

A large, multi-pointed pink starburst shape with a black outline, centered on a dark gray background. The word "DISRUPTION" is written in white, bold, sans-serif capital letters across the center of the starburst.

DISRUPTION

Innovation without hesitation

What is Disruption?

Business disruption happens when an existing industry faces a challenger that offers far greater value to the customer in a way that existing firms cannot compete with directly

Issue #1 - Unpredictability

- Due to the unpredictable nature of disruption, it is hard to plan for and mitigate risks
- More factors make it harder to plan chance of success

Around 90% of all startups with potential disruptive products fail within the first 10 years

Issue #2 - Competition

The competitive nature of the disruptive business model leads to the loss of many businesses

DISRUPTORS

- Amazon
- Uber
- Facebook
- Google

DISRUPTED

- Toys-R-Us
- Yellow Cabs
- MySpace
- Yahoo

The Amazon logo is displayed in a white box. It features the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'n'.The Uber logo is displayed in a black box. It features the word "Uber" in a white, lowercase, sans-serif font.

Issue #3 - Unrefined Products



Nintendo Virtual Boy



ChatGPT



Zeo

Fin