Typically the primary differences in sustainable and disruptive innovations are the perceived nature and characteristics of these innovations. Typically, sustainable innovations are thought to improve the value preposition or performance of products that have been established towards mainstream customers in well rooted markets. On the other hand a disruptive innovation ‘causes a stir’ in the market that they are presented in as they bring about a different value preposition that has been previously available in the market, hence the term disruptive is added as a preamble. In typical scenarios disruptive innovations are relatively cheaper and more convenient than conventional products. Examples of disruptive technology include cellular phones that ‘disrupted’ fixed line telephony and the personal computer and printer that displaced the ‘typewriting market’ or even Email that has transformed methods of communication forever (displacing postal and greeting card industries) whereas sustainable innovations include solar cells, hybrid cars or even car sharing.