

DISTURBFIRST

The Self-Disruption Workshop — Detailed 3-Day Agenda

3 days. No comfort. 08:00 → late.

DAY 01 — EXPOSE

08:00 – 09:00	Arrival, espresso, signed NDAs. No small talk.
09:00 – 10:30	Atomic Bets workshop: strip your business model to its 7 core wagers.
10:45 – 12:30	Pre-mortem: how would a smarter, better-funded competitor kill you in 18 months?
12:30 – 13:30	Working lunch — peer-paired diagnostics.
13:30 – 16:00	Live teardown of two attendee models in front of the room.
16:15 – 18:00	Assumption inventory: list every belief your business depends on. Rank by fragility.
19:00 – late	Operator dinner. Off the record.

DAY 02 — ATTACK

08:00 – 09:00	Yesterday's reflections. Public commitments.
09:00 – 11:00	Twelve self-disruption plays against your own moat.
11:15 – 13:00	Pricing demolition + willingness-to-pay sprint.
13:00 – 14:00	Lunch with assigned sparring partner.
14:00 – 17:00	Hostile customer interviews. We recruit. You sweat.
17:15 – 19:00	Debrief + red-team report writing.

19:30 – late Optional: late-night pricing lab.

DAY 03 — REBUILD

08:00 – 09:30 Synthesis: what survived the attack?

09:30 – 12:00 Draft v2 business model with kill-criteria baked in.

12:00 – 13:00 Lunch.

13:00 – 15:30 90-day shipping plan + accountability pod assignment.

15:45 – 17:30 Pitch the new model to a panel of operators. Live scoring.

17:30 – 18:30 Closing remarks. Cohort group formed.

18:30 – late Send-off dinner.

What you leave with

- A v2 business model documented and stress-tested.
- A 90-day shipping plan with explicit kill-criteria.
- An accountability pod of 4–6 operators meeting biweekly for 90 days.
- Recordings of your live teardown and panel pitch.
- Lifetime access to the DISTURBFIRST alumni network.