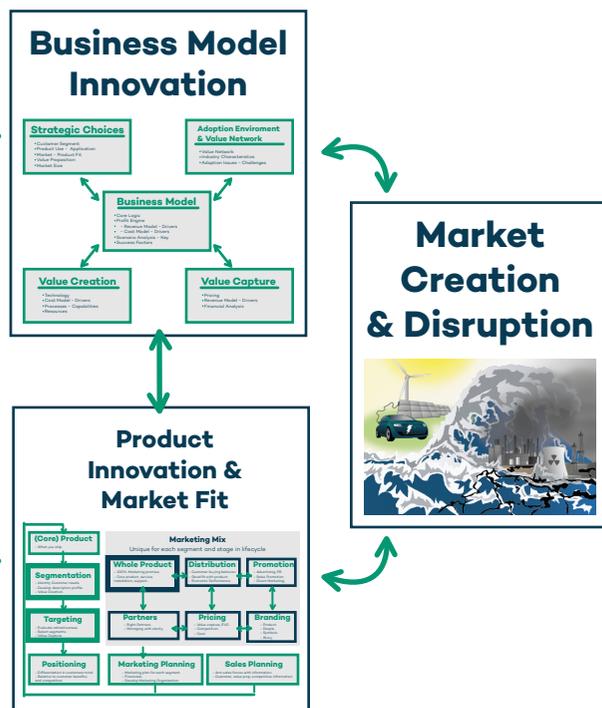
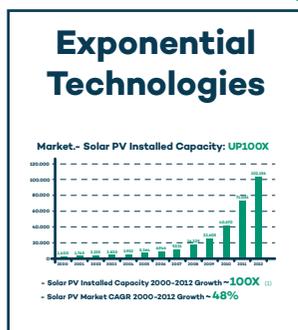


# ANTICIPATING AND LEADING MARKET DISRUPTION

Understanding the tools, exponential technologies, and dynamics that lead to market disruption.

## WHY?

This is the age of permanent disruption, where every business in every industry is facing continuous existential threats. Market Disruption is driven by a combination of exponentially improving technologies, new product architectures and innovative business models (enabled by these technologies) to meet customer needs in new and unexpected ways. Traditional strategy is obsolete and waiting until these technologies are fully developed is the same thing as waiting to be disrupted.



## WHAT?

In this workshop, students will learn frameworks, tools, and strategies to anticipate and lead market disruption. Each class will explore the ways in which exponentially improving technologies enable the development of innovative products and business models, creating new markets or disrupting existing industries. We will review the following exponential technologies and learn how their convergence can result in market disruption.

### Exponential Technologies

- Robotics
- 3D Printing
- Artificial Intelligence
- Sensors & the Internet of Things
- Big Data, Open Data & the Cloud
- Solar
- Electric & Autonomous vehicles
- Mobile Internet & eMoney
- Unmanned Aerial Vehicles
- Electricity Storage

### Industries on the cusp of disruption

- Infrastructure
- Energy
- Transportation
- Construction
- Logistics
- Insurance
- Agriculture
- Real Estate
- Health Care
- Telecom
- Services
- Retail
- Land Management
- Education

## FOR WHOM?

Decision-makers, strategists, CEOs, CIOs, CTOs, CMOs, board members, directors, investors, entrepreneurs, and policy makers. Anyone who is creating corporate strategy, developing new products and services or just thinking longer than a few quarters ahead: two years, five years, or fifteen years. This course is designed to help entrepreneurs bent on disruption and managers anticipating competitive threats.

## HOW?

### 1 day.- Market Disruption: Key Technologies, Tools and Frameworks

This short course will give you the key concepts, tools and frameworks you need to anticipate disruption, create new products and services, and find new market opportunities.

### 2 days.- Extended Seminar: Deep industry dive & hands-on Practice

In addition to the overview above, the second day will give decision-makers the opportunity to do a deeper dive into specific industry dynamics, including discussions of exponential technologies about to disrupt your business.

We will look for disruptive threats as well as market opportunities and build business plans in class with the mentoring of Tony Seba.

## WHO?

Tony Seba is a serial Silicon Valley entrepreneur, author and educator. He is a lecturer in Entrepreneurship, Disruption and Clean Energy at Stanford University. Mr. Seba is the author of **“Clean Disruption of Energy & Transportation”**, **“Solar Trillions”**

and **“Winners Take All”**. He was an early employee in Internet powerhouse Cisco Systems and Internet security leader RSA Data Security where he managed strategic planning and business development. He was the co-founder and award-winning CEO of PrintNation.com, which he managed from an idea to 120+ employees and billions of dollars in online listings. He raised \$30+ million in venture funding and helped disrupt the 4th largest manufacturing industry in America.

Mr. Seba is an advisor to investors, accelerators & fast-growth tech companies. He is currently advising in the development of more than 400 MW of solar and wind power plants. Mr. Seba has an MBA from Stanford Graduate School of Business and a Computer Science and Engineering degree from Massachusetts Institute of Technology.



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