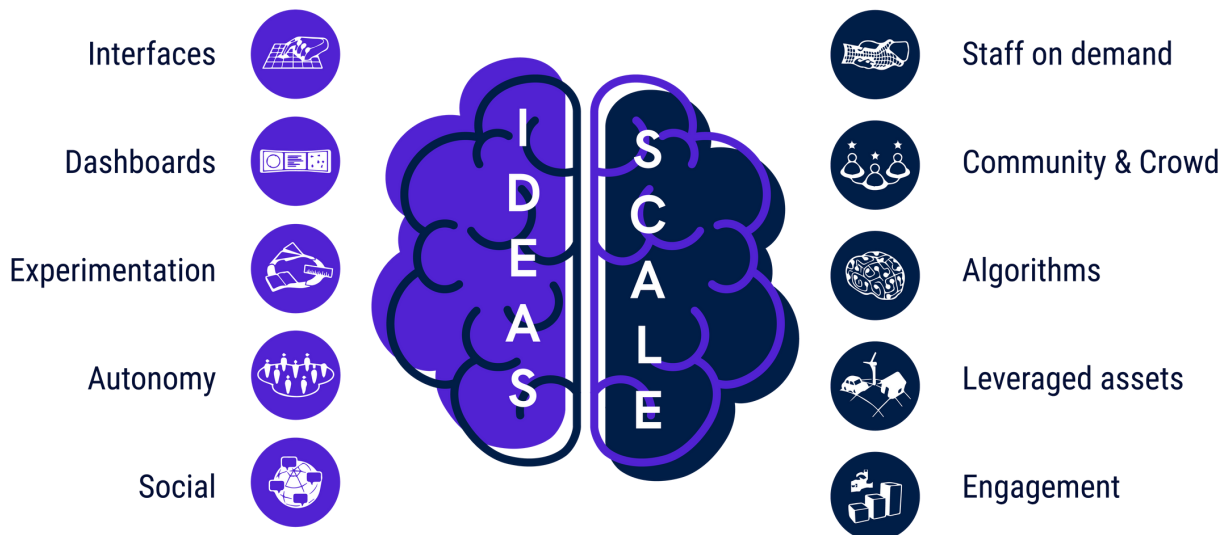


# GUIDE TO THE FOUNDATIONS ASSESSMENT



## MTP

### Massive Transformative Purpose



# Introduction

Use this guide to help you answer the Foundations assessment questions correctly. Below you will find each question with a guide on how to best answer the question

## Please write down 3 key takeaways you've had from the learning material:

This is an open question regarding what valuable information you took out of the videos. We ask for 3 main takeaways. This can relate to the methodologies, technologies and what inspires you

## What 3 exponential technologies do you think will disrupt most industries in the coming 5 years?

In this question we would like you to pick 3 exponential technologies and go into detail as to why you think they will disrupt most industries. Make sure you have 2-3 sentences per technology



The following videos talk about exponential technologies: 4Ds Introduction, Digitize & Disrupt, Demonetize & Democratize.

The picture below has some examples of exponential technologies.



Artificial Intelligence



Robotics



Biotechnology



Blockchain



Augmented Reality  
Virtual Reality



Internet of Things



Autonomous Cars

## Your client is a global car manufacturer. Please select 4 ExO attributes that it should implement to become more adaptable to external disruption in their industry.

In this question we would like you to look at the 11 ExO attributes (see the diagram on the front cover) and pick 4 that you believe a car manufacturer should be implementing to stay ahead of future disruption. Each Attribute should have a short paragraph explaining why



The following video talks about the attributes : ExO Attributes



## Your client is a global bank. Please list 3 ways its core business can be disrupted in the future.

In this question we would like you to share 3 ways you believe a bank could experience disruption in the future. To help you answer this ask yourself the following questions

- What will banks look like in the next 10 years?
- Will banks have the same functions?
- What do people need in terms of Financial Services?



The following videos talk about the attributes : Exponential world, 4Ds Introduction, Digitize & Disrupt

## Choose any industry/customer problem and outline an idea for a disruptive ExO business that can capitalize on current problems and/or existing market inefficiencies:

This is an open question, it is meant to show that you have a good understanding of the 11 ExO Attributes as well as how technologies are affecting business. The answer to this question should give an explanation for your choice.

**Thank you for reading this and good luck with your assessment**