

Disruptor Analogies

Think about your business and your key attributes and then think of companies outside of your industry who has the same key attribute (1)

FACTOR 1 (e.g. Clarity & Accuracy)



FACTOR 2 (e.g. Efficacy)



FACTOR 3 (e.g. Convenience)



FACTOR 4 (e.g. Personalisation)



It's 2021 and **[Brand]** have come to dominate the market... (2)

How would they reinvent the market?

Type here...

How would they attract and keep all the customers?

Type here...

How would they talk about it to get people interested?

Type here...

What would they call it?

Type here...

How would they connect it to their existing product line?

Type here...