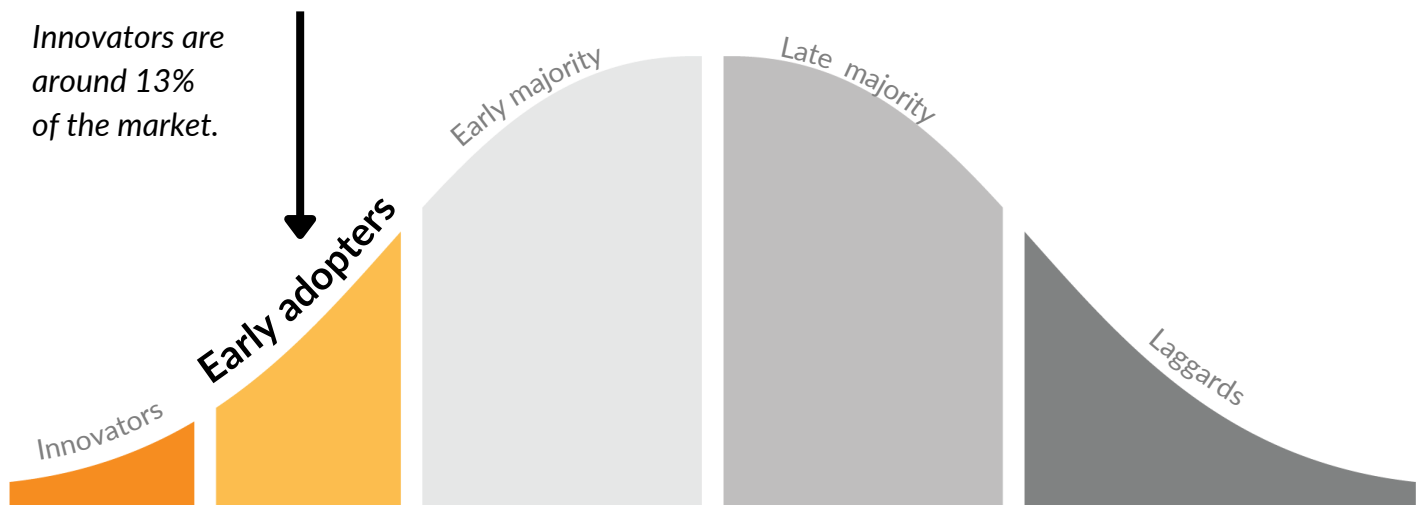


# Disruptor

## Phase 2

The Disruptor phase is the second stage in CU 2.0's fintech journey. This phase is designed to capture broader market adoption by appealing to early adopters of technology buyers—those who are eager to jump in as soon as they see successful use cases and ROI.

### Your target buyers



The Technology Adoption Lifecycle

## Pillars of Focus

- 1. Competitive Analysis**  
Understand your market positioning and unique value proposition.
- 2. Market Segmentation**  
Identify niches in the industry where your solution can create a significant impact.
- 3. Advanced Marketing**  
Use the CU 2.0 Guides and Fintech Call program to showcase your solution to a broader market.



## Key Activities

- Build use cases with clear ROI
- Obtain client testimonials
- Review revenue and pricing models
- Update vendor due diligence
- Include credit union scoring in 2.0 Guides
- Participate in Fintech Call program for lead generation
- Turn media exposure into lead capture opportunities



## Mastermind and Peer Calls

Gain access to a group of credit union and fintech entrepreneurs to help with key goals, education, and insights.



## Adoption Cycle Alignment

As shown in the graphic above, the Disruptor phase is designed to capture the interest of early adopters in the technology adoption lifecycle. This phase aims to build on early success stories with innovative credit unions and extend your market reach to more risk-averse buyers.



## Level Up

You may advance to the CUnicorn phase by securing a client base of 20–25 credit unions, which signifies your readiness to satisfy the needs of the early and late majority of credit union technology buyers.