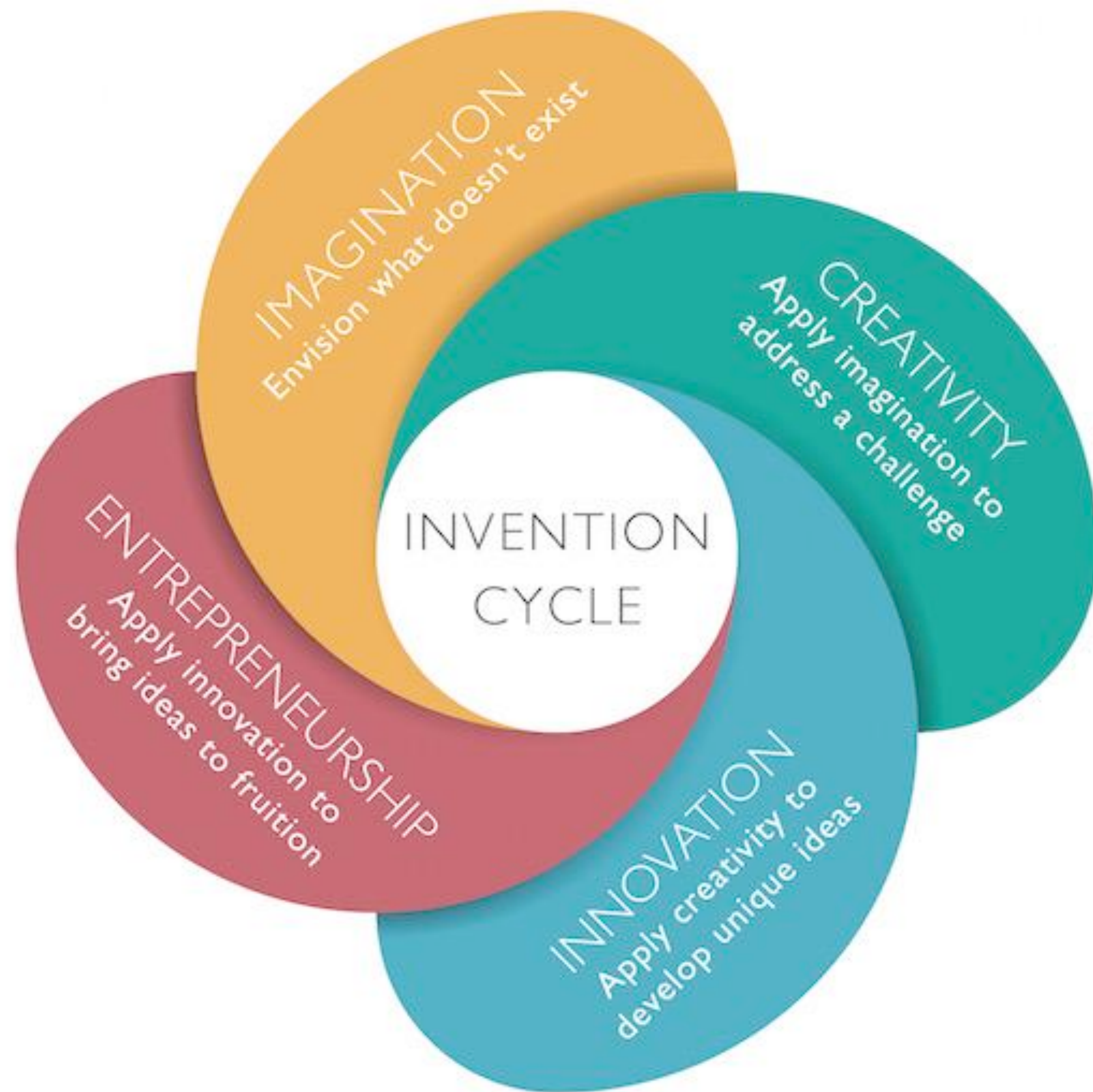
INTERNATIONAL BESTSELLING AUTHOR OF

What I Wish I Knew When I Was 20

UNABRIDGED | READ BY ELIZA FOSS

Creativity

Apply imagination
to address a challenge



IMAGINATION — envision what doesn't [yet] exist.

— leads to

CREATIVITY — apply imagination to address a challenge or solve a problem.

— leads to

INNOVATION — applying creativity to come up with a unique solution.

— leads to

ENTREPRENEURSHIP — apply innovation to bring new ideas to fruition i.e., to the world.

attitudes
engaging

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envisioning
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IMAGINATION

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CREATIVITY

— leads to

INNOVATION

— leads to

ENTREPRENEURSHIP

DESIGN

+

TECHNOLOGY

=

BUSINESS

SYNERGY

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every problem is an opportunity.
the bigger the problem, the bigger the opportunity.