

Disruption Canvas

CREATIVE
BRIEF
#

IDEA NAME

Methodry™

1. PROFIT MODEL – brainstorm innovative pricing, cost and profit models.

2. PARTNERS – brainstorm what partners could provide an innovation advantage? What you could outsource for advantage?

3. PROCESS & STRUCTURE – brainstorm innovative methods for designing, developing, commercialising, resourcing and structuring your solution.

4. CHANNEL – brainstorm innovative methods for delivering your solution to customers.

CORE IDEA – customer, need & insight + existing or new solution.

5. PRODUCT – brainstorm differentiating & value adding features, functionality and benefits.

6. BRAND – brainstorm disrupting the market through innovative brand positioning.

7. SERVICE – brainstorm innovative customer experiences that enhance your offering.

8. CUSTOMER TOUCHPOINTS – brainstorm innovative and unique connections with your customers.