100 Concept Drift

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/100-concept-drift-2/

The Demand

This month, evaluate your location and your concept five years forward, not just against today's numbers. Concepts are responses to a moment, not permanent fixtures, and a neighborhood that's moving is a living variable you have to reassess, not a fixed asset you can assume will hold.

The Work

Evaluate your concept and location five years forward, not just against today's numbers:
Is the food trend or format your concept relies on durable, or a wave that already crested?
Is your neighborhood still moving in the direction it was moving when you opened?
Is your concept built on a genuine point of view, or is it renting relevance from a trend?
What would make your identity deep enough to transcend the moment that launched it:
The reassessment you will make this month rather than assuming the location and concept will hold: