

What is Category Design?

Category Design is the discipline of creating and monetizing new markets in a noisy world. The most exciting companies create - they give us new ways of living, thinking or doing business, many times solving a problem we didn't know we had – or a problem we didn't pay attention to because we never thought there was another way.

These companies don't only invent something to sell us. They are not making products or services that just incrementally improve on whatever came before. They don't sell us better. The most exciting companies sell us different. They introduce the world to a new category of product or service.

Category is the New Strategy

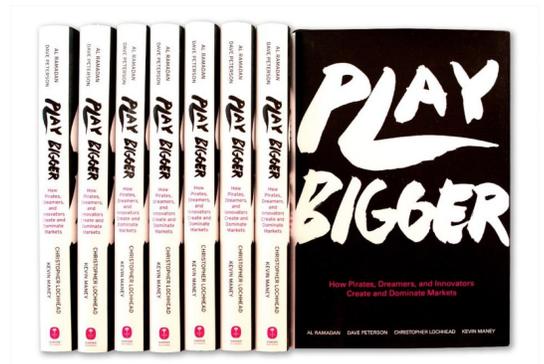
The recently published book: “Play Bigger - How Pirates, Dreamers, and Innovators Create and Dominate Markets” (at [Amazon](https://www.amazon.com/Play-Bigger-How-Pirates-Dreamers-Innovators-Creat-Dominate-Markets/dp/1492198800)) explores and details the science and discipline of Category Design. A major conclusion is that if you want to build a legendary company, you need to design and build a legendary category at the same time, and dominate it over time. Your company needs to aspire to be the Category King - and if you don't design a Category King, you will not dominate the market.

Critical Praise

“Every entrepreneur looking to alter the landscape and every CEO looking to reimagine their business can learn from this book. Play Bigger provides inspiration and a framework for building companies that transcend gravity.”
Marc Benioff, Chairman and CEO, Salesforce

“Play Bigger is the new how-to guide for entrepreneurs and executives who want to build legendary, enduring companies.”
Jim Goetz, Partner, Sequoia Capital

“Business leaders of the future need to create movements with passionate employees and fans that change the world's point of view, not just companies with employees that sell products. Play





CATEGORY DESIGN
ADVISORS

Bigger shows how category design is the roadmap for making this happen.”

Mike Maples, Founding Partner, Floodgate

“Every entrepreneur who wants to take their game to the next level needs to read this book. Category design applies to sports governing bodies, event owners, national teams and even athletes.”

John Bertrand, America’s Cup winner, Olympic medalist

“Category design is a principle that every successful entrepreneur has intuitively embraced. Now it is outlined here in Play Bigger for all business executives to learn and apply. An absolute must read for every person interested in the secret sauce found in Silicon Valley.”

Ann Miura-Ko, Lecturer, Stanford University and Co-founder Floodgate Fund

“Play Bigger shows why it’s so important to build category kings and what it takes to succeed in this new discipline of category design. This is must read book for all brand marketers, VC’s, and board of directors who want to take market creation into their own hands”

“Ray” Wang, Principal Analyst, Constellation Research, Author “Disrupting Digital Business”

“This important work should be available to everyone thinking of pursuing a business career.”

Library Journal

“This is a very special book, and it will make a huge difference to businesses trying to understand how they can succeed initially and for the long term. Play Bigger ranks up there with Christensen’s *Innovator’s Dilemma* and Moore’s *Crossing The Chasm* as the three must-have books to succeed.”

Kathleen Goolsby, Managing Editor, SandHill.com

Additional Category Design Resources:

Play Bigger: How Pirates, Dreamers, And Innovators Create and Dominate Markets at [Amazon](#)

Churchill Club: [Panel Discussion Video](#)

Harvard Business Review: [How Unicorns Grow Article](#)

Forbes Review: [New Market Categories Article](#)

Category Design Advisors: [Website](#)