

Create Marketplace Disruption: Winning Through Growth

Adam Hartung

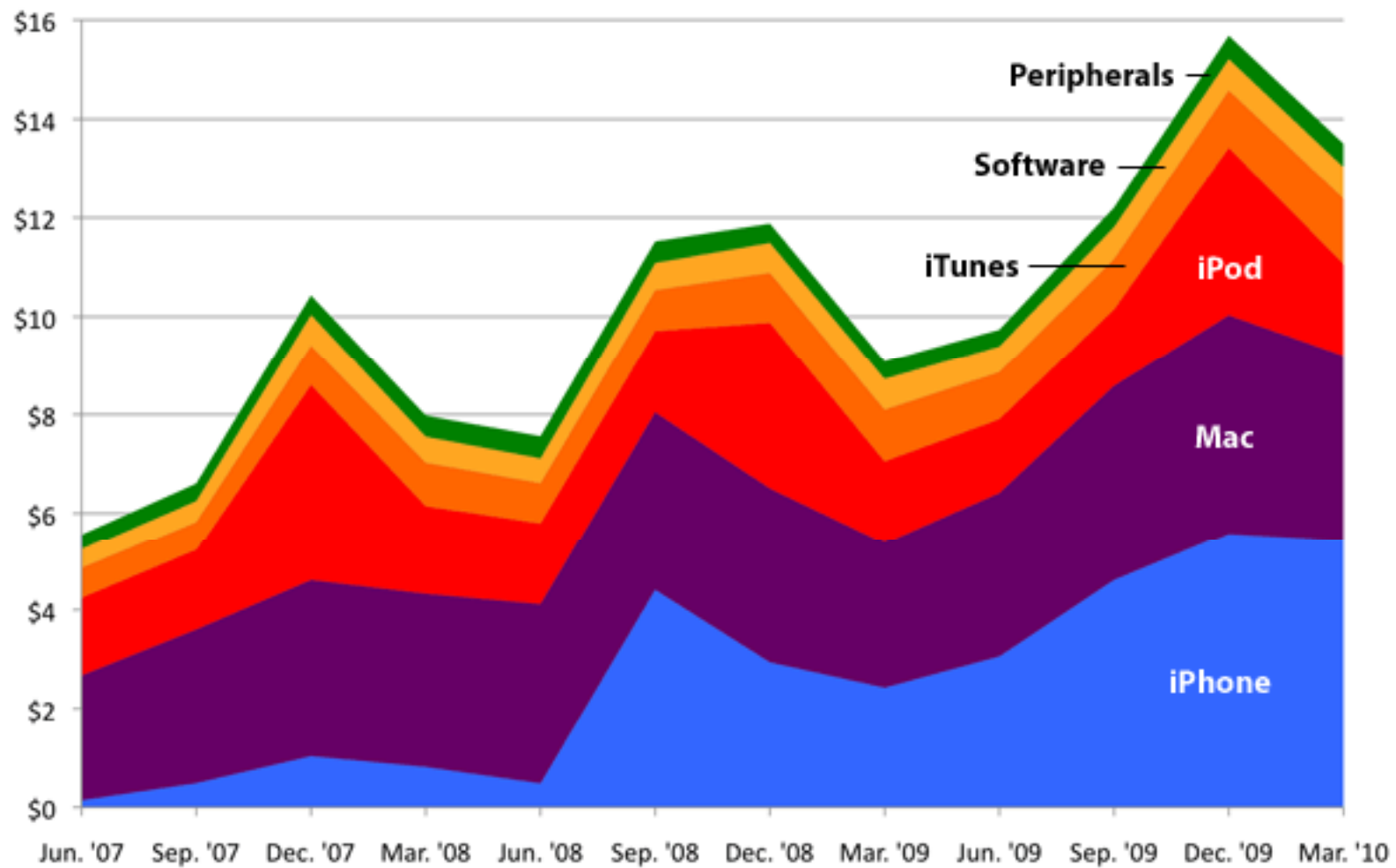
Not Everyone is Struggling in this Economy

Silicon Alley Insider



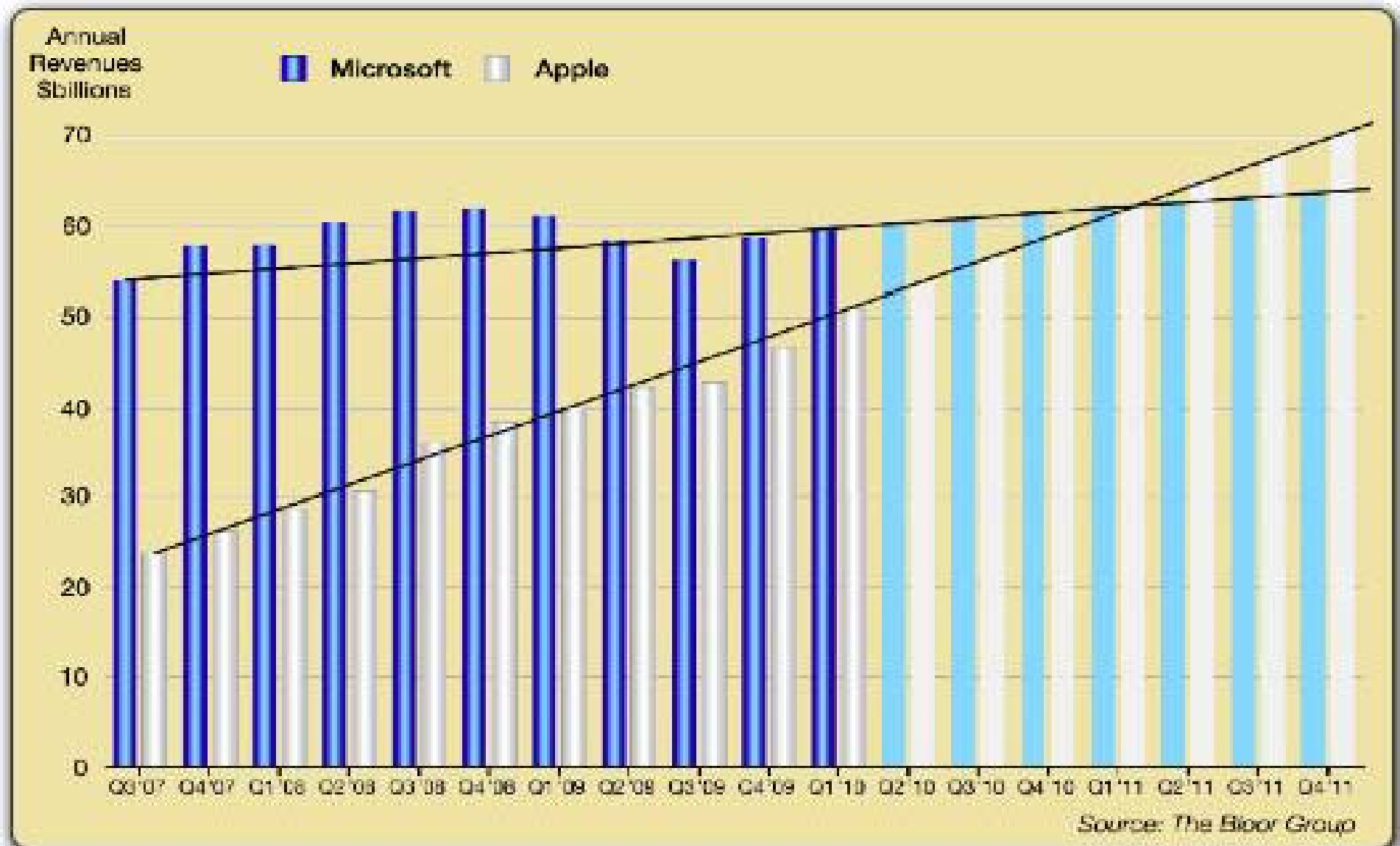
Chart of the Day

Apple Revenue By Segment (Billions of Dollars)

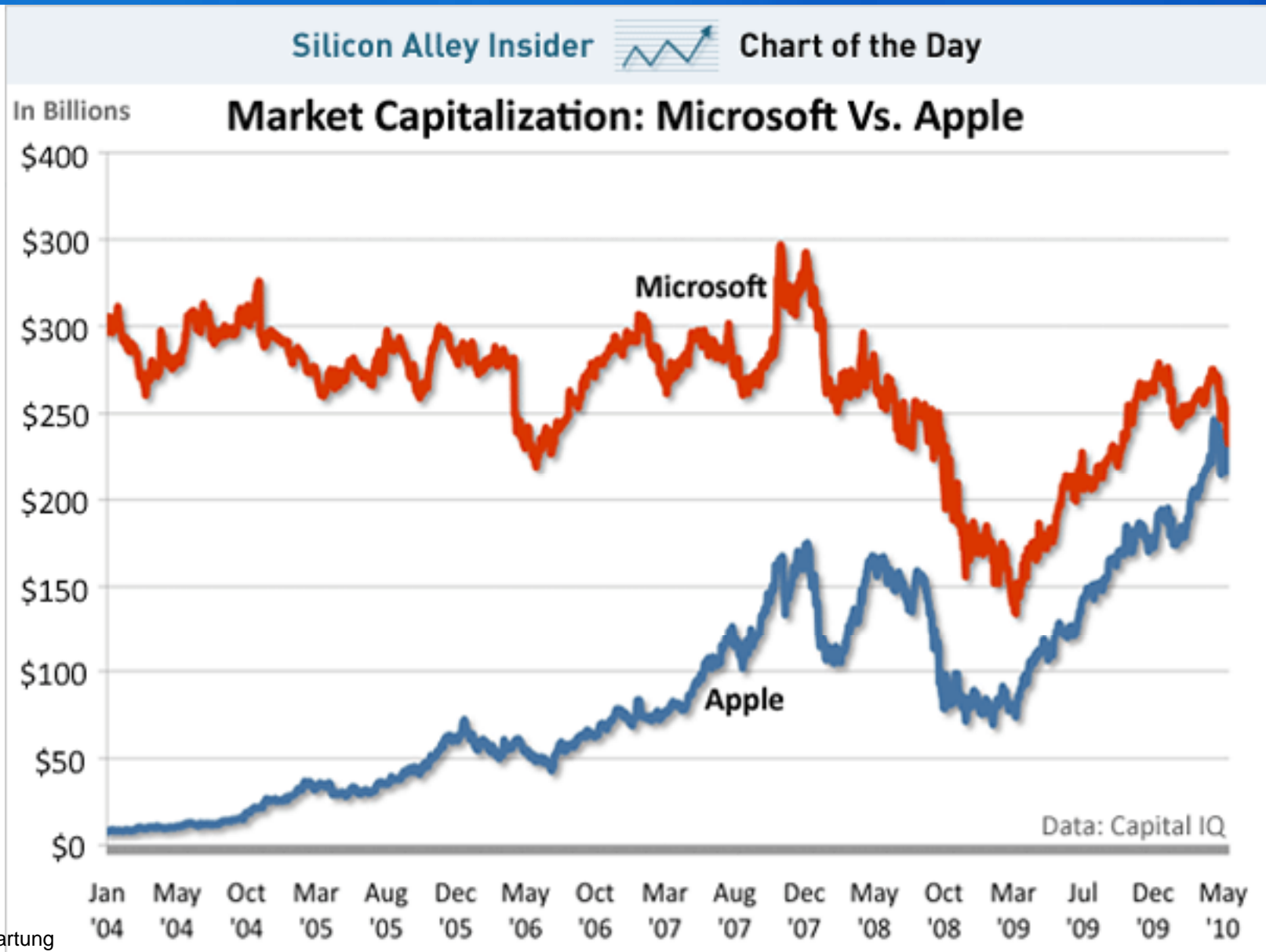


Source: Company Reports

New Products in New Markets Propels Growth



Growth Increases Market Value



The true secret to success might surprise you.



Core



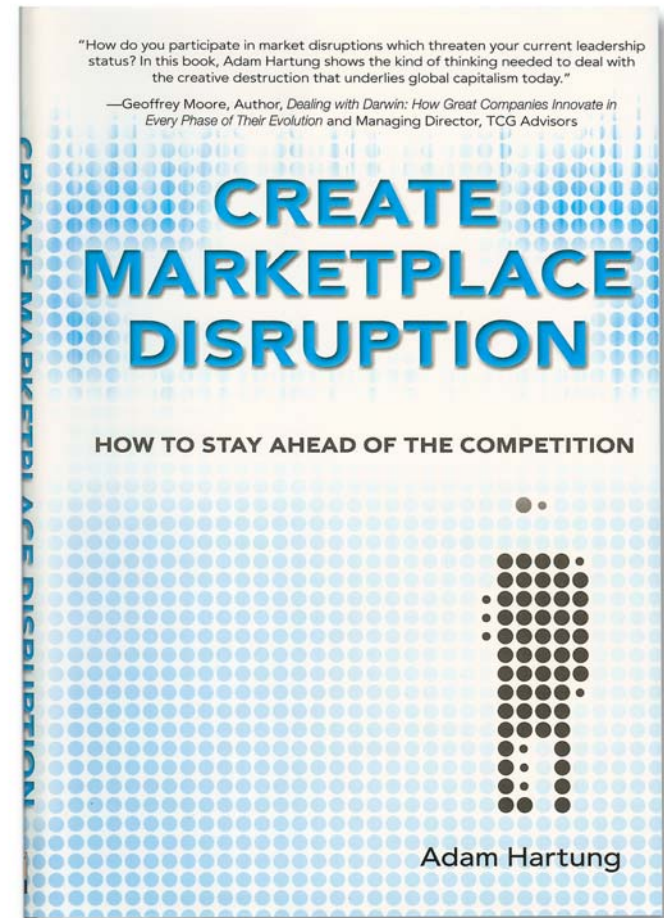
Focus



Leadership



Overcoming Lock-in



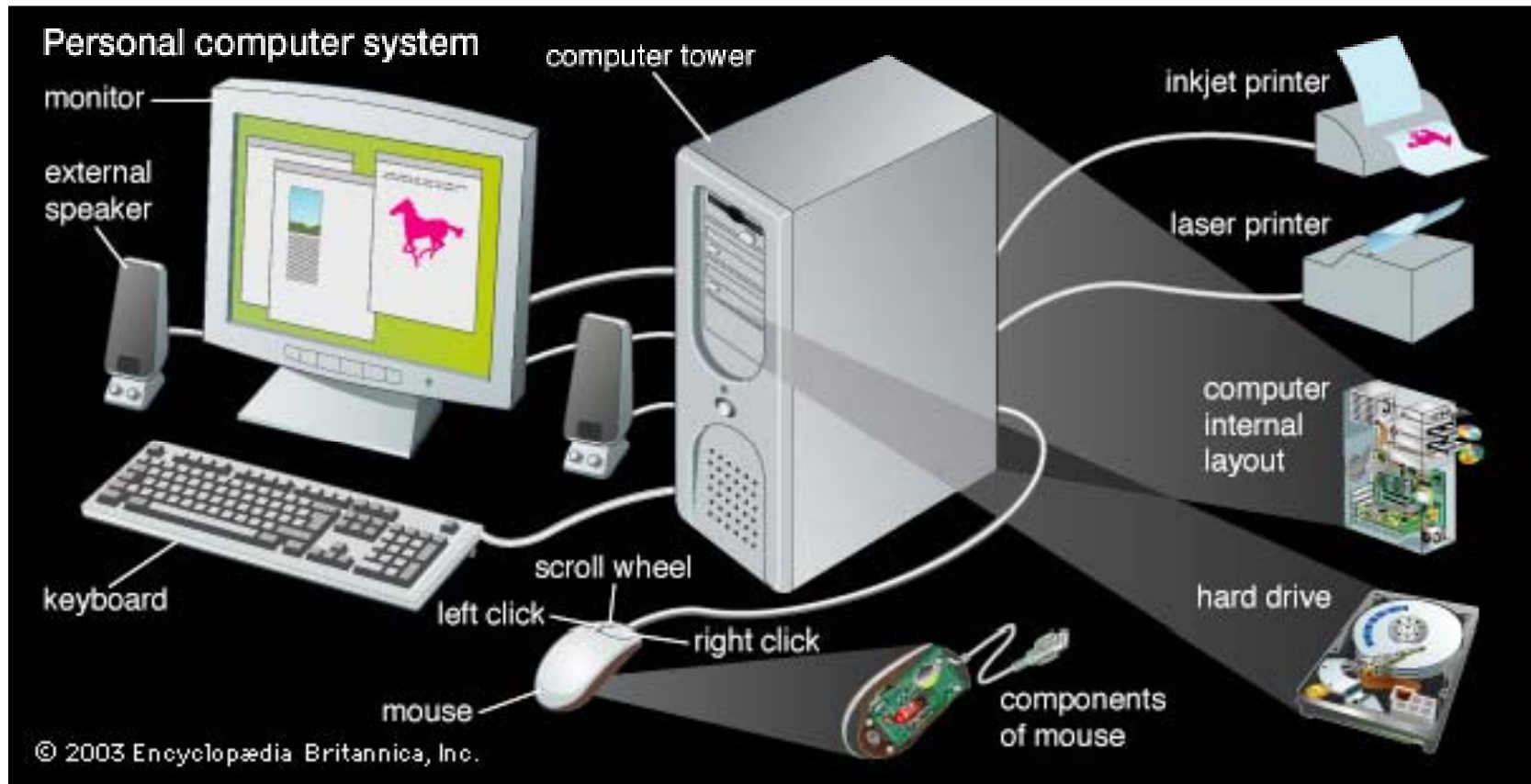
Long ago...



Innovation created change



More innovation was developed



Yet the change agent didn't follow the market



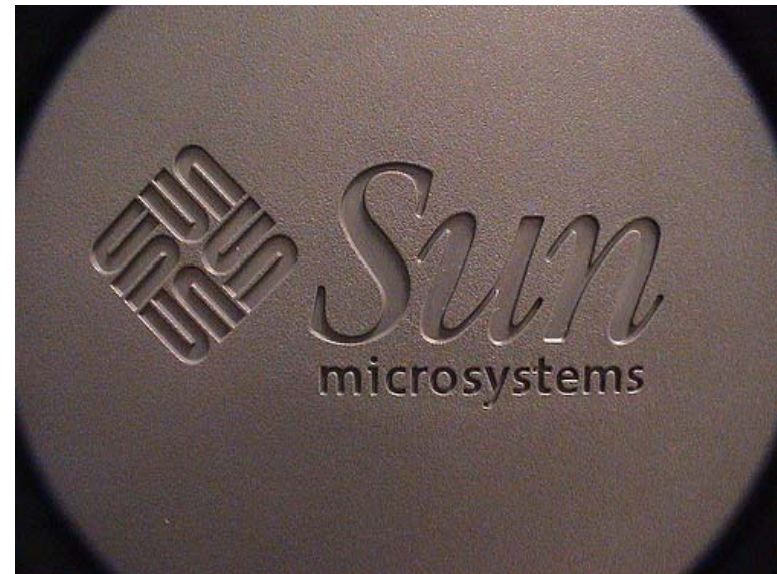
THIS



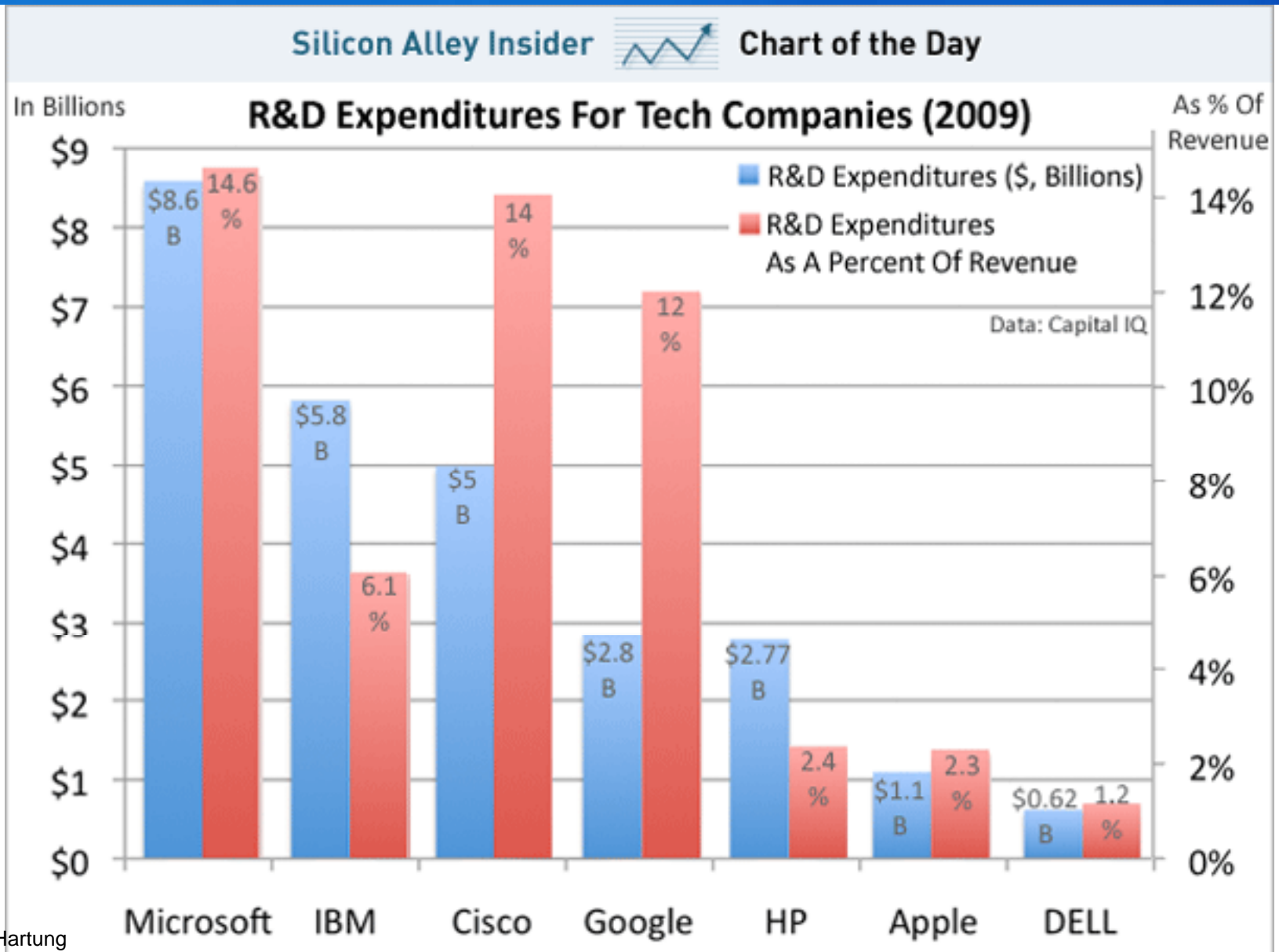
VS THIS



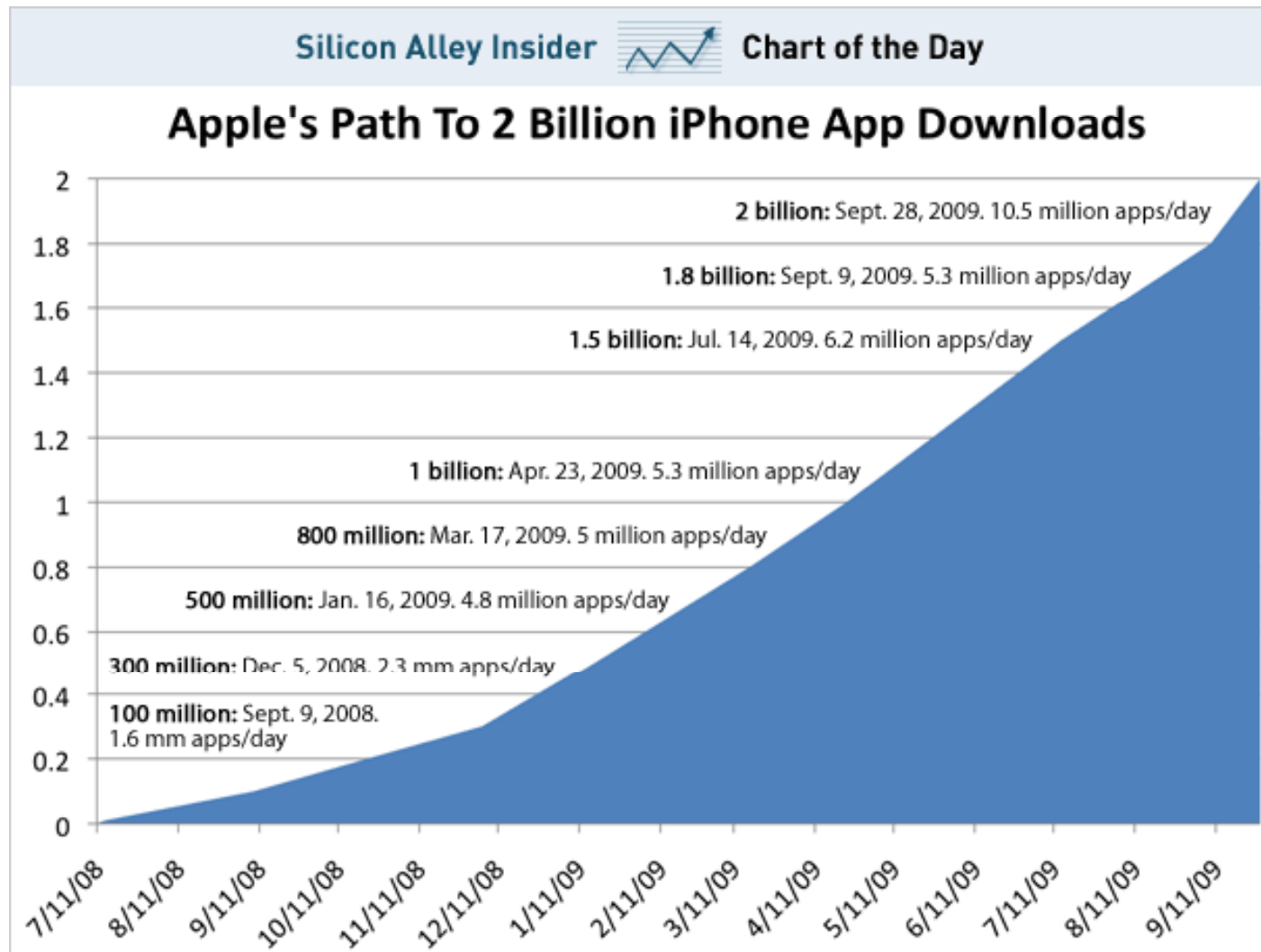
Things keep changing



Doing more of what you know often does not pay off



The basis of competition is shifting all around us



Success comes from somewhat surprising practices



Be future-oriented.



Obsess about competitors.



Disrupt yourself.



Create and maintain white space.

15% of current market leaders gained
their position since 2005.



Environment change
means opportunity

Step 1 - Plan for the future, not from the past



VS



Step 2 - Attack competitors' lock in



Industry

Lock-in:

Customers care about the *quality* of analog music



Industry

Lock-in:

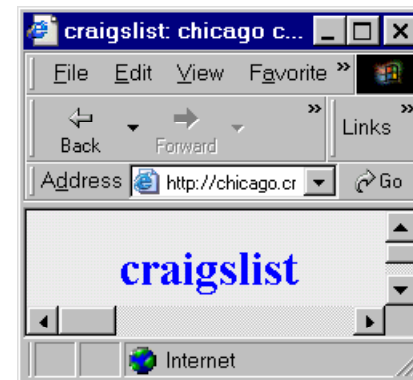
Customers want laptops for portability

Obsess about fringe competitors to implement innovation

Chicago Tribune

VS.

Google™



Step 3 - Utilize disruption to change thinking




Step 4 - Disruptions open *White Space*

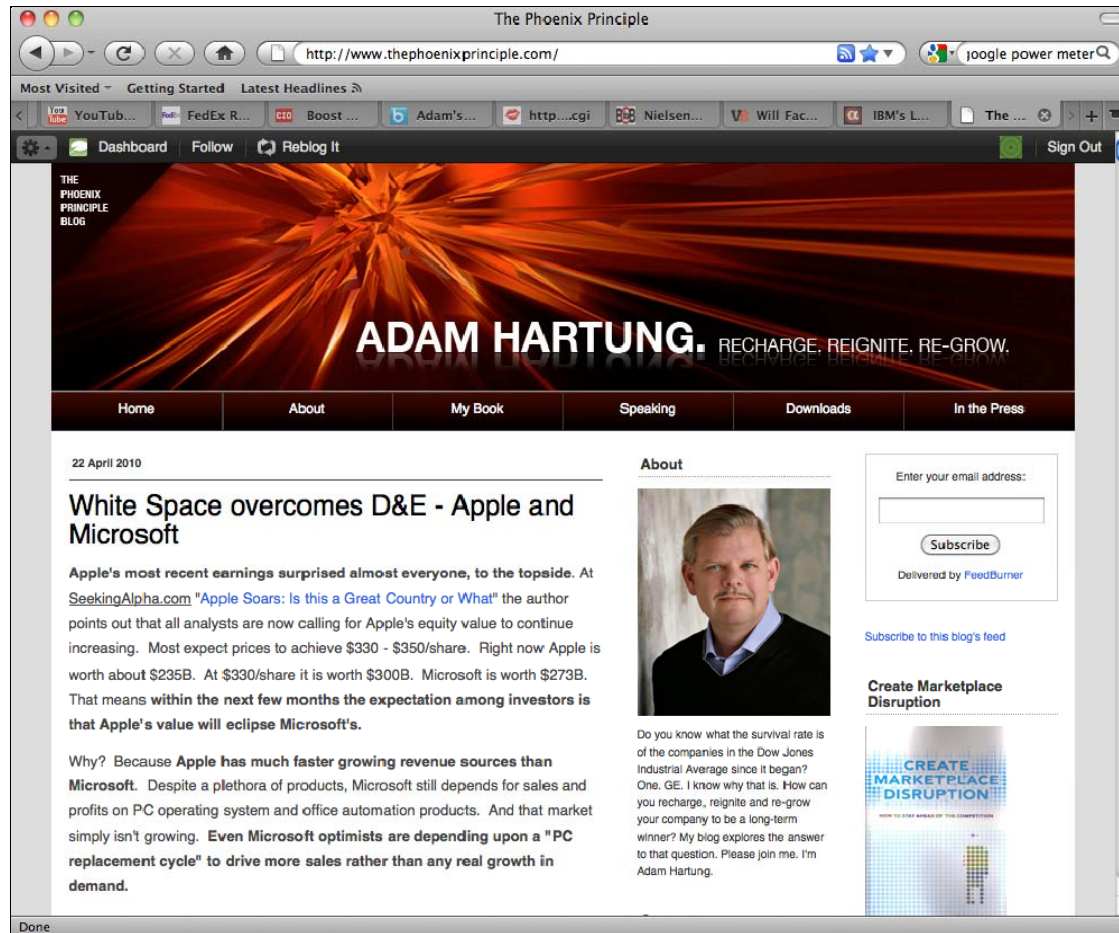


Google Chrome

Overcoming Lock-in to the past is the key to success

- 
- ✓ Plan for the future, not from the past.
 - ✓ Focus on competitors.
 - ✓ Be disruptive.
 - ✓ Use White Space to innovate.

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