

Disclaimer

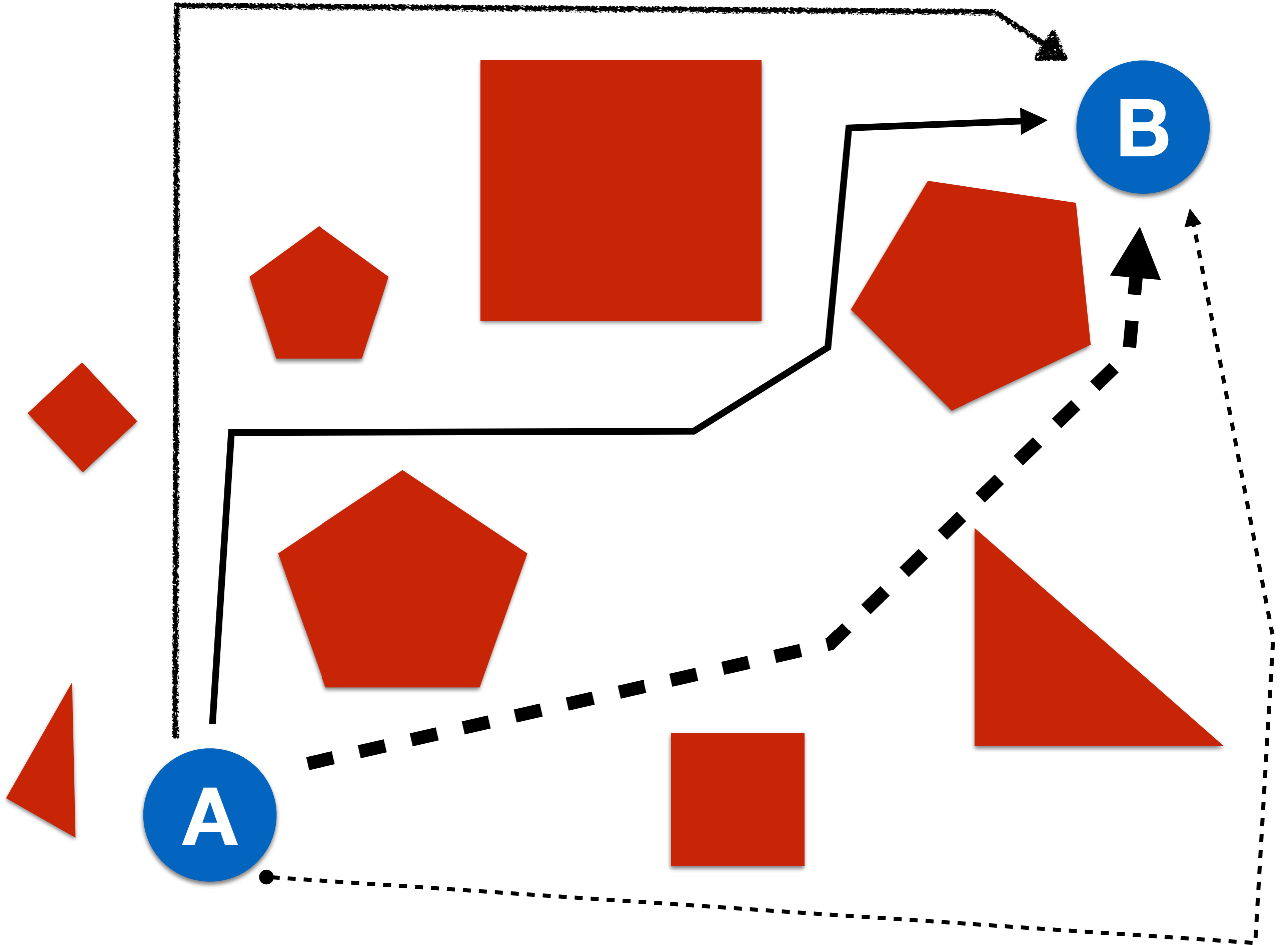
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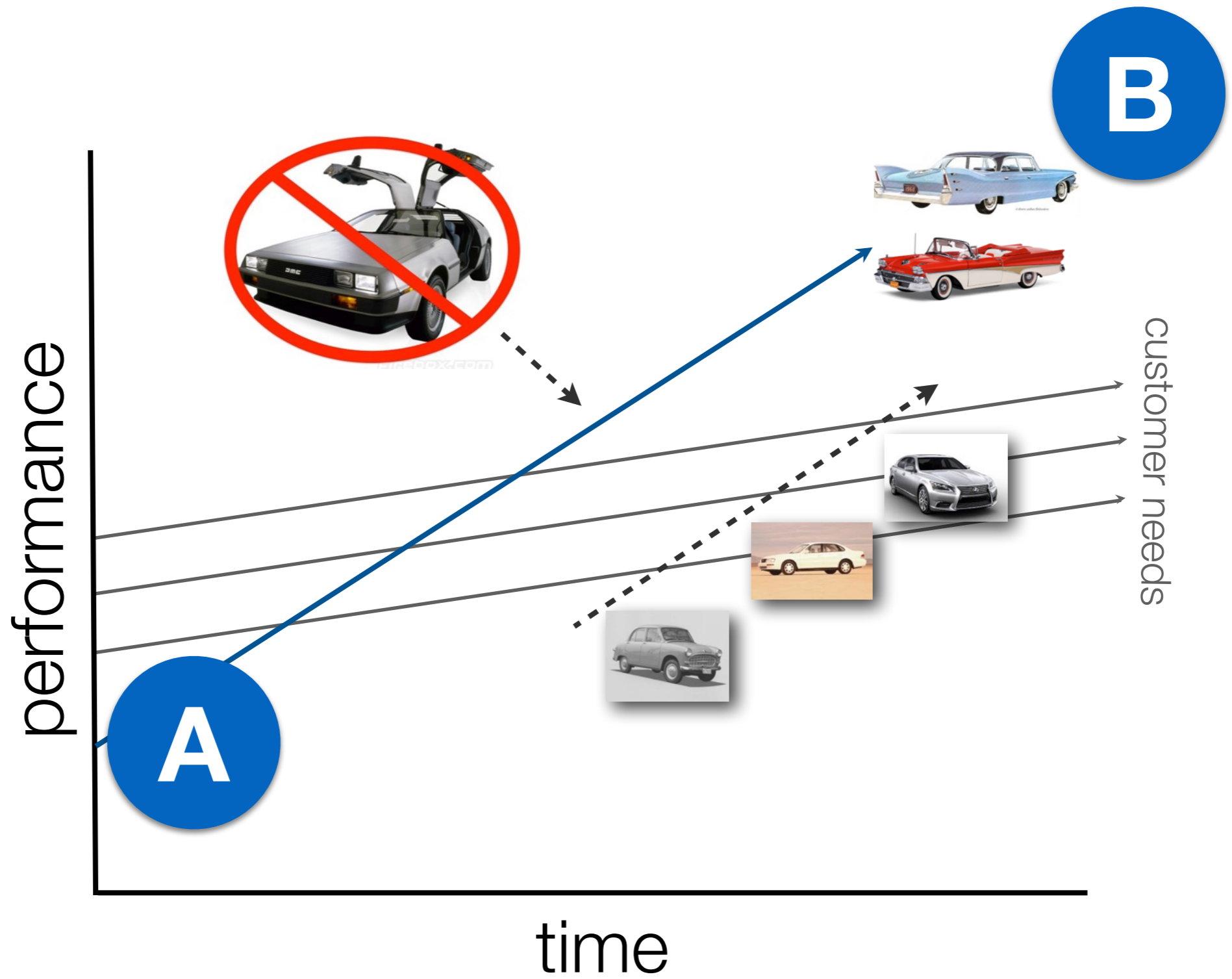
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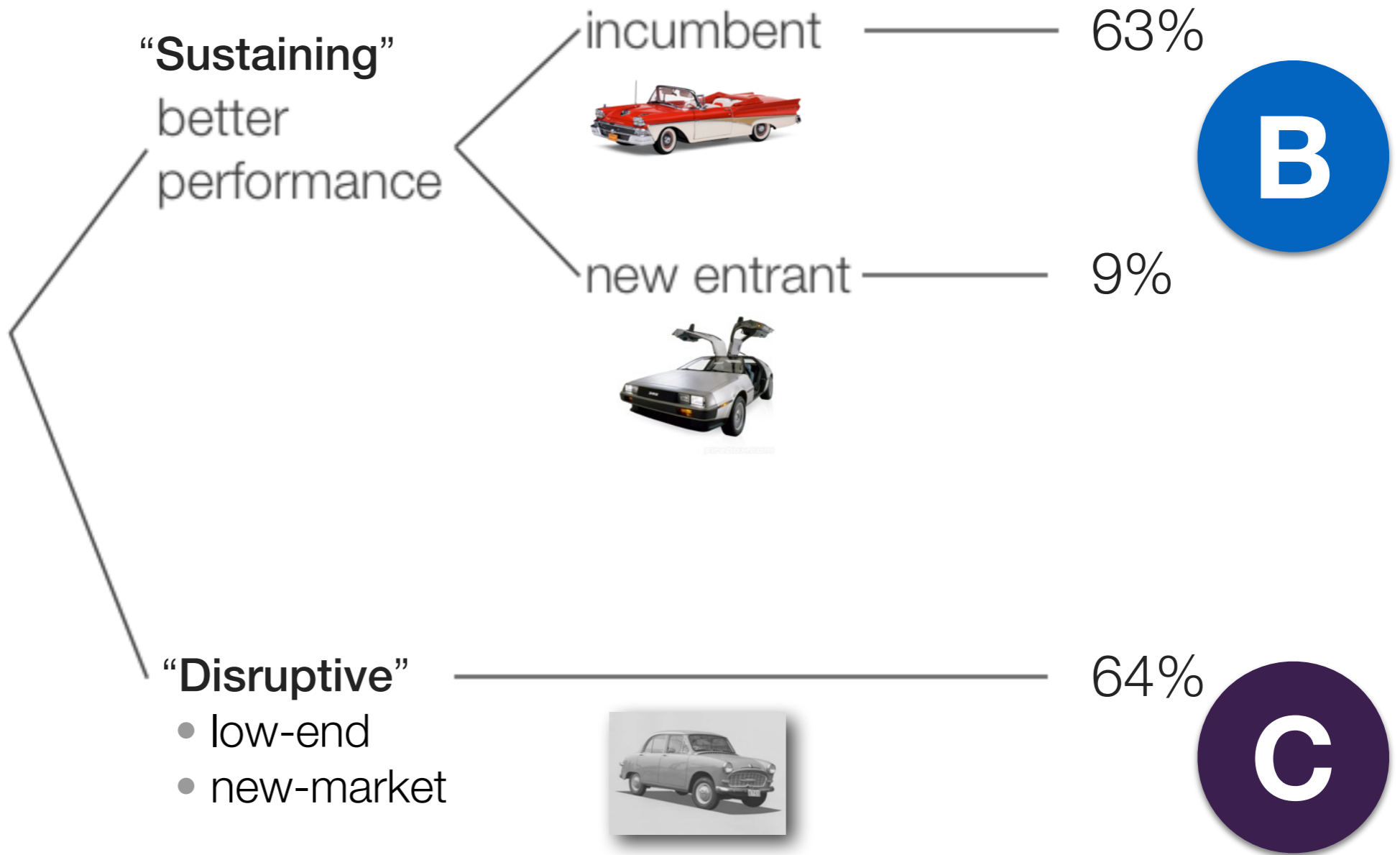
save
the
innovator



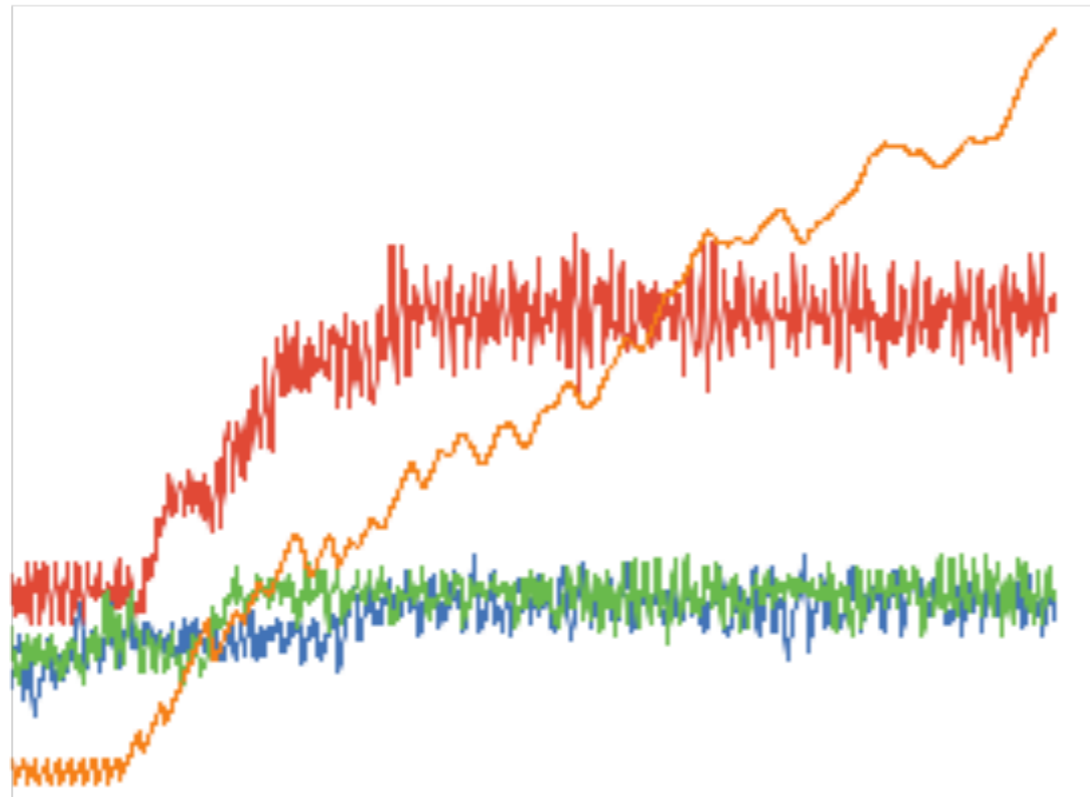




Source: Clayton Christensen, *The Innovator's Dilemma*



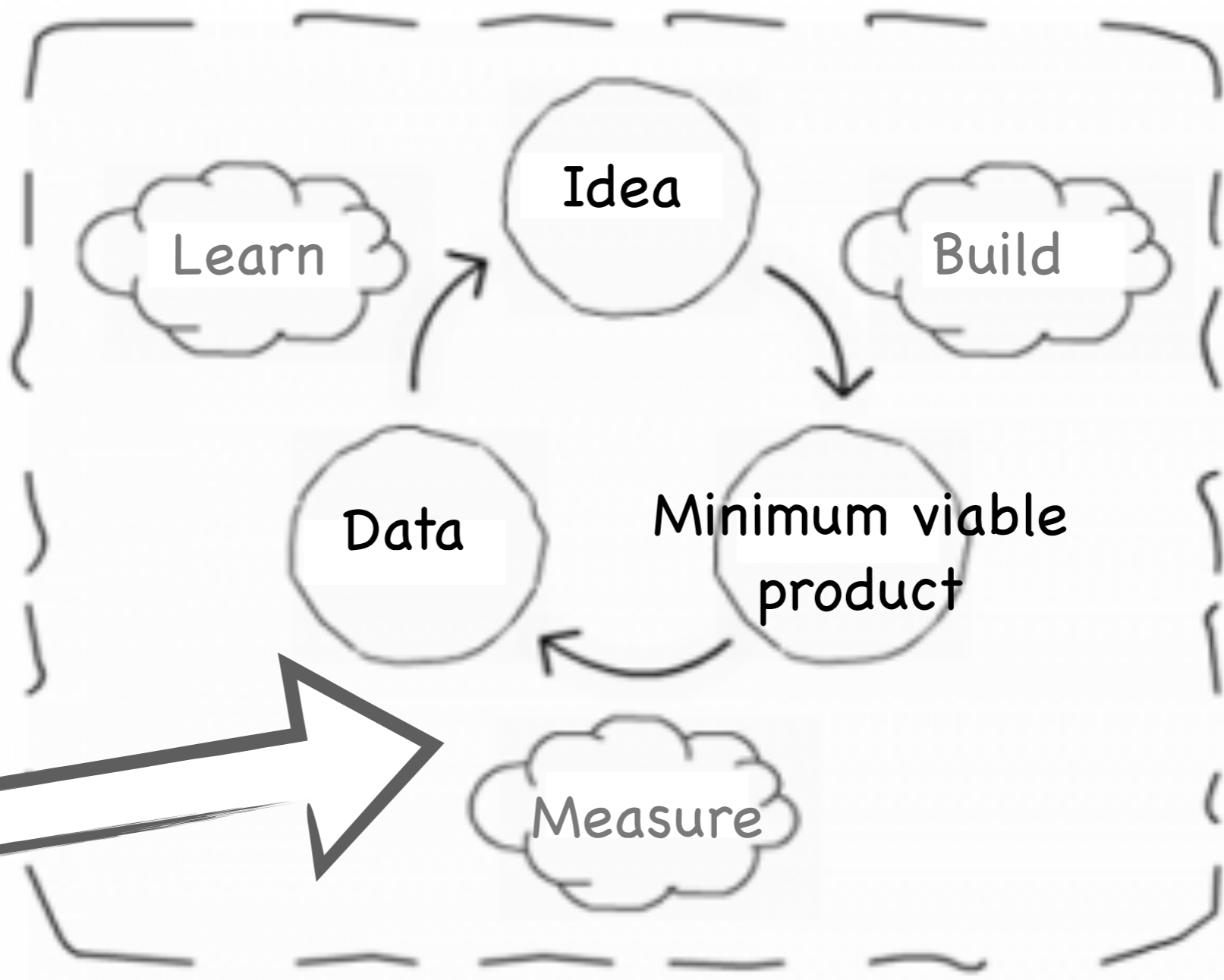
AirBnB	room-sharing (disruptive to hotels)
Allegiant Travel	airline
Automattic (Wordpress)	open source website tools
ARM	mobile and embedded CPUs
CloudFlare	free website accelerator
Dropbox	free and cheap data storage (SaaS)
FitBit	wearable health sensors
Huawei	Internet switches and routers
Lending Club	eBay for loans
Maker Bot	3D printing
Mako	surgical robot
Netflix	online movies
Salesforce.com	CRM software (SaaS)
Snapchat	digital notes that expire in 10 seconds
Spotify	Internet radio/music service
Square	merchant services
Tango	free mobile communications
Uber	taxi/transportation service



Under Armour (UA)
Nike (NKE)
Puma (PUM)
Adidas (ADS)



Simulation



Top 3 Mistakes

1. underestimate what it will **cost** to win
2. underestimate the **competition**
3. underestimate the impact of **internal corporate forces**

Your Slides

1. **What's the big f@#\$ing problem?**
 - 1 big photograph = emotional
 - less than 10 words
2. **Competition**
 - Yes they exist, yes they are terrifying
3. **Your solution**
 - no more than 5 bullet points
 - no adjectives
4. **Roadmap** (where you will go after the beachhead)
5. Everything else
6. **Last slide:** same as the 1st slide

save the innovator

