

# Attack your own idea before the market does.

## Background

*Adversarial collaboration · law, strategy, and design*

The Devil's Advocate exercise treats your idea as a case to be won — and puts the strongest possible opposing counsel in the room. The goal isn't to defeat the idea. It's to find the objections you can't answer.

## How to Run This

- 1 State the idea you're defending clearly.
- 2 For each adversary role, generate the strongest possible objections.
- 3 Rate each objection: Defended, Conceded, or Exposed.
- 4 Map Exposed objections to risk categories.
- 5 Identify your biggest vulnerability and plan one specific action to close it.

## Facilitator Tips

### Common mistake

Playing a weak devil's advocate. If every objection is easily defended, you made the adversary too agreeable.

### What good looks like

At least one Exposed rating — an objection you couldn't answer.

### When to move on

When you've identified your top Exposed objection and committed to a specific action.

## About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

## Try this interactively in The Studio

Pete will play the devil's advocate — testing your idea from multiple adversarial angles and helping you identify which objections you genuinely can't answer. You'll leave with a vulnerability map and a session report.

[studio.wadeinstitute.org.au](https://studio.wadeinstitute.org.au) →

**1 THE IDEA (DEFENDED)**

*State the idea or position you are going to stress-test.*

**2 OBJECTIONS YOU ANSWERED WELL**

*Where was your defence convincing?*

**3 OBJECTIONS PARTLY TRUE**

*Where did you concede ground?*

**4 OBJECTIONS WITH NO GOOD ANSWER**

*Where are you exposed?*

**5 ADVERSARIES FACED**

*Who challenged you? What perspective did they take?*

**6 DANGER ZONE**

*What is the most uncomfortable truth that emerged?*

**7 NEXT STEP**

*Given the stress test, what should you do now?*