

Limited seats are available for the one-day 'Disruption Now' workshops in Auckland and Christchurch



## WILL YOU DISRUPT OR WILL YOU BE DISRUPTED?

Several technologies are combining to dramatically change the way we will live and do business in the next ten years. Complacency will lead to business disruption, where planning and understanding will lead to opportunities for disrupting.

**Internationally sought after speaker and disruption guru Tony Seba will lead two workshops to help entrepreneurs and businesses plan for this future. There are limited seats available, so book now!**

### ABOUT THE WORKSHOP

Technologies such as energy, sensing, big data and machine-to-machine technologies are combining and beginning to disrupt our world. This will create exponential global opportunities for New Zealand entrepreneurs, but to survive and profit you will have to start planning and develop a strategy now.

This workshop will reveal the extent and arrival speed of these disruptions and help you to understand how to survive and create new disruptive opportunities of your own.

### WHO SHOULD ATTEND?

This workshop should be attended by CEOs, CIOs, Directors and innovation teams.

### WHO IS TONY SEBA?

Tony Seba is a lecturer in Entrepreneurship, Disruption and Clean Energy at Stanford University and a serial Silicon Valley entrepreneur. He focuses on clean energy, entrepreneurship, market disruption and technology trends that will disrupt the world's major industries, such as energy, transportation, infrastructure, finance and manufacturing. He is also the author of *Solar Trillions*, *Winners Take All* and *Clean Disruption*.

### WORKSHOP DETAILS

#### AUCKLAND

**DATE** 8 September  
**VENUE** GridAKL  
132 Halsey Street  
Wynyard Quarter  
**TIME** 9am – 4pm

#### CHRISTCHURCH

**DATE** 10 September  
**VENUE** Callaghan Innovation  
Level 1, 14 Sir William  
Pickering Drive  
**TIME** 9am – 4pm

Contact Lucy-Jane Wilton for registration and queries:  
[l.wilton@callaghaninnovation.govt.nz](mailto:l.wilton@callaghaninnovation.govt.nz)

# ANTICIPATING AND LEADING MARKET DISRUPTION

TONY SEBA, PROGRAM DIRECTOR  
8 & 10 SEPTEMBER 2014

Callaghan**Innovation**

## AGENDA

### 8.45 – 10.30 SESSION I – BUILDING BLOCKS, DISRUPTION MODELS

Introduction / Course Framework

Disruption Models: Classic, Big-Bang Disruption, Waves of Disruption, Permanent Disruption

Thinking Exponentially – Exponential technologies & exponential markets

### 10.30 – 10.45 MORNING TEA

### 10.45 – 12.15 SESSION II – DISRUPTION, WHOLE PRODUCT, VALUE

Tony Seba's Rules of Disruption

Designing the Whole Product

Value Creation & Value Capture

### 12.15 – 1.00 LUNCH

### 1.00 – 3.00 SESSION III – VALUE, PRODUCT / MARKET FIT

Value Networks

Finding a Market and a Product / Market Fit

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

At the conclusion of the program would you please hand in your completed Program Evaluation Form

## REGISTRATION FORM

### Registration Fee

NZD \$396.75

All prices are GST Inclusive.  
Workshop registrations will close when fully subscribed.

### Payment via Direct Credit to:

#### Name:

Callaghan Innovation

#### Account:

06-0507-0171474-00

#### Ref:

74301101

#### Particulars:

Company Name

#### Code:

Attendee Names

#### GST Registration No:

110-626-991

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