COLLABORATIVE LEARNING

CREATIVITY IN FINANCE

JAMSHID ALAMUTI
FOUNDER & CEO, NEURALJAM
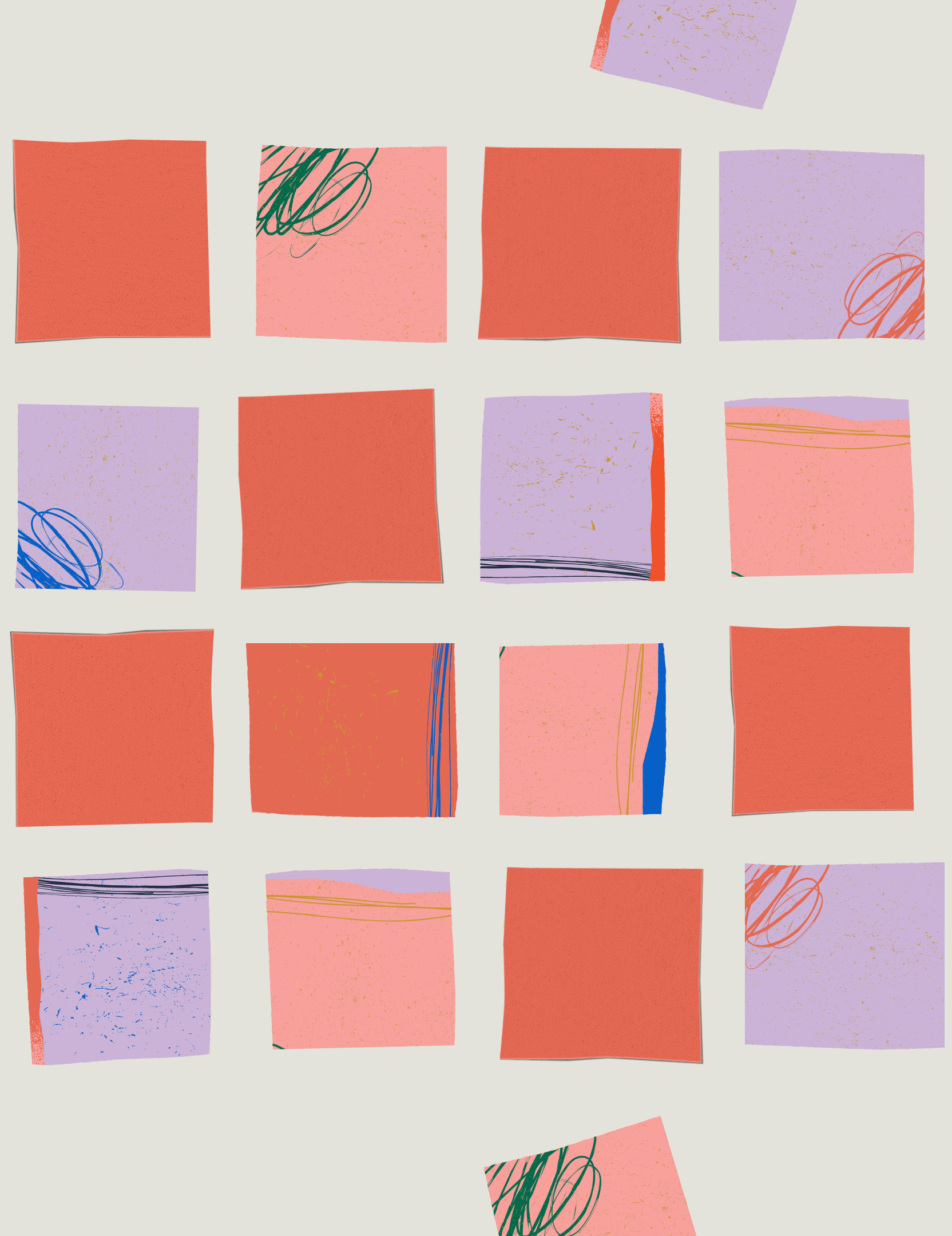
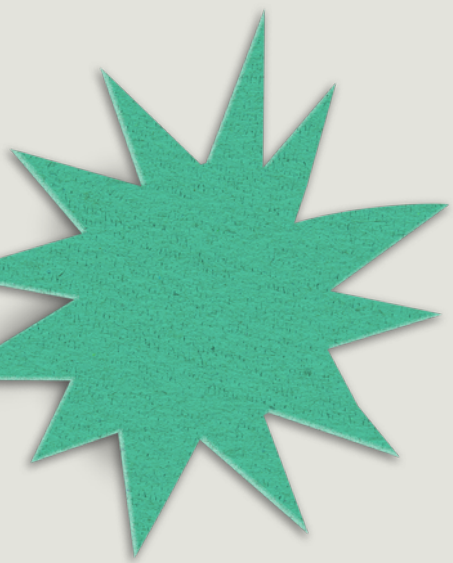WORKSHOP

LET'S BUILD A PRODUCT FOR GEN Z

Empathize with your users, and Gen Z-ers will flock to your product:
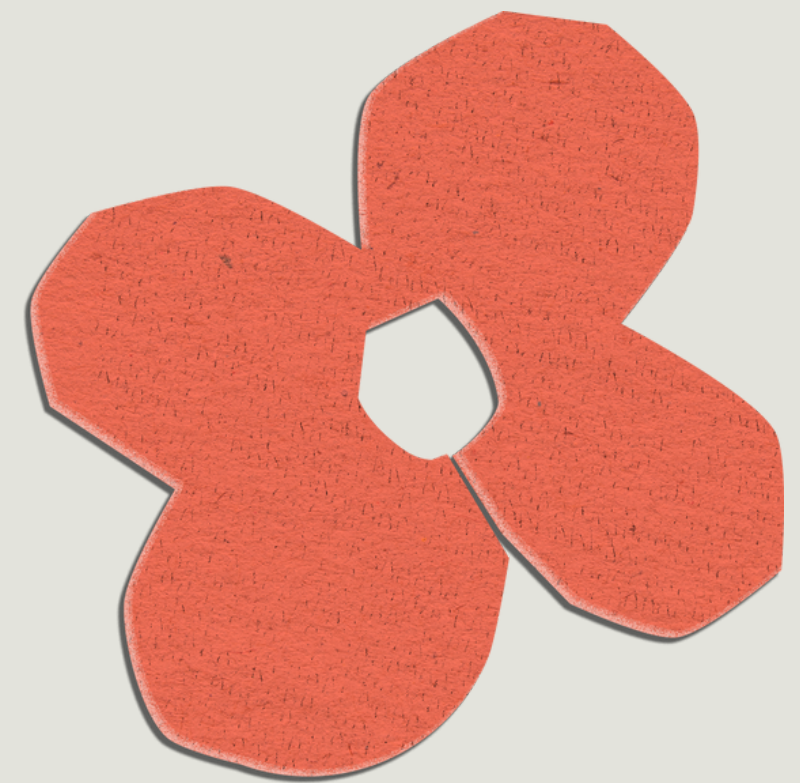
THEY WILL ASK YOUR BRAND:

What's your mission and vision?

Are you here to genuinely help me, or try to rip me off?

Are you involved in charitable work?

Are you ethical and inclusive?

CREATIVITY FRAME FOR TODAY

BE THE CHILD IN YOU.

WORKING WITH NUMBERS HAS ALWAYS BEEN EXTREMELY CREATIVE!

DON'T FEAR FAILURE TODAY. NOTHING WILL HAPPEN.

DARE! NOTHING YOU SAY IS WRONG.

SHARE!

THE BRAINSTORMING TOOL FOR TODAY

Six hats of De Bono

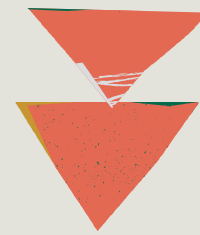|		
WHITE HAT	· Objectivity · Fact-finding	Wear the white hat to focus objectively on the available facts and figures.
RED HAT	· Passion · Intuition · Emotions	Wear the red hat to look at the problem using intuition, gut reaction, and emotion
BLACK HAT	· Caution · Pessimism · Somberness	Wear the black hat to be vigilant and consider the negative sides of the event, issue, or problem.
YELLOW HAT	· Hope · Optimism	Wear the yellow hat to think positively. Consider all the benefits of the circumstances.
GREEN HAT	· Creativity · Inventiveness	Wear the green hat to get creative and invent new approaches.
BLUE HAT	· Direction · Synthesis · Organization	Wear the blue hat to perform meta thinking. Scrutinize and direct discussion. Synthesize all viewpoints.

BRAINSTORMING - PRETOTYPING

- Gather tons of ideas
- Kill as many of them as you can
- Create a one pager to sell the ones that last

CREATIVITY ALWAYS CHALLENGES

A question already holds domination, and control.
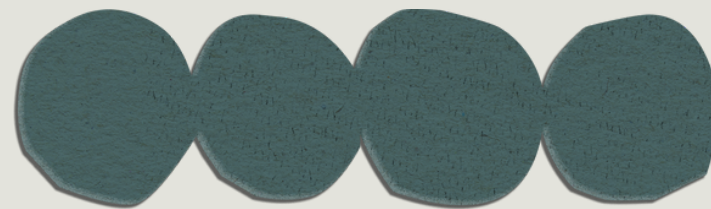By answering the question, we accept the
premise it sets.

Challenge the question.

IF YOU DON'T HAVE AN ANSWER

The question is more important than the answer.

The process of finding the answer is more important than the answer.

WHAT WE LOOK FOR

A Fintech App that is:

- Smooth
- Fun
- intuitive

AREAS TO CHOOSE FROM

DeFi - Decentralized Finance offers financial instruments without relying on intermediaries such as brokerages, banks, and others by using smart contracts on a blockchain.

Programmable Money

ReFi - Regenerative Finance uses money as a tool to solve systemic problems and regenerate communities and natural environments.

THANK YOU!

JAMSHID ALAMUTI
FOUNDER & CEO, NEURALJAM