

# RECO7609: Technology and Innovation

## Presentation 08: Disruptive Evaluation

October 2019

# Disruption Evaluation Factors

1. **How mature is the technology?** How does the promise and hype compare with what is actually available on-sale today? How well might the technology transfer from its current business application to the proposed application?
2. **How mature is the market?** Is this an established market or a new market? If established, is it ripe for disruption? Is it a niche market or a whole of business solution? Does it offer a different, low-end or high-end business model?
3. **How competitive is the innovation domain?** Are there business barriers to entry? Are there market barriers that preference the incumbents? Where are we on the Innovation Adoption Curve?
4. **How well positioned are you to succeed?** How readily available are the talent and skills required? To what extent does the innovation require broader policy or legislative change? How aware and willing to invest in this technology are the industry stakeholders?
5. **Who would care?** Is there a clear value proposition? How easy is it to monetarize?
6. **Opinion leaders?** First contacts/early adopters?
7. **Size of the market?** Is there a clearly defined problem? How large is the problem/challenge/opportunity? Is it local, national or international? Cross industry? Resistance to change?
8. **Are you able to progress the innovation** directly (grass roots) or will it require a whole of industry change (top down)?