

# Disruption Canvas

CREATIVE  
BRIEF  
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IDEA NAME

Methodry<sup>™</sup>

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

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

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

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

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

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

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

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

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

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