

DISRUPT - Strategy for Startup Growth

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Disruptive Thinking

- ▶ “We do not merely want to be the best of the best. We want to be the only ones who do what we do” - Jerry Garcia
- ▶ Being the disruptive change in an industry is exactly the sort of thing that new start-ups and SMEs are best at.
- ▶ Winning Organizations will be those that produce and implement ideas that are not easily conceived or replicated by competitor.

Five Stages of Disruptive Thinking

- ▶ Craft a Disruptive hypothesis
- ▶ Define a Disruptive market opportunity
- ▶ Generate several disruptive ideas
- ▶ Shape them into a single disruptive solution
- ▶ Make a disruptive Pitch

Crafting a Disruptive Hypothesis:

Be wrong at the *START* to be right at the *END*

- ▶ A Disruptive hypothesis is an intentionally **UNREASONABLE** statement that gets your thinking flowing in a different direction.
- ▶ Its is a **PROVOCATION!!**
- ▶ The Ability to imagine things as they never were and ask, “**WHAT IF?**”

What do you want to Disrupt?

- ▶ An Area where everyone is stuck in the same predicament and nothing has changed in a very long time?
- ▶ An Area where profit is average? That should be more successful than it is.
- ▶ A Category where growth is slow and everything seems the same.

“How can we disrupt the competitive landscape of By delivering an unexpected solution?”





EXPOSITION SOULAGES: DERNIERS JOURS

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iPad Pro 3D model:
goo.gl/Oh3NkJ







La Tante DC 10 Restaurant
Welcome aboard 'Charlie'

SINCE 1931
CLUB
PREMIUM LAGER
GHANA

SINCE 1931

What are the Clichés?

- ▶ Product Clichés
- ▶ Interaction Clichés
- ▶ Pricing Clichés

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What are your disruptive hypothesis?

- ▶ What can you invert?
- ▶ What can you deny?
- ▶ What can you scale

Pulling it together

- ▶ Cliché : Restaurants provide customers with a menu when they arrive (Interaction).
- ▶ Hypothesis: What if a restaurant provided customers with a menu only when they leave?

- ▶ Cliché: Customers pay for food and service (price)
- ▶ Hypothesis: What if customers were not charged for food and service?

- ▶ Cliché: Restaurants offer a three-course meal (Product).
- ▶ Hypothesis: What if a restaurant offered a 30- course meal?

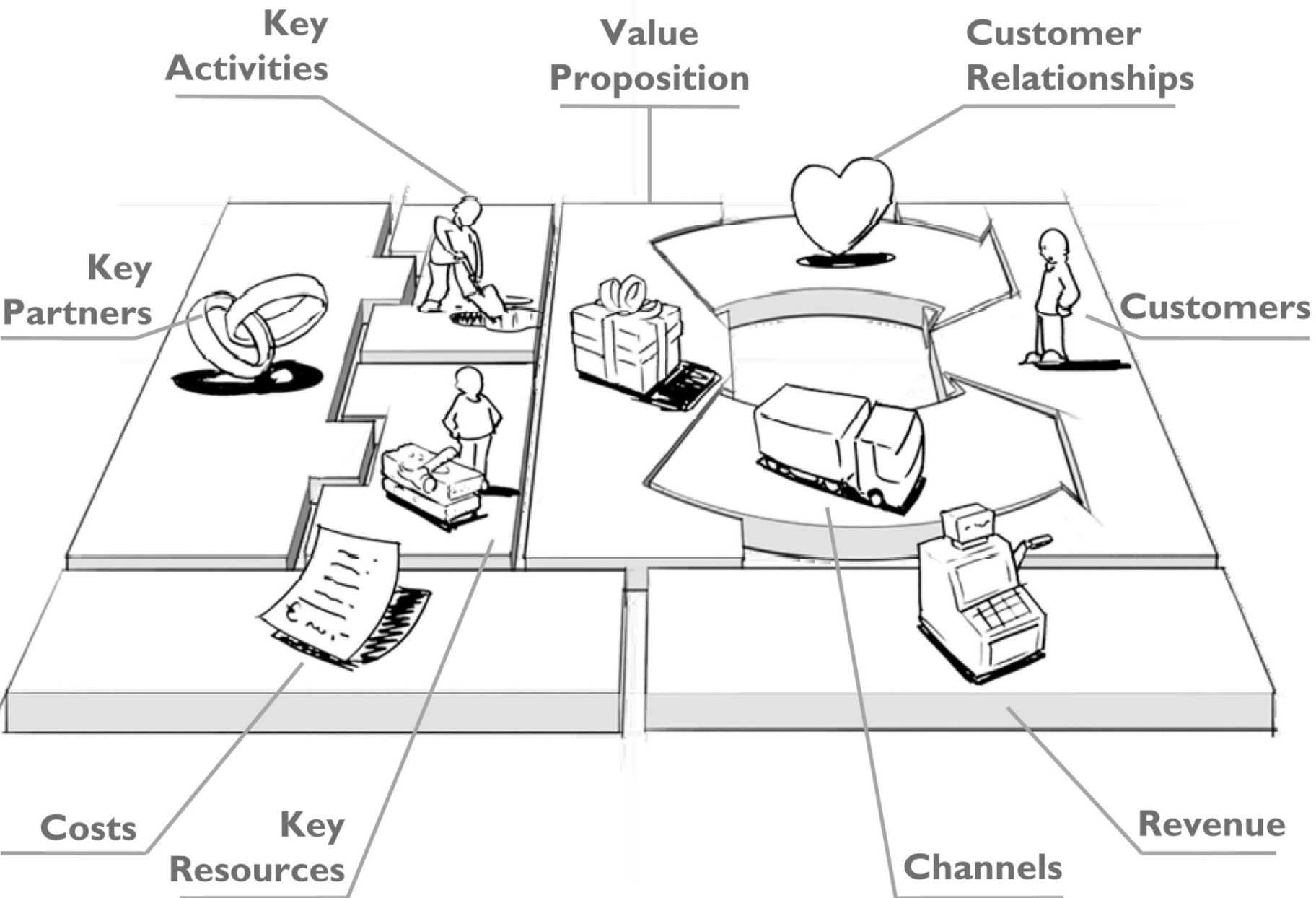


- Best Restaurant in the world (2002, 2006 , 2007 , 2008).
- Founded by Chef Ferran Adria.
- Only open at Night April to September.
- Booking is years in advance.
- Over 800,000 people served each season.
- 5 Hours of Culinary Experience of a 30 Course Meal
- Price = \$320

- ▶ Hypothesis feed observations
- ▶ Observations feed insights
- ▶ Insights feed opportunities
- ▶ Opportunities feed ideas

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is white, providing a clean space for the text.

Business Model **Generation**



drawings by JAM

KEY PARTNERS

Who are our key partners?
Who are our key suppliers?
Which key resources are we acquiring from our partners?
Which key activities do partners perform?

KEY ACTIVITIES

What key activities do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue streams?

KEY RESOURCES

What key resources do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue streams?

VALUE PROPOSITIONS

What value do we deliver to the customer?
Which one of our customers' problems are we helping to solve?
What bundles of products and services are we offering to each segment?
Which customer needs are we satisfying?
What is the minimum viable product?

CUSTOMER RELATIONSHIPS

How do we get, keep, and grow customers?
Which customer relationships have we established?
How are they integrated with the rest of our business model?
How costly are they?

CHANNELS

Through which channels do our customer segments want to be reached?
How do other companies reach them now?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CUSTOMER SEGMENTS

For whom are we creating value?
Who are our most important customers?
What are the customer archetypes?

COST STRUCTURE

What are the most important costs inherent to our business model?
Which key resources are most expensive?
Which key activities are most expensive?

REVENUE STREAMS

For what value are our customers really willing to pay?
For what do they currently pay?
What is the revenue model?
What are the pricing tactics?

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