Liliam is an aerospace company that developed an electrically powered personal air vehicle capable of VTOL flight that provides its customers with an on-demand air transportation services which enables better ways of moving between geographical points as quickly and efficiently as possible anywhere and anytime compared to other transportation services like car, bus, or trains.

The major components of the value network Liliam tries to build are a passenger mobility network where it would run its own fleet of air taxi services for individual passengers (B2C), and a turnkey enterprise solution where it would sell or lease aircraft to airlines and other customers (B2B) in addition to vertiport network and various aerospace suppliers and development partners. However, the company faces multiple challenges to be able to disrupt the industry. Firstly, the company must seek out an infrastructure partner to design and construct the vertiport facilities and to take on the operation and maintenance contract which is also very time consuming. Secondly, the company must go through a lot of authority regulations to prove that it had fully trained and qualified personnel, infrastructure, systems, processes and procedures in place to ensure the safety of the general public and its employees, both on the ground and in the air. Lastly, for B2C customers, the company will have to figure out access routes, landing sites, pricing, customer acceptance and data analytics. In addition, negotiating with airlines and dealing with contract contingencies, financing options and commercial terms are other challenges to worry about for B2B customers.

To disrupt the industry, I believe Liliam should work on the following:

* Improving the battery capacity to enable travelling for longer distances and make it safe enough for commercial use
* Simplifying its designs to lower the manufacturing and maintenance costs (which would according reduce the service cost) in addition to lowering noise emissions
* Improving its engine performance to allow higher speeds that would reduce travel time
* Becoming the primary source of parts in the after-market
* Increasing the seating spaces to allow more passengers or packages per trip
* Creating a solid marketing campaign that promotes their services to the customers and how unique they are from their competitors.
* Creating partnerships with stakeholders like airports, governments, and shipping companies

I believe by achieving the previous points, the company would have higher chances of disrupting the industry and becomes more useful to its potential customers beside having bigger advantages than its competitors.