

My Path to the Prize – How FOMO helped me win a Herox Challenge

In my effort to ensure that this article is the most amazing thing you have ever read, let me start my story with a quote by Natasha Josefowitz – *“What is luck? It is not only chance, it is also creating the opportunity, recognizing it when it is there, and taking it when it comes.”*

Most of us have heard about this new age expression “FOMO” which as Wikipedia explains it, “is a social angst characterized by a desire to stay continually connected with what others are doing”. We all tend to fixate on different things in our lives. However, what if I tell you that this fixation helped me in winning a Herox challenge. Fret Not! there is a clear connection between my obsession and my participation in the challenge(I’ll tel you the “how” along the way).

One of the things you should know about me is that I spend most of my free time exploring theories and articles forecasting the future. One such exploration introduced me to Mr. Peter Diamandis. In 2014, he was named one of "The World’s 50 Greatest Leaders" – by Fortune Magazine and he is also the New York Times Bestselling author of **Abundance –The Future Is Better Than You Think**. I subscribed to his blogposts and used to wait impatiently for his opinion on the exponential technologies which will be a part of our future. Reading about all these innovations on a regular basis became an addiction to a level where it automatically became a part of my daily schedule to keep myself updated on the next big thing...hence the FOMO. Following such great leaders, you gain a lot of knowledge on how the world should or could be and then they paint that picture so vividly that you would crave for more. It is a exciting experience to watch most of the ideas once termed as science fiction transform as science facts now.

Few months ago during my normal routine hunting for updates on the next big thing, I received a subscription mail from Mr. Peter Diamandis titled “This inspired me...”. He spoke about the three books that inspired him and also mentioned about his autobiography “How to Make a Spaceship” written by Julian Guthrie. He also mentioned about a competition associated with the promotion of this book. Below is the screenshot of the challenge received in the mail.

How do you win?

Simple. Go to this website: <https://herox.com/spaceship>

Watch the video and then register for the competition.

You'll get a unique Amazon code that you can send out to friends, family and colleagues. Every time a member of your community buys a book, you'll score points.

The competition is live now, and will run until October 5.

You'll be able to track your progress on a leaderboard, and Julian will award prizes to over 100 winners. The person who sells the most books gets their choice of any three prizes from the list. The next finisher chooses two from what's left, and so on.

Plus, everyone who participates and sells at least 5 copies of the book before Sept. 20 will join me for a VIP Google Hangout where you can ask me any question you want.

BUT MOST IMPORTANTLY...

For every book you sell, Julian & Random House will deliver a *free additional hardcover copy* of the book to a high school STEM student.

Specifically, the goal is put a copy of *How to Make A Spaceship* in the hands of the top 4,000 high school FIRST Robotics teams (Dean Kamen's competition) to help inspire the next generation... for me, this is part of the "pay it forward" mindset.

So please get involved, and inspire the next generation of entrepreneurs.

Go here to learn more: <https://herox.com/spaceship>

Register, tell your friends, win prizes, pay it forward.

Onward and upward.

Peter

Eventhough the challenge was very interesting, HeroX.com caught my attention. I had never heard about it before. I was aware of the Xprize foundation but Herox was an alien concept. That intrigued me and further research helped me understand the concept of HeroX – as a cross between XPrize and Kickstarter, and enables the crowd to create their own challenges and then eventually crowdfund them.

Here's what Mr. Peter Diamandis had to say about HeroX – <https://youtu.be/d8byBB17Clo> . The best thing about the video that made me explore the website more was his statement towards the end about HeroX “ *To give you a platform to demonstrate to the world what you can do and in success you will win the competition and ultimately you will have the knowledge that you have changed humanity and that you have done what you know in your heart you could do*”

This gave me the necessary motivation to research more about the website. I was impressed with the variety of challenges on topics ranging from Animal welfare to Municipal Development, Education, Youth etc and also the global participation on the challenges. It was then that I saw a challenge by Berenyi group called **“Patterns for Success.”** The challenge here was to design a leadership and training program to boost the successes of small business owners especially in three focus areas namely – Strategy , Leadership & Culture. The challenge was to create a series of tools that will help DIY entrepreneurs form viable strategies for their businesses, lead their employees to success and create winning cultures within their companies. More details about the challenge are available on the following link <https://herox.com/PatternsForSuccess> .

As a corporate employee who has worked with the businesses ranging from Major Financial institutions, E-commerce giants and Real estate businesses, Strategy was my forte in the given topics. I wasted no time and accepted the challenge. I spent the next few days in the shoes of a DIY Business owner. What would they need to know to build a strategy that is failure-proof given the amount of competition and the ever changing political situation.

One of the challenges I faced was the size limit for the content. Strategy is a widely spoken about topic with various theories, hence I could not finish it in one go. Since I was partially writing content day after day, I had to edit it and then re-edit it. Then add more content and realise that the whole thing does not flow and then I had to go back to what I edited already and re-edit it to suit what follows and so on. At times, it felt like I was a character in the thriller movie “Vantage Point” where the same event is revisited from various participant’s point of view.

I solved this problem by categorizing strategy from the perspective of a new entrepreneur. So I built the tools which would be necessary for an entrepreneur who is setting up his/her business for the first time. The motivation which kept me going during this period was the end result. I was always overwhelmed with the hope that if my entry wins the challenge then I get my chance to impact the world in a positive way. Half way around the globe a DIY entrepreneur would be using these tools to create their own strategy. This was the achievement which would be equal to me winning the tour de france title which is something I consider one of the toughest challenges of our times.

My family and friends extended their support in all ways possible. I must admit there have been times when I had my doubts. I often kept questioning myself on the chances of winning this competition. The innovators in the challenge were

from all parts of the world. However, the quote mentioned in the beginning of this article kept me going. I felt that this was an opportunity for me to be a part of something bigger with a purpose and this was my chance to contribute my ideas.

Once I submitted my entry, the next part was to patiently wait for the result. After a couple of days, I received a mail from Liz about my entry winning the prize for Strategy. I must say, it was the best feeling ever. As years go by, year 2016 will forever be in my memories as the year of achievement – when my ambition to impact the world became true. This experience helped me believe that when you uncover your passion, give it your complete focus and that is when my friends the magic happens. This is my story - Path to the Prize in an innovation challenge with Herox.