

Concept disruptiveness test

Concept name

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.

1 New market disruption potential?

NO YES

- > Is there a large population of people who historically have not had the money, equipment, or skill to do this new thing for themselves?
- > Would they pay someone with more expertise to do it for them?
- > To use the new product or service, do customers need to go to an inconvenient centralized location?

2 Potential for low-end disruption?

NO YES

- > 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?
- > 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?

3 Impact on existing companies?

NO YES

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

4 RESULTS

TOTAL

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

NO YES

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

About this tool

Use this test to objectively evaluate if your new concept has the potential to re-shape your existing industry in entirely new ways, requiring

new products, services, technologies, and business models to create new growth opportunities that don't yet exist.

You should only use this test after you have completed your ideation rounds and have several concept cards to evaluate. Use 1 test per concept card.