REVELX

To   : Participants DisruptR game

Date   : <XX-XX-XXX>

Subject: : DisruptR game on <date>

On <date>, you will participate in the DisruptR game. Below you will find a short explanation of the objectives and the flow of the game and what you can then in terms of preparation.

Objective of the DisruptR game

The objective of the DisruptR game is to define in a high-pressure interactive workshop a new company that could fundamentally disrupt the current business of <company name>. Your "nightmare competitor" if this company were to enter your market.

The DisruptR game is designed by RevelX based on several innovation best practice models. The game can accommodate up to 16 teams in parallel, but next week we will work in <X> teams that will compete to define the most disruptive competitor.

Basic flow of the game

· We start with a short inspirational presentation on disruption in general and the tactics disruptors use.

· The teams will then engage in a structured brainstorm to collect as many disruptive ideas as they can and subsequently pick one (which can be a combination of the ideas that have been generated).

· Once the core idea has been selected the teams proceed to define the business model canvass for their DisruptR in 4 short steps with a specific focus on the value proposition. For a simple explanation of the Business Model Canvas we recommend the following two minute video: https://www.youtube.com/watch?v=QoAOzMTLP5s&t=46s

· The business model definition will generate a better understanding in how such a disruptive business model can work. These insights can be used after the game to fuel your own innovation funnel and/or design tactics to better protect yourself against potential disruption.

· Each team will then assess the threat for your current business and define what you could do against it. In parallel <X> team members will write an elevator pitch to present their DisruptR to the other team. For this we will used a predefined pitch template.

· The final stage in the game is the pitch. Each team will have 2 minutes to convince the other participants in the game why their DisruptR is the most disruptive threat for <company name>.

Required preparation

In terms of preparation we would like to invite you to do the following

1. Think about disruptive threats for your business and how that could impact your business. So, what keeps you awake at night?

    Note: "The "10 types of innovation" provide a useful framework for creating new innovations. The basic idea behind this highly recognized framework is that innovation is much more than just a new product and can address 10 key areas / types of innovation. Truly successful innovations distinguish themselves from mediocre ones by combining a number of these types into new value proposition. A short overview of the 10 types framework is included on the last page of this memo.

2. Watch the 2-minute video that explains the Business Model Canvas.
    https://www.youtube.com/watch?v=QoAOzMTLP5s&t=46s

It is not necessary to share your thoughts on point 1 to the workshop, but it will help to accelerate the brainstorm session in the beginning and the evaluation at the end if everyone has already given this some thought.

We look forward to an inspiring workshop! Should you have any questions or suggestions, please share them with us.

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THE TEN TYPES OF INNOVATION

AN OVERVIEW

The Ten Types framework is simple and intuitive. It is a useful tool you can use both to diagnose and enrich an innovation you're working on, or to analyze existing competition. It makes it especially easy to spot errors of omission — missing dimensions that will make a concept stronger.

The Ten Types framework is structured into three color-coded categories. The types on the left side of the framework are the most internally focused and distant from customers; as you move toward the right side, the types become increasingly apparent and obvious to end users. To use a theatrical metaphor, the left of the framework is backstage; the right is onstage.

Profit Model	Network	Structure	Process	Product Performance	Product System	Service	Channel	Brand	Customer Engagement
CONFIGURATION				OFFERING		EXPERIENCE			

PROFIT MODEL
The way in which you make money

For example, how Netflix turned the video rental industry on its head by implementing a subscription model

STRUCTURE
Alignment of your talent and assets

For example, how Whole Foods has built a robust feedback system for internal teams

PRODUCT PERFORMANCE
Distinguishing features and functionality

For example, how OXO Good Grips cost a premium but its "universal design" has a loyal following

SERVICE
Support and enhancements that surround your offerings

For example, how "Deliver WOW through service" is Zappos' #1 internal core value

BRAND
Representation of your offerings and business

For example, how Virgin extends its brand into sectors ranging from soft drinks to space travel

NETWORK
Connections with others to create value

For example, how Target works with renowned external designers to differentiate itself

PROCESS
Signature or superior methods for doing your work

For example, how Zara's "fast fashion" strategy moves its clothing from sketch to shelf in record time

PRODUCT SYSTEM
Complementary products and services

For example, how Nike+ parlayed shoes, sensors, apps and devices into a sport lifestyle suite

CHANNEL
How your offerings are delivered to customers and users

For example, how Nespresso locks in customers with its useful members only club

CUSTOMER ENGAGEMENT
Distinctive interactions you foster

For example, how Wii's experience draws more from the interactions in the room than on-screen