

Disruptive Innovation

Stage 1

Identify the unmet need

01

Stage 3

Build your solution and test

03

Stage 5

Acquire adjacent markets –
build momentum and expand

05

Stage 2

Obtain a deep understanding of
the space and existing alternatives

02

Stage 4

Win your “beachhead” territory
(Market leaders will not be paying attention)

04

Stage 6

Employ continuous innovation
techniques to displace incumbents

06

Prepare
for the
next
Disruptor

Discontinuous Innovation is radical or disruptive innovation.

A product, service, or process that dramatically transforms an existing market by introducing a groundbreaking concept or technology, leading to the creation of new markets and fundamentally changing the way consumers engage with a product or service.

