

Activity 2 - Biz 01: Disrupting the disruptive - Fostering innovation

1. What do you see that goes against our limitless approach to innovation?

2. What are the six categories the startups are grouped around in the article?

~~3.~~ Working in six teams to be assigned by Gus, visit each startup's website, and find each startup's unique value proposition. UVP (unique value propositions) are the company's unique values, benefits, advantages, which differentiate a business from another. Remember to explain in a few sentences: a) how you rate on a scale from 1-10 the UVP for each of the companies in the group assigned to you in terms of real value to the consumer, partner, employee and/or other stakeholder; b) what you think it is missing; and, c) suggestions to make the company better.

3 ~~4.~~ If you were a venture capitalist with \$100,000,000 to invest in disruptive startups in the hotel industry, which companies would you invest on? ~~Assume you can only invest in chunks of \$10,000,000 or \$20,000,000 at a time.~~

~~Justify your choices.~~

~~5.~~ What can you tell yourself, your classmates and me that would blow our minds in terms of all that relates to this case? Nothing? Something? Be specific.

~~6.~~ Do you have any ideas for successful take over this segment? Explain.

B-4 - Pick one company from each category
And write with your own words how
it adds value.