

Disruption & U

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Why this topic?

A for Apple

B for Ball

C for Cat

D for Doll

A for Artificial Intelligence

B for Block chain

C for Cloud computing

D for Data analytics

Airplanes

Heavier - than - air flying machines are impossible.

Lord Kelvin, President, Royal Society

Radio

The wireless musical box has no imaginable commercial value. Who would pay for a message sent to nobody?

David Sarnoff's Associates

Cars

The horse is here to stay, but the automobile is only a novelty - a fad.

President, Michigan Bank.

Television

For God's sake, go down to the reception and get rid of a lunatic who's down there. He says he has got a machine for seeing by wireless.

Editor, Daily Express

Railways

Rail travel at high speed is not possible, because the passengers unable to breathe, would die of asphyxia.

Dr. Dyonysus Lardner, University of London.

Computers

I think, there is a world market for may be 5 computers.

Thomas Watson, Chairman IBM

PC

There is no reason for any individual to have a computer at their home.

Kenneth Olsen, President Digital Equipment Corp.

Internet

The internet is a shallow and unreliable electronic repository of unreliable pictures, inaccurate rumours, bad spelling and worse grammar, inhabited largely by people with no demonstrable social skills.

Chronicle of Higher Education

Digital Cameras

I don't think digital photography is romantic yet. Its not sympathetic the way film is.

Matthew Modine

Telephone

This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.

Western Union

Arrogance of the Present

The Blue Ocean Strategy

Make the Competition irrelevant.

The product performance is
good enough and affordable
to fulfill an unfulfilled need in the market

Youtube

Tedx

Whatsapp

Zomato

Netflix

Uber

When a CEO says:

This is not a threat, its low performance, bad quality and nobody wants it.

Their business is doom. **Sell stock.**

The Disruptive Innovation Theory

New organization can use relatively simple, convenient, low cost innovations to create growth and triumph over powerful incumbent.

Clayton M. Christensen

The Disruptive Innovation Theory

The incumbent keeps improving the product to meet more demands. The product gets better and better.

Clayton M. Christensen

The Disruptive Innovation Theory

With more demanding customers, prices and profit margins move upwards.

Another less demanding segment gets overlooked.

Clayton M. Christensen

The Disruptive Innovation Theory

These customers gladly switch to a cheaper product as they do not require the high end quality.

Entrants enter the market by offering low quality products to this ignored segment.

Clayton M. Christensen

The Disruptive Innovation Theory

Something cheaper, with lower quality does the job.

The incumbents usually ignore this, as their customers are not interested.

Clayton M. Christensen

The Disruptive Innovation Theory

The new product from the entrant is considered as a toy.

Then the product gets better. And then its too late...

Clayton M. Christensen

Rothaermel Model

Create
New

Architectural
Innovation

Radical
Innovation

Markets

Incremental
Innovation

Disruptive
Innovation

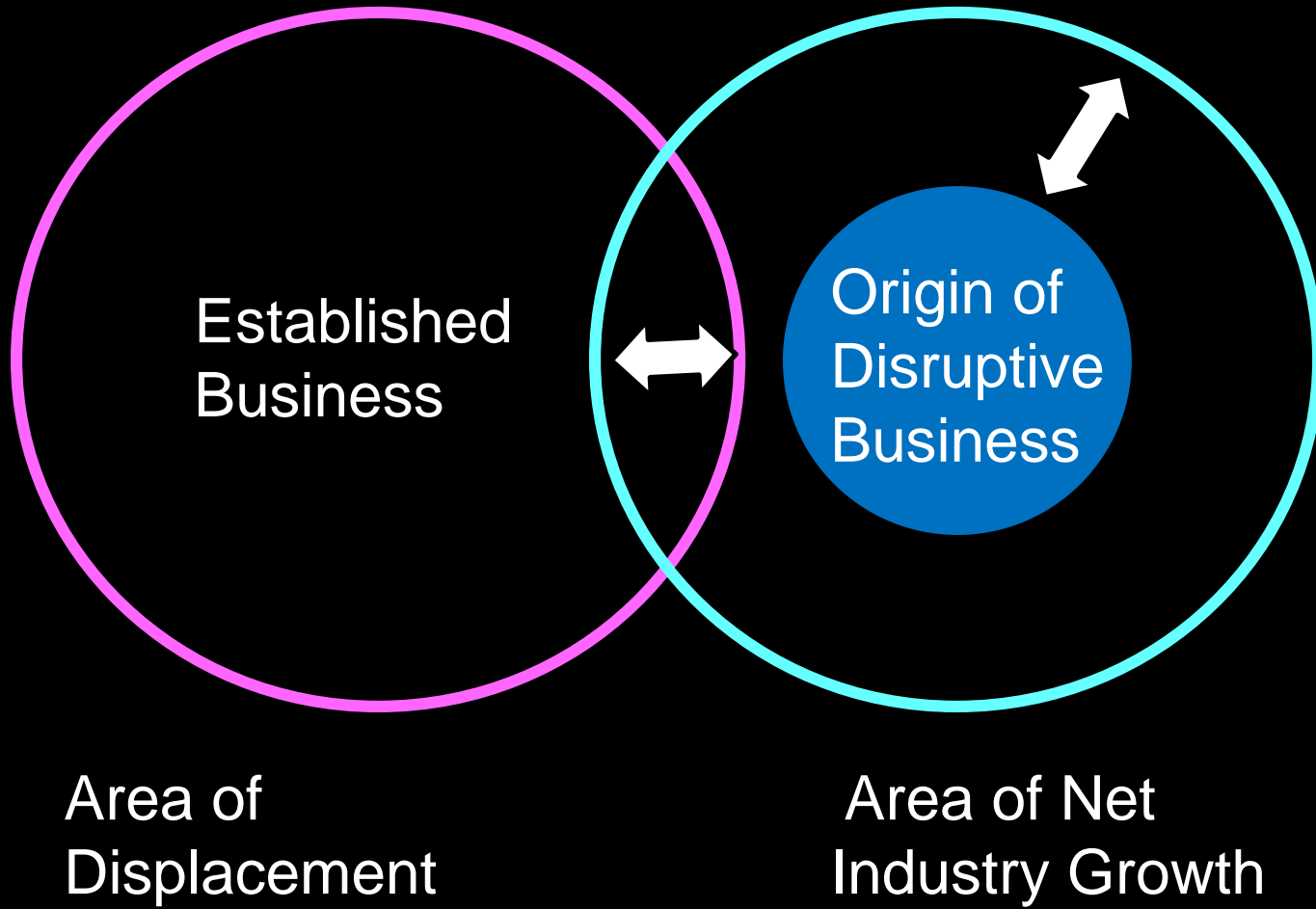
Leverage
Existing

Leverage
Existing

Technology

Create
New

Phases of Disruption



Thank U