

Disruptive and Destructive Aren't Buzzwords. **They're a Strategy.**

Applying Schumpeter's creative destruction and Thiel's zero-to-one logic to AI ventures — a six-part framework.

SWIPE →

The Six-Part Framework

- 01** Destroy your own market first
 - 02** Use first-principles decomposition
 - 03** Compete where incumbents cannot
 - 04** Pursue zero-to-one monopoly
-

01

Destroy Your Own Market First

The most effective disruption is self-directed, before a competitor forces it. Find the largest, most margin-protected market — then make that margin structurally indefensible.

02

Compete Where Incumbents Cannot

Incumbents optimise for quarterly earnings and risk mitigation. AI-native ventures optimise for decision velocity, risk tolerance, focus depth, and data leverage.



Zero legacy revenue to protect. Zero incumbent incentives to manage. The reliable path to breakthrough innovation is a separate entity with a blank mandate.



A destructive strategy without execution discipline is self-destructive.

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Incumbent vs. AI-Native

INCUMBENT

Weeks of stakeholder alignment

Quarterly-earnings optimisation

Fragmented across product lines

AI-NATIVE

Ship and iterate in hours

Decision-velocity optimisation

100% focus, deep workflow lock-in

Find the “Secret” Nobody's **Priced Yet.**

Thiel's secrets are facts that are true but not yet priced by the market. In AI, they sit at the intersection of high decision complexity, a proprietary data source incumbents don't control, and a workflow bottleneck that's operationally critical but structurally ignored.

Three Destructive Business Model Moves

Time-based service → outcome-priced API
Capital-intensive ops → AI-managed SLA
Consulting project → compounding digital twin

The full six-part framework, from first principles to regulatory pre-emption:
terencekok.com/blog/disruptive-destructive-ai-business-strategy-approach

Are You Building the Model That Restructures the Industry — Or the One Being Restructured?

The full six-part framework for a zero-to-one AI strategy.



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