

# Fightback.

## The Manifesto

We believe the rapidly unfolding Fourth Industrial Revolution is creating unprecedented threats to incumbent organisations, across all sectors.

We believe that current approaches to digital transformation are not having a meaningful impact.

We believe that companies with platform-based business models create and capture most value in the digital economy.

**90%** of CEO's say their business models are not economically viable as their sector digitalises

**85%** of digital investments today have delivered zero or negative profit after cost of capital

**70%** of the world's top 10 companies and of the world's 'Unicorn' start-ups are platforms

We believe that most, established companies have the potential to mitigate the threats and realise the opportunities of this new world...

... if they are willing to **fight back against:**

Old ways of Thinking  
Old ways of Acting  
Old ways of Organising  
Old ways of Measuring

We believe that most incumbents have valuable assets which can be exploited in new ways to create significant new growth and value... if they can be unlocked.

## HOW

We believe three important new capabilities are needed to unlock these assets and enable a successful **Fightback**.



Platform Strategy



Digital Venture Portfolio



Entrepreneurial Collaboration

We believe the time has come to **fight back** against the past and the present, and start creating a brighter future today.

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