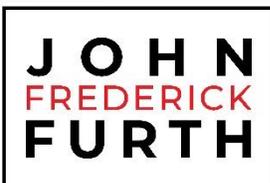


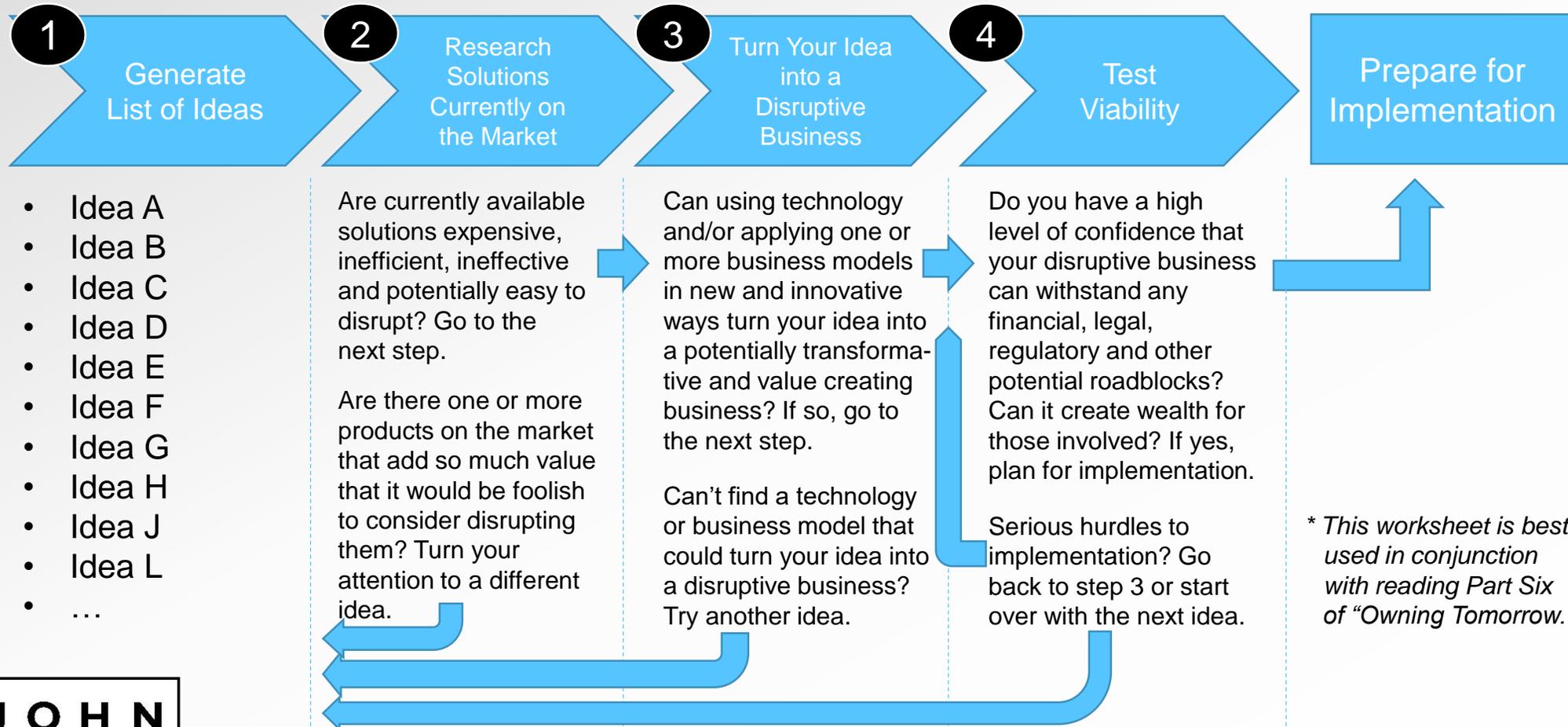


# From Simple Idea to Disruptive Business

THE *OWNING TOMORROW* IDEATION PROCESS™



# The *Owning Tomorrow* Ideation Process™\*



*\* This worksheet is best used in conjunction with reading Part Six of "Owning Tomorrow."*

# Step 1A: List Things That Bother, Worry and/or Excite You

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## Things that bother and/or worry you

- The rising cost of living
- Technical jargon
- Government interference in your personal and/or professional life
- Your family's safety
- Etc.

## Things that excite you

- Unlimited career opportunities
- Making fewer bad hires for your business
- Turning your passion into a money-making business
- More time for your hobbies
- Etc.

# Step 1B: Observe and Learn From Others

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- **Conferences and Events:** TED Talks, World Economic Forum, meetings of your industry's trade association, etc.
- **Clients and Customers:** Despite what Steve Jobs believed, these key constituencies are often the first ones to provides ideas and insights that could result in exactly the answers your company may be looking for.
- **Biometrics or Biomimicry:** The practice of studying nature to find ideas. More specifically, it is the imitation of the models, systems, and elements of nature for the purpose of solving problems humans are faced with, many of which find their way into the business world.
- **Art and Literature:** Steve Jobs was a great student of art, especially calligraphy.
- **Everyday Life:** It's amazing what you miss when you're not looking.

# Step 1C: Turn Your Initial List into a Inventory of Potentially Great Ideas

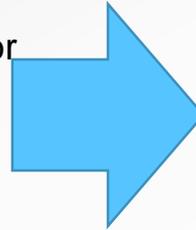
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## Things that bother and/or worry you...

- The rising cost of living
- Technical jargon (for example, with computers)
- Government interference in your personal and/or professional life
- Your family's safety

## Things that excite you...

- Unlimited career opportunities
- Making fewer bad hires for your business
- Turning your passion into a money-making business
- More time for your hobbies



## ...could become a great idea for a disruptive business

- Forward contracts to look in current prices for future purchases
- Technology to convert even the most technical text to something easy to read
- Reduce the need for government intervention
- Hands-free, automatic contact to police and others who could help in an emergency
- Access to career opportunities you never even thought of
- Better employees
- Increased professional and personal productivity

# Step 2: Research Existing Solutions (Example: Employee Recruitment)

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- Assessments like Myers Briggs, DISC and the Predictive Index use sophisticated algorithms and statistics to take a lot of the guess work out of hiring.
- Websites like Glassdoor and others allow employees to rate the quality of employers to help future applicants better understand their fit with a particular company.
- Numerous books, coaches, consulting and training companies teach their readers and clients the secrets of finding, recruiting and developing the best hires.
- Companies like Recruit.com and ExecThread use cutting-edge technology and innovative business models to create even better solutions to hiring employees and/or finding jobs.

# Step 3A: Does The Idea Fulfill At Least One of the Three Core Value Proposition?

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1. Provide goods, services and experiences that were previously only available to the most privileged members of society to a much larger percentage of the population more easily and affordably.
2. Give customers what they want, when they want it and how they want it.
3. Eliminate or reduce the things in people's everyday lives that they don't want - from everyday annoyances like wasted time, boredom, complexity or unhappiness, as well as life threatening situations like poverty and disease.

# Step 3B: Maybe Applying a New Business Model Could Cause a Disruption?

Business Models (Selected Examples)	Used Commonly in...	Might Be Disruptive in...
Rental/Usage Fees	Cars, Boats, Telecommunication equipment, Municipal transportation, Travel	Retail banking, Fine art, Health insurance
Membership Model	Clubs, Health Insurance	Fine art, Municipal transportation, Professional services
Daily Deals/Flash Sales	Events, Travel, Household goods and products	Retail banking, Health insurance, Municipal transportation
Futures (Forward Buying)	Commodities	Household goods and services, Health insurance, Municipal transportation, Travel, Real estate
Licensing	Software	Fine art, Healthcare providers
Success-Fee Based	Most M&A transactions, Some legal, Real estate brokerage	Healthcare providers, (Outcomes Based), Software, Used machinery, Travel, Apps, Education
Auction	Used machinery, Fine art	Professional services, Municipal transportation, Apps, Education

# Step 3C: Would Using New or Existing Technologies Cause Disruption?

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Examples of emerging technologies with high potential for disruption:

- **AI/Machine Learning:** Has the potential to increase individual safety, as well as professional productivity; help with personal choices like how to dress and eating well.
- **Internet of Things:** Monitoring and reducing dangers associated with some heavy equipment and unfortunate situations.
- **Blockchain:** Provides public data about financial transactions, reducing the need to rely on third parties, especially governments and intermediaries. Could potentially lower certain costs to the consumer.
- **Augmented Reality:** Offers opportunities to enhance productivity and help employees stay more engaged with work. Increased engagement also reduces need to rely on written material that might be too technical.

***Remember: Technology itself doesn't disrupt anything on its own, even if many disruptions only become possible when certain technologies are available.***

# Step 3D: Just How Disruptive Do Think This Business Will Be?

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All big disruptive ideas have these elements in common:

- Your product or service only changes a few key elements of an existing process or ecosystem, but make the traditional way of doing things longer acceptable.
- The longer term transformative effects of your idea are so great that they outweigh short-term negative events. Many incumbent participants in the ecosystem will be forced to change or end up going out of business.
- Those who develop and implement disruptive businesses make themselves, their employees, investors and many others *very* wealthy.

# Step 4: Can the Business Overcome Any Roadblocks and Still Make Money?

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- Is your solution “big” enough to grow a sizable business line – or at least one that can sustain itself until your next great idea is ready to be implemented?
- Are there any significant regional, country or global regulatory hurdles as well as cultural norms or beliefs that might either cost a lot of time or money to advocate for change or ultimately prove to be insurmountable?
- Can you erect a few barriers to entry to safeguard your product(s) or service(s) from competitors - at least in the short-term - such as using proprietary technology, patents, exclusive strategic partnerships, expensive infrastructure, etc.?
- Are you sure that your product(s) or service(s) can attract the talent and money necessary to ensure proper implementation?