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Getting To Next

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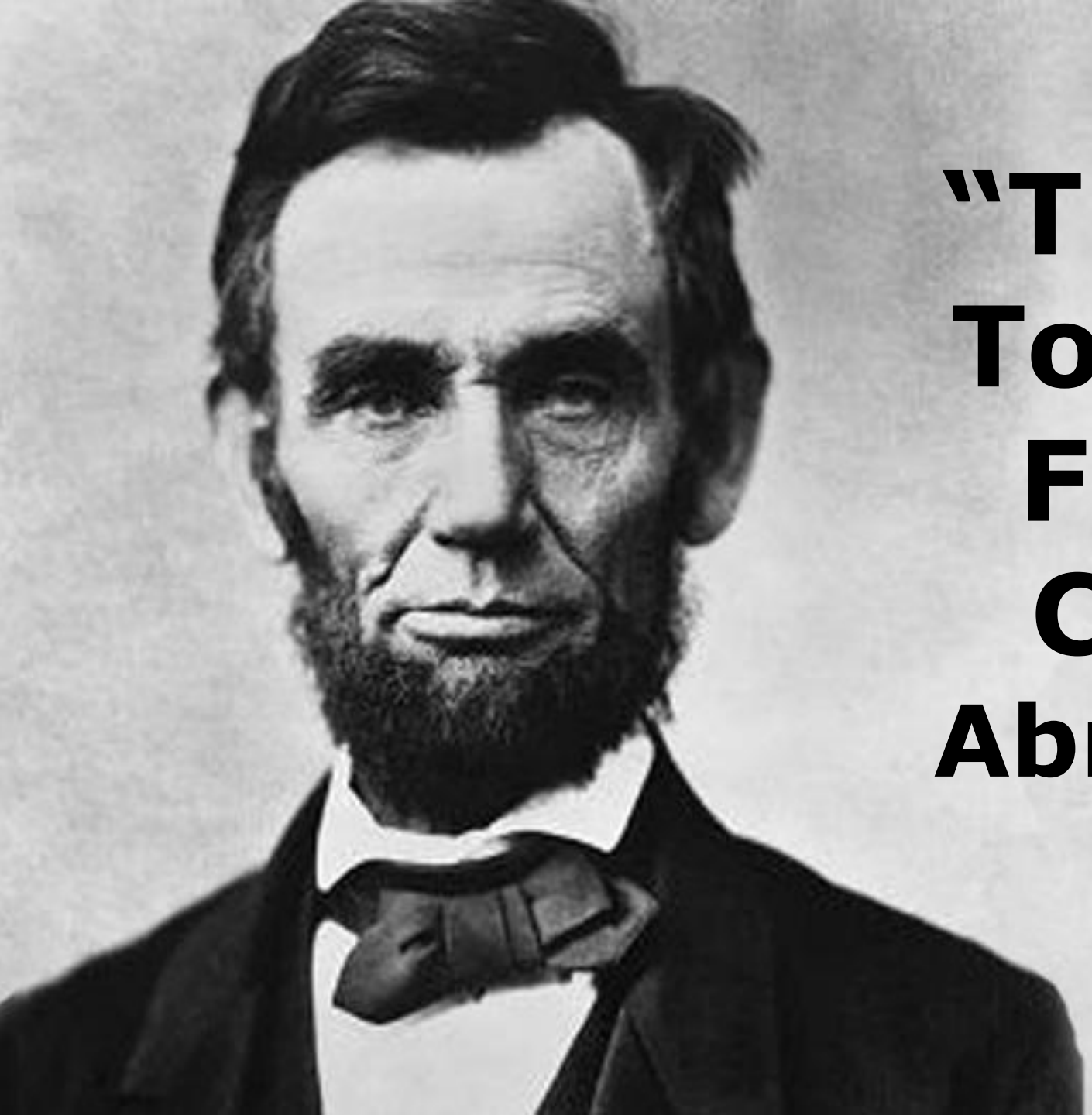

“The Best Way To Predict The Future Is To Create It” – Abraham Lincoln

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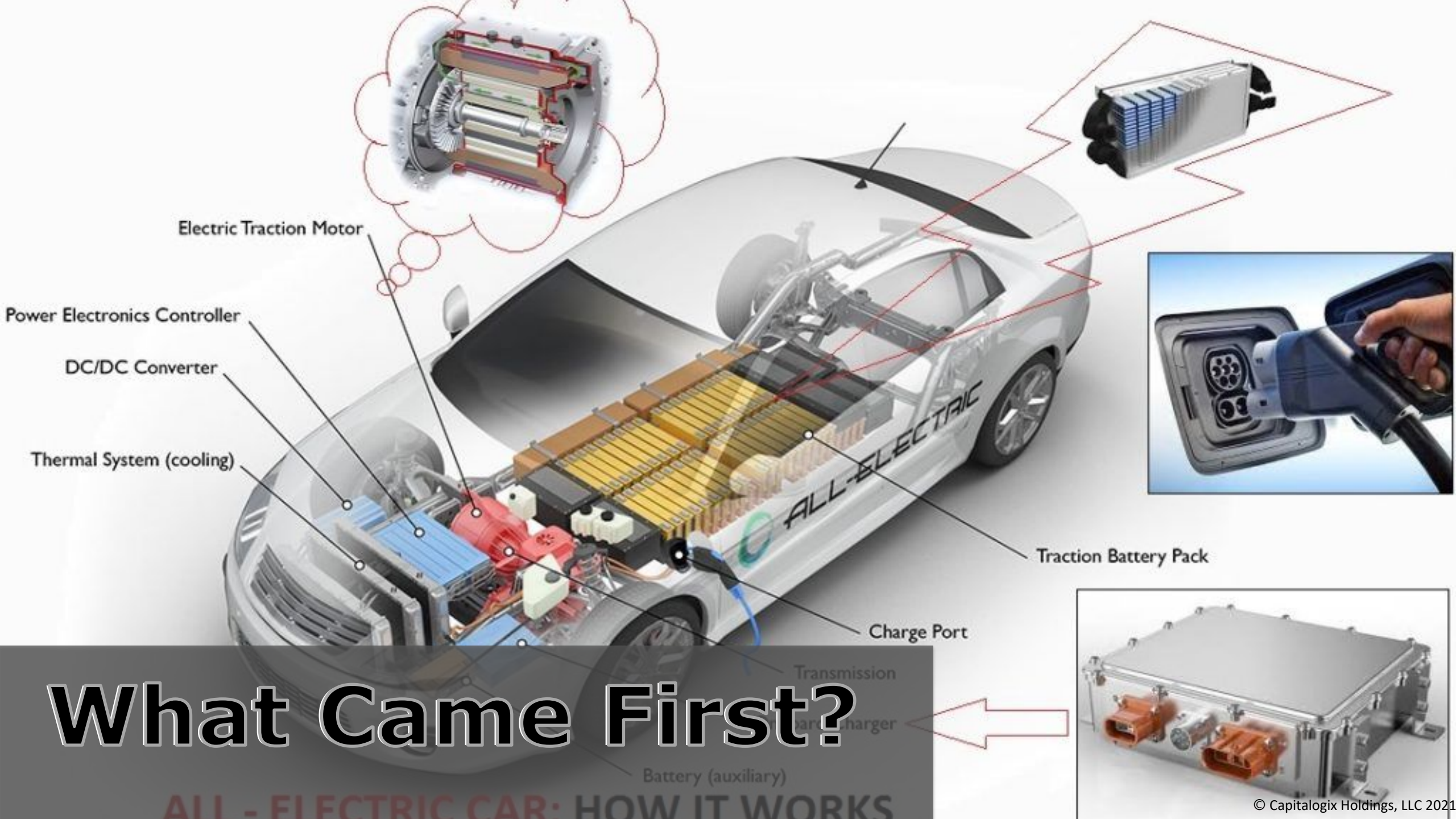

What Came First?

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	New Capability
Key Capabilities:	– Electronic engine
Constraints:	– Sufficient Battery Power – Clean Energy – Safety

What is a Capability?

Something you do uniquely well that creates value.

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TESLA	New Capability	Prototype
Key Capabilities:	– Electronic engine	– Mass Producible Electric Car – Add “Cool” Features
Constraints:	– Sufficient Battery Power – Clean Energy – Safety	– Drivable Distance – Be Worth the Hassle

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TESLA	New Capability	Prototype	Product
Key Capabilities:	– Electronic engine	– Mass Producible Electric Car – Add “Cool” Features	– Affordable Mass Market Electric Vehicles – Auto Updates
Constraints:	– Sufficient Battery Power – Clean Energy – Safety	– Drivable Distance – Be Worth the Hassle	– Charging stations – Distribution (direct to consumer, dealerships, etc.)

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TESLA	New Capability	Prototype	Product	Platform
Key Capabilities:	– Electronic engine	– Mass Producible Electric Car – Add “Cool” Features	– Affordable Mass Market Electric Vehicles – Auto Updates	– A New Empire – Energy Biz – Self-Driving Capabilities – U.S. Electric car Infrastructure
Constraints:	– Sufficient Battery Power – Clean Energy – Safety	– Drivable Distance – Be Worth the Hassle	– Charging stations – Distribution (direct to consumer, dealerships, etc.)	– Mass Adoption – Competition – Legislation, and – Cooperation

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"Be So Good That It Requires A New Name To Describe What You Do"

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SPACEX	New Capability
Key Capabilities:	– Privatized Spaceships – Vertical Take-Off and Landing
Constraints:	– Funding – No New Tech – Reducing cost/lb of Cargo

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SPACEX	New Capability	Prototype
Key Capabilities:	– Privatized Spaceships – Vertical Take-Off and Landing	– Get to Space – Accomplish Missions – Privatized Launch Capabilities
Constraints:	– Funding – No New Tech – Reducing cost/lb of Cargo	– Make Components Re-Usable – Human Safety – Avoid Over-Engineering

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SPACEX	New Capability	Prototype	Product
Key Capabilities:	– Privatized Spaceships – Vertical Take-Off and Landing	– Get to Space – Accomplish Missions – Privatized Launch Capabilities	– Privatized Space Transportation – Shoot for Mars
Constraints:	– Funding – No New Tech – Reducing cost/lb of Cargo	– Make Components Re-Usable – Human Safety – Avoid Over-Engineering	– Quality Control – Customer Experience – Mass Production: Permits & Shipping

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SPACEX	New Capability	Prototype	Product	Platform
Key Capabilities:	– Privatized Spaceships – Vertical Take-Off and Landing	– Get to Space – Accomplish Missions – Privatized Launch Capabilities	– Privatized Space Transportation – Shoot for Mars	– Commoditize Space Travel – In-Space Infrastructure
Constraints:	– Funding – No New Tech – Reducing cost/lb of Cargo	– Make Components Re-Usable – Human Safety – Avoid Over-Engineering	– Quality Control – Customer Experience – Mass Production: Permits & Shipping	– Scope & Scale – Off-World Problem Solving – Law & Order

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You Don't Have To Predict The Future

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Better Doesn't Always Win

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"Fire good. Wheel good. But Og no like fire wheel!"

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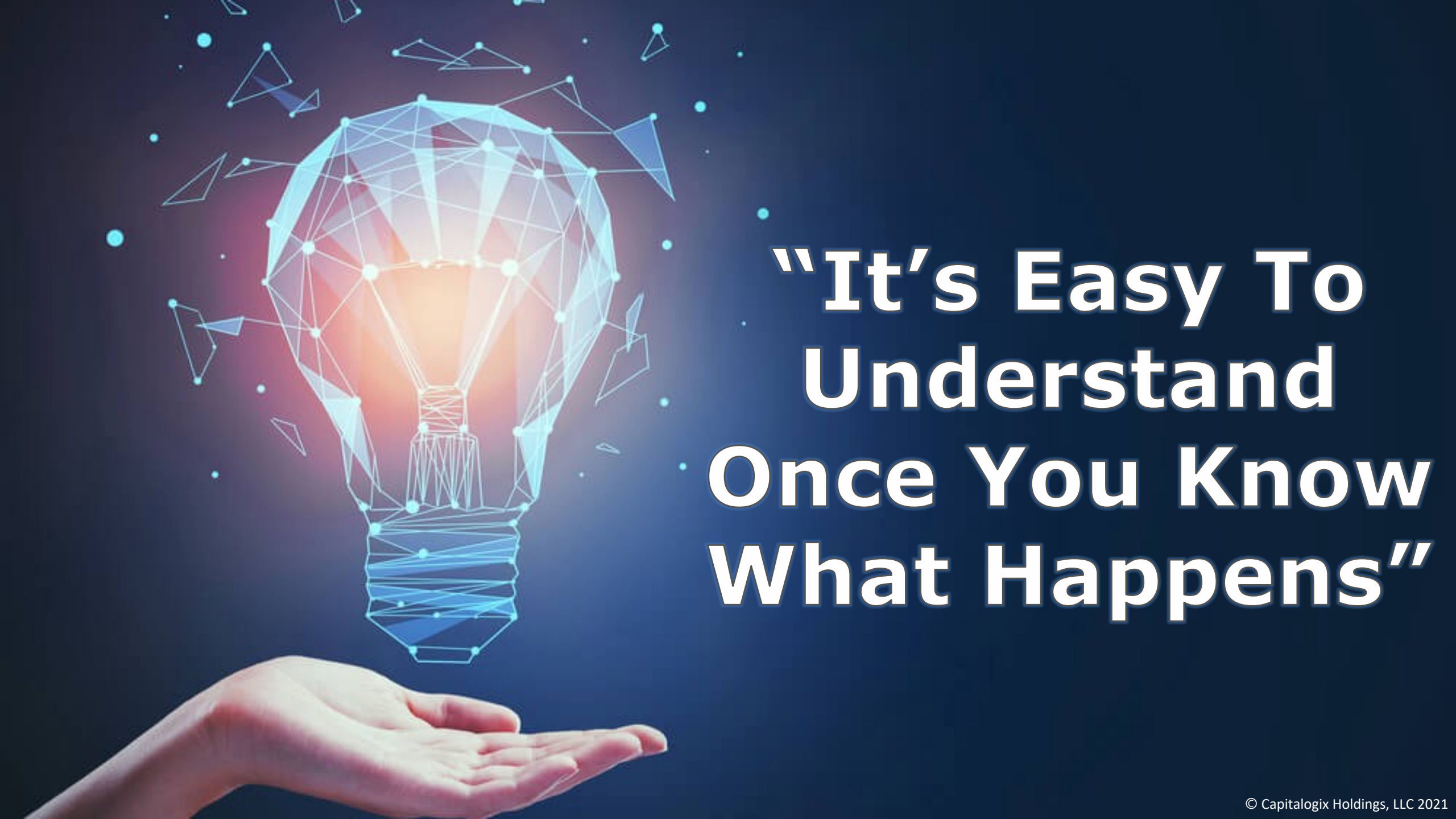

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Stage 1: So What? Who Cares?
(New Capability)

- Does it help you do what you already do, better?
- Helps you play the game you're already playing
- Key metrics are typically based on efficiency, effectiveness, and certainty

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Stage 2: What's Next?
(Prototype)

- What could you do, or should you do?
- Typically requires stopping some things to make room for others
- Still playing the same game, but with more capabilities and better results

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Stage 3: Re-invention
(Product)

- What can you release as a product/service/offering that is strategic & unique?
- Has to be good enough for people you don't know to achieve desired outcome
- Playing a new game requires new metrics

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Stage 4: Transformation

(Platform)

- What core capabilities create a platform for others to build upon?
- Attracts new audiences to use your products in unanticipated ways
- Changes the game or the playing field for other people

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Technology Adoption Model For Entrepreneurs

Emerging technologies are a great opportunity

But many people make the mistake of jumping straight to changing their whole business to capitalize on the hype. That's a recipe for being a flash in the pan.

A systematic approach is necessary to translate this opportunity into long-term growth and a sustainable competitive advantage

Stage 1: So What? Who Cares?

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Stage 2: What's Next?

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	New Capability
Key Capabilities:	- Algorithmic Trading Systems
Constraints:	- Predicting Random - Computing Power - Clean Data

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	New Capability	Prototype
Key Capabilities:	- Algorithmic Trading Systems	- Algo Trading at Scale - Lots of Data - Proprietary Metrics & Analytics
Constraints:	- Predicting Random - Computing Power - Clean Data	- Tradeworthy - Risk Management - Trading Costs - Funding

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	New Capability	Prototype	Product
Key Capabilities:	- Algorithmic Trading Systems	- Algo Trading at Scale - Lots of Data - Proprietary Metrics & Analytics	- Fund Run By Autonomous AI - Insight Engine
Constraints:	- Predicting Random - Computing Power - Clean Data	- Tradeworthy - Risk Management - Trading Costs - Funding	- Real-Time Insights - Distribution Partners

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	New Capability	Prototype	Product	Platform
Key Capabilities:	- Algorithmic Trading Systems	- Algo Trading at Scale - Lots of Data - Proprietary Metrics & Analytics	- Fund Run By Autonomous AI - Insight Engine	- Amplified Intelligence Platform - Many Products - Many industries - JV Biz Model
Constraints:	- Predicting Random - Computing Power - Clean Data	- Tradeworthy - Risk Management - Trading Costs - Funding	- Real-Time Insights - Distribution Partners	- Industry Partners - Opportunity Filtering

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Tech Adoption Model For Entrepreneurs

Name: _____ Date: _____

	Stage 1	Stage 2	Stage 3	Stage 4
	New Capability Who Cares?	**Prototype** What's Next?	**Product** Reinvention	**Platform** Transformation
	Does it help you do what you already do, better?	What could you do, or should you do?	What can you release as a product/service/offer that is strategic and unique?	What capabilities create a platform for others to build upon?
Core Capability:				
Key Indicators: Or Evidence of Success				
Potential Roadblocks: Or Constraints				
Getting to Next:	1	2	3	

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