

## ANTICIPATING AND LEADING MARKET DISRUPTION

### WORKSHOP WITH TONY SEBA

Due to market demand, Tony Seba will return to New Zealand with a two day workshop that will focus on creating disruptive businesses.

This workshop will build on the previous Tony Seba “Will you disrupt or will you be disrupted?” workshop (see participant quotes below) and will consist of two days of practical, hands-on and interactive activities. This time Tony will assist entrepreneurs, innovative companies and business leaders to build disruptive business models to give them the tools to not only anticipate market disruption but also be able to lead market disruption.



### WHO IS TONY SEBA?

Tony Seba is an international business disruption thought leader, a lecturer in entrepreneurship, disruption, and clean energy at Stanford University. He has over 20 years of operating and strategy experience in fast-growth high tech and clean technology companies. He is also the author of *Clean Disruption of Energy and Transportation*, *Solar Trillions* and *Winners Take All*.

#### Date and Time

25-26 November from 8:45am – 5pm (both days)

#### Location

Captains Lounge, Orams Marine Village,  
142 Beaumont Street, Westhaven, Auckland 1010

#### Cost

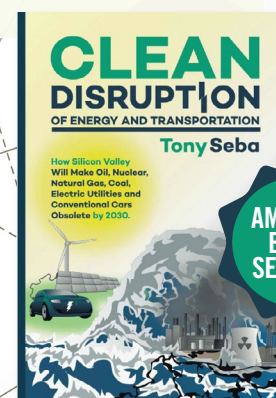
Per person attending: \$920 (GST Inc)

**To book your space at the  
workshop click here**

“Really enjoyed it, opened my eyes to areas that I will be able to go away and look at.”

“Our team got a lot out of this day. Many of the disruption themes and trends discussed were directly relevant to our business.”

“Great content – very thought provoking & relevant to our business.”



All participants will receive an e-copy of Tony's latest book *Clean Disruption*.

## WORKSHOP AGENDA

### DAY 1

- 8.45 – 10.30 Session I – Building Blocks, Disruption Models**
- » Introduction / Course Frameworks
  - » Disruption Models: Classic, Big-Bang Disruption, Permanent Disruption, Waves of Disruption
  - » Thinking Exponentially – exponential technologies & exponential markets

**10.30 – 10.45 Morning Tea**

- 10.45 – 12.15 Session II – Rules of Disruption, Whole Product**
- » Tony Seba's Rules of Disruption
  - » Designing the Whole Product
  - » Value Creation and Value Capture

**12.15 – 1.00 Lunch**

- 1.00 – 3.00 Session III – Value, Product / Market Fit**
- » Value Networks
  - » Finding a Market, Designing the Product & Product / Market Fit
  - » Understanding Business Models

**3.00 – 3.15 Afternoon Tea**

- 3.15 – 5.00 Session IV – Business Model Innovation**
- » Generating New Business Models
  - » Profit Engine, Revenue Model and Cost Model
  - » Putting it all together – Anticipating and Leading the Disruption

**5.00 pm Day 1 concludes**

**Evening Homework – Please read and prepare the following case:**

Business Model Case Study – case and preparation questions will be provided.

### DAY 2

- 8.45 – 10.15 Session V – Open Disruption**
- » Open Business Models
  - » Open Data, Open Content, Open Knowledge,
  - » Open Source Development, Open Innovation
  - » Crowd-sourcing, Crowd-funding

**10.15 – 10.35 Syndicates: small group discussion – Business Model Case Study**

**10.35 – 10.50 Morning Tea**

- 10.50 – 11.50 Case Study**
- » Business Model Case Study

**11.50 – 12.30 Lunch**

- 12.30 – 3:00 Session VI – Building a Disruptive Business**
- » Hands-on project – Teams will develop a disruptive business plan in real time using the tools and frameworks of this workshop.
  - » Participants will be assigned to teams by program director

**3.00 – 3.15 Afternoon Tea**

- 3.15 – 4.45 Session VII – Team Presentations and Feedback**
- » Selected teams will present summaries of disruptive businesses

- 4.45 – 5.00 Session VIII – Putting it All Together**
- » Accelerating Innovation
  - » Putting it all together – Anticipating and Leading the Disruption

**5.00 pm Program concludes**

### Need help?

Contact Loes Stather on 09 920 3691