

## Action Guide

### 456: The product journey of a disruptive innovation

*Eli Packouz*



## Application Questions

1. What insight led to the your product?
2. What problem does your product solve? How is your solution unique or better than existing solutions?
3. What kind of testing or iteration process have you gone through?



## Actions to Take

### What to Do Now

- Be on the lookout for problems you could solve for your customers. Pay attention to problems people tell you about.
- Remember, a solution could be efficacious (if used correctly) but will be ineffective if your customers don't actually use it.

### What to Do Soon

- Create simple, quick prototypes, such as sketches, 3D-printed parts, or machined pre-production parts.
- If you are making a physical product, make sure you have someone on your team who is experienced with manufacturing.