



DISRUPT!

3 Ways to Do It

There are 3 ways you can be different in a market space.

- 1.) You offer something new to customers in an existing market space. That's outperforming in an existing market.
- 2.) You offer a solution in a way so that more customers have an opportunity to buy and use (access, price, etc.) That's disrupting in an existing market space.
3. You create a new market space by (for example combining existing markets spaces into one or even creating a totally new market space).

So how are you different? Test it!

	Outperforming Existing Market Space	Disrupting Existing Market Space	Creating New Market Space
Reaching new customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative solution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access, delivery, price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Acquisition and/or Customer Retention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

