

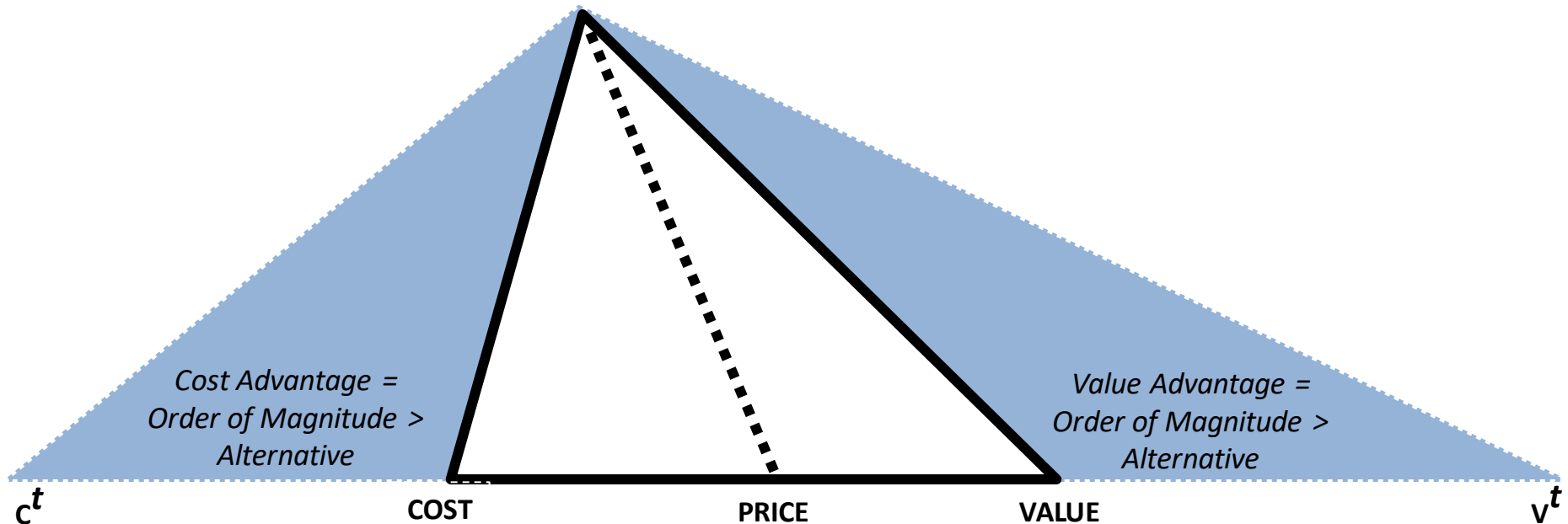
Knowledge Systems: “Disruption” Mental Model

Disruption Mental Model

The mental model and definition of “disruptive” is best illustrated with the CPV Triangle and can be described as:

- Order of magnitude better on cost and value in use vs. next best alternative in the market
- Applies to a product, service, solution, business model...and pretty much everything

“DISRUPTIVE” MENTAL MODEL



Incentives: Critical Prerequisites

In order to put ourselves in position to create and capture value, we apply two critical mental models:

- **Customer's Subjective Value:** The most important incentive we focus on is understanding what our customers subjectively value and how we deliver a value proposition that is better than their alternatives. Only then will we create value and earn / capture incentives as individuals.
- **Team Alignment to Comparative Advantage:** Maximum self-actualization and marginal contribution / earnings can be achieved when we align all individuals on our team to i) their passion, ii) their comparative advantage and iii) a valuable market opportunity.

