

Exhibit 1: Worksheets for Analyzing Disruptive Trends

List key <i>emerging technologies</i> and then rate their disruptive potential.					
Emerging Technologies (List important trends)	Rate each trend's disruptive potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Timeframe to Commercialize	Availability of Technological Expertise	Cost and Time to Develop and Deploy	Ease of User Penetration and Adoption	Potential for Patents

Comments:

Exhibit 1 (continued):

List key <i>emerging business model</i> trends and then rate their disruptive potential.					
Business Models (List important trends)	Rate each trend's disruptive potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Potential Influence on Market Dynamics	Potential Influence on Competitive Dynamics	Potential Influence on Business Economics	Ease of Penetration and Adoption	Ease of Business Model Evolution

Comments:

Exhibit 1(continued):

List key <i>industry trends</i> and then rate their disruptive potential.					
Industry Trends (List important trends)	Rate each trend's disruptive potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Potential Influence on Market Dynamics	Potential Influence on Competitive Dynamics	Potential Influence on Business Economics	Potential Influence on Industry Power	Expected Timing of Industry Impact

Comments:

Exhibit 1(continued):

List key <i>global trends</i> and then rate their disruptive potential.					
Global Trends, including Outsourcing and Off-shoring (List important trends)	Rate each trend's disruptive potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Potential Influence on Market Dynamics	Potential Influence on Competitive Dynamics	Potential Influence on Business Economics	Ease of Penetration and Adoption Across Borders	Ease of Adaptation for Local Context

Comments:

Exhibit 1(continued):

List key <i>regulatory, macroeconomic, political, and societal trends</i> and then rate their disruptive potential.					
Regulatory, Macroeconomic, Political, and Societal Trends (List important trends)	Rate each trend's disruptive potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Potential Influence on Market Dynamics	Potential Influence on Competitive Dynamics	Potential Influence on Business Economics	Potential Influence on Power	Timing of Business Impact

Comments:

Exhibit 1(continued):

List <i>other sources of opportunity</i> and then rate their disruptive potential. These sources could include combining products and services to create a business solution, adding information value to a product or service business, or pursuing internal process innovations that could transform business economics in your industry.					
Other Sources of Ideas (List important trends)	Rate each idea's potential using the following key: 1=Very Low; 3=Neutral; 5=Very High; DK-Don't Know; NA-Not Applicable				
	Potential to Increase Revenue	Potential to Decrease Cost	Potential to Improve Asset Efficiency	Potential to Achieve Sustainable Advantage	Time to Implement and Achieve Advantage

Comments: