

WE MEET AT LAST ...

Smart
SPRINT
IDEAS & INNOVATION



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The most exhilarating part of taking an Innovation to Market from Lock Down is that I eventually get to meet the *real* people that I believed I was finding solutions for at the time. And then *Engage* with *Show & Tells* to really test my first product range in real life. The response has been so encouraging and I'm over the moon when I hear - "Oh Wow, *this IS a great idea!!*" Now, all I've got to do is another 'million or so hours' to create informative videos and content - and teach all that I have learnt along the way (*pardon my OCD!*). Innovation it would seem, is a constant Work-in-Progress.

My first such innovation enables and empowers one to go further, albeit with a degree of self-initiative too, because learning is the Jet-fuel for getting ahead after all. And then, there's LinkedIn Learning which teaches like none other!

Looking back over the hard-yards of Ideation pertinent to the first Level 5 Lock Down, I realised anew that I really do enjoy a *Hot Cuppa*. Utterly content, I'm then able to leave the world behind and immerse myself in the creative *What If scenarios* to address problems in a way that leads to more creative outcomes of inspired effective solutions. There's also a yearning to utilise 'last life' Lessons, Values, Qualifications (yes, I even re-read some dusty past textbooks cluttering up the garage) and, with a mad dash of *Deep Smart eccentricity*, pioneer some new thinking. Otherwise I would have to cook or wash dishes and I enjoy neither.

Whilst Covid was disrupting and devastating any number of lives I too was plodding along wearily, determined to reinstate our Dignity, Privacy, Professionalism and in particular, our Home Sanctuary in the Online Business World. At the time not much was known about Zoom, but it certainly ticked all the right blocks for my forward vision.

My first product range is designed to *Empower* everyone in front of a camera or computer's eye who now have to engage professionally in the new Online world post-pandemic. Algorithms are not going to get you there without ongoing morphing and ghosting. For this reason, I worked on creating a wrinkle-free, reliable, easy 1-2-3 product range of green screens *to use at home*, some of which are even fully washable, always-taut and thus ideal for Live Streaming. And NO ironing was ever required - I have the same aversion to ironing as I have to dishes. In essence, it is a Creative Paradise come true. All it takes is a bit of know-how, through our *Game Changer packages* and YOU.

The journey of an Entrepreneur (and more particularly in Lock Down when resource was limited and we never really knew when we would emerge), is a rather isolated road of experiences, trial and error, introspection and oddly enough, overwhelm and despair. Ofttimes it was [Douglas Kruger's](#) YouTube Channel e.g. Dear Depressed and Discouraged Entrepreneur, and his many books that thankfully ushered in a new wave of energy, creative thinking and, another cup of tea!

May these experiences light a candle in the heart of another weary-warrior on a similar journey.



Then too, grappling with the practicalities of interpreting an innovation into a more formal Brand structure with a technical cadence that allowed new ideas and future products to evolve as the market received them - was quite a challenge. I didn't even know what questions to ask myself (as a Graphic Design Major) or the ubiquitous Google. One fine day I stumbled upon a LinkedIn Post by [Nour Alhamwi](#) (Graphic Designer) that described a Mother Brand in a different way and I happily set to work to create the wire frame of what has since become Smart Sprint : Ideas & Innovation, with 3x products in the Green Screen Queen's product range.

The name emerged as I sprinted into the closing doors of the bank for the brief time that it was open between Lock-down Levels. Panting heavily (i.e. my lazy bones revealing my Lock Down secrets) I asked to open a business bank account and was dumbfounded when asked about the business name! As we unpacked what the product did and didn't do I arrived at the realisation that *Smart* was about the Online technology that was all so new at the time, and *Sprint* was honestly about the fast running to commission prototypes, open a bank account and get a desperately needed haircut at someone's house on the FB Group, all within curfew hours. *Smart Sprint : Ideas & Innovation* was all it could reasonably be. It was also April Fool's Day in 2020!

It is in these nostalgic yet liberating moments that I look back to the Internet's functionality, the people mentioned and the many other educational resources to whom I owe a debt of gratitude and respect. I really wanted to get my Innovation to market because I believed so much in it's value to deliver what I had envisaged - and through the aforementioned *Collective*, I was able to realise that ambition.

There are still many lessons to be learned along the way, but some can only be learnt out in the big wide world as I gingerly embark on this debut. Thinking aloud I would want to say, *play nicely* : Shop Local - SA really needs a forward-moving economy of people like me and you, and that too was its noble intention. And yes, we will export too.

As the Innovator of the range, I can now provide Corporate Consulting and of course, anything *Green Screen Queen* - from sizes to advice, to Home Studios and more. No ironing of course, just plain sailing all the way. The *Luxury of Convenience* it most certainly is. *Motivational Speaking* is included in this outcome, I do have the Badge, *authentically*.

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