

VALIDATORS then COMPETITORS

By Kevin Clark



New categories require a critical mass of marketplace participants to create visibility and credibility. For each other – and for the customers they will serve.

Before becoming competitors when market forces start to create opportunity saturation, the early entrants are actually validators.

Validators are the critical players that create new categories and spin-up markets and customer demand.

They make something invisible, visible.

“Son, you don’t even know you want it yet” video; this is me on-stage at the DEMO Conference talking about customers future needs:

<http://www.brandclark.com/clips/listenlead.html>

Business models and literature have a fixation on competition and competitors. This idea of competition for scarce resources and customers is not entirely out-of-date, yet it is time for it to have a new context in an era of rapid innovation.

In an era of an interconnected world, validators are in reality more important to your success than would-be competitors.

Validators make the world safe for your category so that customers first want what your category offers vs. other places you can spend your time, attention and money. Now that all of you have a shot at a share of spend, you can compete for your brand be the one most preferred.

Innovate. Be a validator.