

Scorecard on Market Disruptors

- Am I currently offering a product or service that truly stands out, or am I just blending in with the competition?
- Have I identified any inefficiencies or pain points in my industry that I could improve upon or solve?
- Do I fully understand the needs, frustrations, and desires of my target customers? Am I actively addressing them?
- Have I considered how technology could help me disrupt the market? Am I using the latest tools and innovations to my advantage?
- Am I focused on providing a superior customer experience that outshines what others in my industry offer?
- Do I regularly challenge traditional ways of doing things, or do I stick to what's safe and familiar?
- Am I flexible and willing to pivot if something in my business isn't working as expected?
- Have I thought about ways to democratize my product or service to reach a wider audience?
- Am I creating opportunities to engage with potential customers and get direct feedback on my business?
- Is my business positioned to not only follow trends but also to set them?
- Have I taken steps to educate myself on the current market disruptors and how they've shifted industries?
- Am I building a culture within my company that embraces innovation and encourages taking calculated risks?
- Have I explored new business models that could change the way my industry operates, like subscription services or peer-to-peer models?
- Do I have a clear vision for how I can redefine my industry and challenge the status quo?
- Have I looked at my competitors' weaknesses and thought about how I can turn them into my strengths?