

Concept disruptiveness test

Team: _____

Does your new concept have any radical or disruptive potential?

Answer the following questions to find out if your new team concept genuinely has disruptive, radical, or architectural innovation potential to generate entirely new growth.

Concept name

1

New market disruption potential?

Is there a large population of people who historically have not had the money, equipment, or skill to do this new thing for themselves?

NO ←————→ YES

Would they pay someone with more expertise to do it for them?

NO ←————→ YES

To use the new product or service, do customers need to go to an inconvenient centralized location?

NO ←————→ YES

2

Potential for low-end disruption?

Are there potential customers at the low end of the market who would be happy to purchase your new product or service with lesser performance at a lower price?

NO ←————→ YES

Can we potentially create a business model that enables us to earn attractive profits at discounted prices in order to win the business of these lower-end customers?

NO ←————→ YES

3

Impact on existing companies?

Is this innovation disruptive to **ALL** of the biggest incumbent firms within this particular industry?

NO ←————→ YES

4

Results

If you answered **YES** to all **6** questions, congratulations! Your idea has genuine potential to disrupt your industry.

TOTAL

If you answered **NO** to any of the questions, revisit your idea post-its to create a more disruptive or radical concept card!

NO ←————→ YES