

WEBINAR

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# ARE YOU READY TO **DISRUPT** ?

MONDAY, APRIL 6, 2020

**REVELX**





**TAIWAN**  
1996

**REVELX**









+\$1000

REVELX



# MOVIE RENTAL WAS A THRIVING BUSINESS

REVELX



Scotts Valley Dr  
Granite Creek Rd  
1/4 MILE

EXIT  
5

Bethany  
Universit  
NEXT EXIT

CALL  
BOX  
342-007-029

14  
2200 FT  
AHEAD

AUGUST, 1997

REVELX





# **DVD RENTAL & SALES BY MAIL**

**REVELX**

A black and white photograph of an empty movie theater. The rows of seats are visible, receding into the distance. The lighting is dim, creating a somber and quiet atmosphere. The seats appear to be made of a dark material, possibly leather or vinyl, with metal armrests.

# **A SERVICE TARGETED AT SERIOUS MOVIE FANS**

**REVELX**



**BLOCKBUSTER  
VIDEO**

**BLOCKBUSTER  
VIDEO**

**BLOCKBUSTER VIDEO**

**REVELX**



A medium shot of John Antioco, a middle-aged man with a beard and mustache, wearing a dark pinstripe suit jacket over a light blue button-down shirt. He is looking slightly off-camera with a thoughtful expression. The background is a blurred display of comic books on shelves.

# JOHN ANTIOCO

DALLAS, 2000

**REVELX**





BLOCKBUSTER

STORE CLOSING

DVD's

\$9.99  
OR LESS!

OPEN

MORE MOVIES & GAMES FOR YOU

QUICK DROP

ENTER

NO CHECKS  
CASH • VISA  
MASTERCARD  
AND DISCOVER EXPRESS  
DISCOVER CARD

SALE  
HOURS

ENTER

EVERYTHING  
MUST  
GO!

STORE  
CLOSING

NOTHING  
HELD  
BACK!

BLOCKBUSTER  
WE LOOK  
FORWARD  
TO SERVING  
YOU AT  
2017 NORTH 1300 IL  
PHOTO

BLOCKBUSTER  
WE LOOK  
FORWARD  
TO SERVING  
YOU AT  
2017 NORTH 1300 IL  
PHOTO

FOR SALE FOR  
\$290 MILLION

REVELX



A person is lying on a rug, watching a television. The TV screen displays the Netflix interface with a red header and a grid of movie posters. In the foreground, a large bowl of popcorn sits on a surface. The person's legs, wearing jeans and socks, are visible in the foreground.

NETFLIX

**\$61,6 BILLION  
MARKET CAP VALUE**

**REVELX**



A black and white portrait of Reed Hastings, a middle-aged man with a beard and mustache, wearing a dark blazer over a patterned shirt. He is seated, looking down and to his left with a slight smile, his hands clasped in front of him. The background is dark and out of focus.

# REED HASTINGS

REVELX





**PARTNER**

**BUSINESS (MODEL)  
INNOVATOR**

**CO-AUTHOR OF DARE**



**REVELX**



A shark is swimming horizontally across the middle of the frame in a dark blue, underwater environment. The shark is illuminated from above, creating a bright highlight along its dorsal side and a darker shadow on its underside. The water is dark and slightly textured with some light rays filtering down.

**DISRUPTION  
IS A PROCESS**

**REVELX**



# NETFLIX WAS INSIGNIFICANT

# NETFLIX



REVELX





# DISRUPTOR ANGLE 1: LOW-END FOOTHOLD

REVELX





# DISRUPTOR ANGLE 2: NEW-MARKET FOOTHOLD

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**DISRUPTORS FIRST ERODE  
YOU MARKET SHARE,  
THEN YOUR PROFITABILITY**

**REVELX**





**ANY INDUSTRY CAN  
BE DISRUPTED ...**

**REVELX**



20% DROP IN CIRCULATION  
25% DROP IN ADVERTISING  
REVENUE







**REVELX**





REVELX



A man with a mustache, wearing a white lab coat and a white hairnet, is speaking into a microphone. He is in a pharmacy or laboratory setting, with shelves of medicine and a glass partition visible in the background. The text "LOCAL PHARMACIST PRODUCES PILLS AT 1/5TH THE COST OF PHARMA GIANT" is overlaid on the left side of the image.

# LOCAL PHARMACIST PRODUCES PILLS AT 1/5<sup>TH</sup> THE COST OF PHARMA GIANT

REVELX





REVELX



THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

**EIGHT SIGNS  
OF POSSIBLE  
DISRUPTION**

**REVELX**



A nighttime photograph of a city street with light trails from cars. In the background, there are several tall buildings, some with lit windows. The street is dark, and the light trails are a mix of white and red. The overall mood is urban and dynamic.

one

# COMMODITIZATION OF ASSETS / INDUSTRIES

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# ONLINE BROKERAGE

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two

# UNDERUTILIZED ASSETS

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airbnb

**OWNS NO  
ROOMS**

**REVELX**





three

# LACK OF TRANSPARENCY

REVELX





ace & tate

**PRICING MADE  
TRANSPARANT**

**REVELX**





four

**LOW OR NO  
ADDED VALUE**

**REVELX**





**DIRECT TO  
CONSUMER MODELS**

**REVELX**





five

# FRAGMENTED PRODUCT OFFERING

REVELX





# THE EVERYTHING STORE

REVELX



# HYPER FOCUS



**REVELX**





six

# SERIOUS USE PAINS

REVELX





**Booking.com**

Planet Earth's #1 Accommodation Site™

**Aggregator platforms**

**REVELX**





seven

# TOO MUCH FOCUS ON PRODUCTS

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# CUSTOMER EXPERIENCE AS NUMBER ONE PRIORITY

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A close-up photograph of a hand in a dark suit sleeve holding a thick stack of US dollar bills. The bills are fanned out, showing various denominations including \$100, \$50, and \$20. A white rectangular object, possibly a card or a piece of paper, is partially visible on the left side of the hand. The background is dark and out of focus.

eight

# HEIGHTENED ATTENTION FROM VCs

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*Helpling*.de

Find the perfect

cleaner for your home

**500 FUNDED STARTUPS  
WORLDWIDE**

crunchbase



**REVELX**



A small, grey, humanoid robot with a flame on its head is positioned at the bottom left, looking up at a large, metallic, perforated grate that dominates the upper half of the frame. The robot is holding a small, dark object in its hands. The background is a warm, brownish-orange color.

**HOW WOULD YOU  
RESPOND?**

**REVELX**



The image features a series of mountain ranges receding into the distance, creating a sense of depth. The mountains are silhouetted against a light blue sky, with the colors becoming more vibrant as they get closer. The overall mood is serene and expansive.

# THREE HORIZONS

REVELX





# PROCESS OF MOURNING

**REVELX**





# LEGAL AND SOCIETAL RESPONSE





# VIOLENT RESPONSE TO UBER IN PARIS

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# BOYCOT SPOTIFY



REVELX





**fietsenwinkel.nl**

*De grootste fietsenwinkel van Nederland!*



**RetailNews** / Accell ziet Fietsenwinkel.nl als directe concurrent

# Accell ziet Fietsenwinkel.nl als directe concurrent

**REVELX**



# KEEP CALM ...



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**... AND  
DISRUPT!**

**REVELX**



ACT 1

# BECOME A PLATFORM FOR DISRUPTORS

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ACT 2



**ACQUIRE A  
DISRUPTOR**

**REVELX**





# Bicycle Retailer

and INDUSTRY NEWS

INDUSTRY NEWS INTERNATIONAL RETAIL NEWS OPINION NEW PRODUCTS

HOME » INDUSTRY NEWS

## Accell North America acquires Beeline Bikes

REVELX



ACT 3

**COPY A  
DISRUPTOR**

**REVELX**



ACT 4

**BECOME A  
DISRUPTOR**

REVELX







# VANDERLANDE FLEET

REVELX



 remeha

COMFORT  
AS A  
SERVICE

REVELX



A view of Earth from space, showing the curvature of the planet and the sun rising over the horizon, creating a bright glow and lens flare effect.

**IN THE END ...**

**DISRUPTION IS ALL AROUND US**

**KEEP YOUR EYES OPEN**

**SEE THE SIGNS**

**ACT!**

**REVELX**



**DON'T GET  
COMPLACENT AND  
NEVER BELIEVE YOUR  
OWN HYPE**



**REVELX**





# Q&A

REVELX



A close-up, low-angle shot of the front corner of a bright yellow car. A curved, glowing white light bar is visible, and below it, a black grille with a silver mesh pattern is partially seen. The background is a blurred city street.

**READY FOR THE  
NEXT STEP?**

**INNOVATE**

APRIL 16, 2020

**DARE**

May 23, 2020

**REVELX**





**WANT TO LEARN MORE  
ABOUT HOW TO  
DISRUPT YOUR  
BUSINESS?**

[matthijs.rosman@revelx.nl](mailto:matthijs.rosman@revelx.nl)

[www.revelx.co/services/innovate/disruptr](http://www.revelx.co/services/innovate/disruptr)

**REVELX**





**THANK YOU &  
STAY SAFE!**

**REVELX**