

Disruption Canvas™

2. Intelligence Gathering	1. Purpose Statement	3. Customer Profiling
<ul style="list-style-type: none"> • Catalog disruptive threats, sorted by threat severity • Focus on industries that are fat & lazy. In what industries are companies, producers, or brokers pocketing too much money for the value they add, victimizing consumers or others along the supply chain? • Big companies focused on EPS results are easy targets • Tasks that are overly time-consuming, complex, expensive • Some industries are ready for disruption, while others are cemented in the past by laws that protect the incumbents and are not changing any time soon, in the absence of a surprise “black swan” event 	<p>Pick one or more of: 1) Take market share from competitors, 2) Create new markets, 3) Design & produce products that revolutionize lives/industries/knowledge, 4) Attack a parent company or traditional market, 5) Disrupt dominant market brands, 6) Make the world better/fairer/smarter/cleaner/healthier, 7) Generate profit that is self-sustaining/enriching/empowering, 8) Reward investors, shareholders & staff, 9) Benefit all three groups - customers, suppliers & the company, 10) Attack an existing market dominated by entrenched incumbents that are inefficient, expensive or both</p>	<p>The attitude, “If it ain’t broke, don’t fix it” is the enemy of disruptive thinking. It’s the seemingly unbroken aspects of a situation that provide the richest opportunities for innovation. They tend to be the things we ignore, precisely because they don’t change. It’s more effective to start by identifying something in your business that’s not necessarily a problem, in a place where others wouldn’t expect to look. In other words, think about what usually gets ignored, pay attention to what’s not obvious, and start with things that ain’t broke but that could make a customer’s life 10x better. Taxi customers weren’t exactly threatening revolution when Uber launched.</p>
	<th data-bbox="813 600 2178 705">4. Disruption Ideation</th>	
<th data-bbox="130 1094 813 1178">5. MVP Design</th>	5. MVP Design	
<ul style="list-style-type: none"> • Dramatically reduce complexity (at least 10x better) • Make stupid objects smart • Make loyalty dramatically easier than disloyalty • NEVER make a customer do something YOU can do for them • Transparency - no spin • Incorporate Gamification • Cut prices 90 percent (or more) • An MVP has value to your customers, so they should pay • If customers won’t pay for your MVP go back to the drawing board. You either have a dud idea or your MVP is just a concept demo 	<th data-bbox="813 1094 2178 1178">7. MVP Launch/Measure</th>	7. MVP Launch/Measure
<p>Generally speaking, all commercial offerings progress sequentially through four stages: introduction, growth, maturity, and decline. Your focus right now is on the introduction, the official birth of your disruptive idea. Focusing on the introduction stage means that you’ll need to work closely with early adopters to refine and tune your idea before it gets anywhere near a mainstream market. Why? Because, for a disruptive idea to really take off, you must introduce it to people who have the motivation to appreciate the change in status quo. These people like being part of disruptive change, and if you succeed, they’ll tell the next group, which will pass the word on to the mass market. Keep in mind that early markets are small, so don’t focus your pitch on convincing your audience of how huge a potential market is. Only mainstream markets are huge, and disruptive ideas never get their start in mainstream markets. Promising that is a sure-fire way to lose credibility with your audience. So, think small and target only early adopters where you can make an impact with what Gary Hamel calls, “revolutionary goals, but evolutionary steps....”</p>	<th data-bbox="2178 1094 2864 1178">6. Scale-Up Modeling</th>	6. Scale-Up Modeling
<p>Disruption can’t occur without scalability. All disruptive ideas must be tested for true scalability and in so doing identify the bottlenecks that could constrain growth. Creating a reliable model will almost always require multiple concurrent tests.</p> <p>Understand at what ‘x’ factor growth your solution will grind to halt. Is it 2x, 10x, 100x ? How will you remove the bottleneck ? What will that cost and how long will it take ? A truly Disruptive business will have a clear path to limitless growth.</p>		