**Marketing 3.0**

Our observation on these three forces takes us to a safe conclusion: it’s possible to end well, by doing good-through an impressive commercial grow and eradication of poverty-by investing in emerging markets or in public sector of an already established market. That’s why Stuart Hart and Clayton Christensen have talked on a ‘’big jump downwards’’ –to the base of financial pyramid, where disruptive innovation is necessary to solve social problems caused by unbalanced economic development. Disruptive innovation usually presents products of lower price, simple and convenient ones, that are basically bought by poor consumers. Among the examples of disruptive innovations for poor are mobile phones for US$ 5, and laptops for US$ 100.

However to ensure that disruptive innovations really reduce poverty, Michael Chu presents four criteria:

1. Its scale must be huge, so that to assist billion persons that live in poverty.
2. Solutions must be permanent so as to endure handling.
3. Solutions must be truly effective and make the difference.
4. All this must happen in an effective way.