

The background features an aerial view of a dense forest. A diagonal cutout on the right side reveals a river with white water rapids and a waterfall. The text is overlaid on the left side of the image.

ARE YOU READY TO **DISRUPT?**

WEBINAR – JUNE 30, 2022



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TAIWAN 1996



MOVIE RENTAL WAS A **THRIVING** BUSINESS



DVD RENTAL & SALES **BY MAIL**



**A SERVICE
TARGETED AT
SERIOUS MOVIE FANS**



JOHN ANTIOCO

DALLAS, 2000



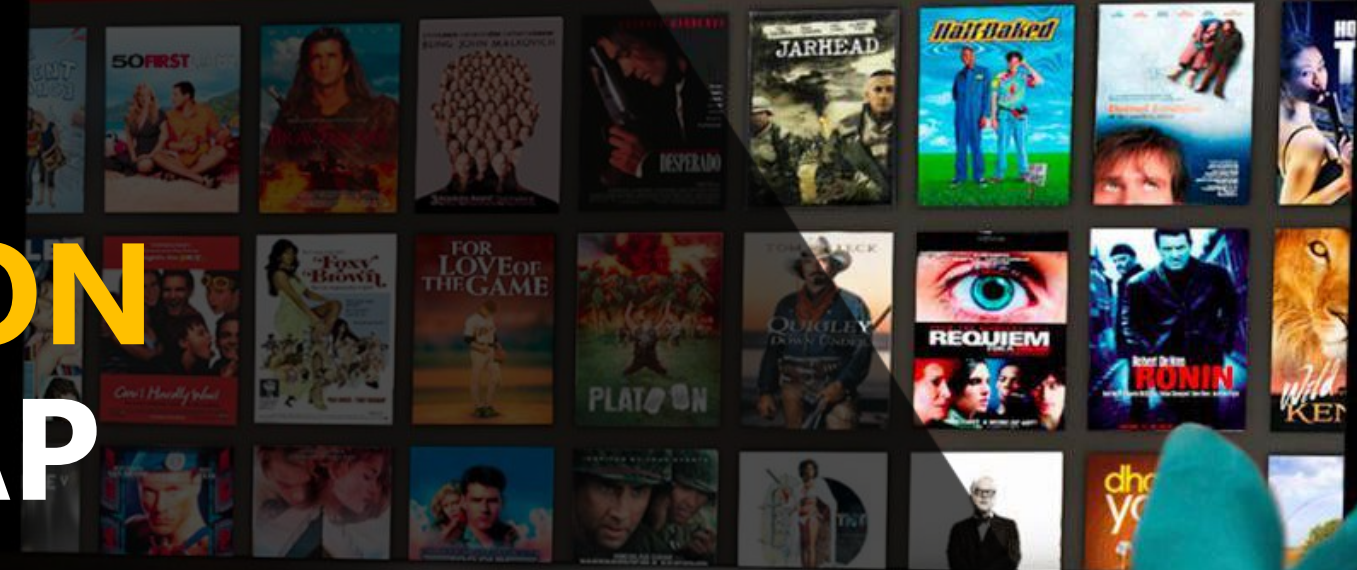
STORE CLOSED

**FOR SALE FOR
\$290 MILLION**



NETFLIX

\$61,6 BILLION
MARKET CAP
VALUE



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

<https://www.linkedin.com/in/marc-douma-revelx/>

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IN TODAY'S WEBINAR

1

**DISRUPTION
EXPLAINED**

2

**SIX SIGNS
FOR DISRUPTION**

3

**HOW TO
RESPOND TO
DISRUPTION**

4

**PRACTICAL
CASES**



INNOVATION **READINESS** BENCHMARK

Gain valuable insights into how to increase your innovation power.
Our Innovation Readiness Benchmark will help you to assess your innovation strengths and weaknesses and to improve your innovation performance.

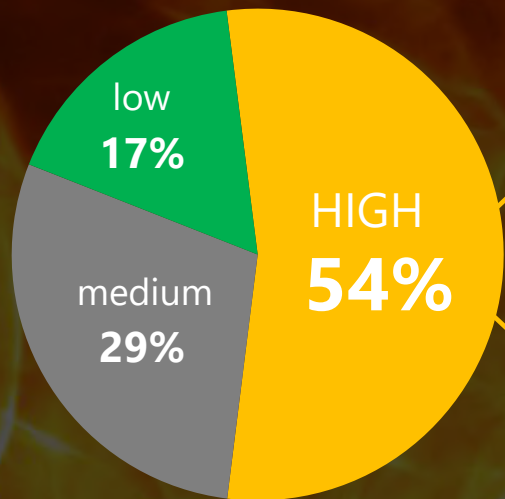
START THE BENCHMARK

BASED ON
7 INNOVATION
BEST PRACTICE AREAS

>350 COMPANIES
IN OUR DATA SET



DISRUPTION RISK



45% of them
DOES NOT HAVE A GOOD UNDERSTANDING
OF FUTURE DISRUPTIVE INNOVATIONS

54% of them
DOES NOT HAVE A WELL DEFINED
INNOVATION STRATEGY

SOURCE: REVELX IRB 2018 - 2022



DISRUPTION EXPLAINED



DISRUPTION IS A PROCESS



NETFLIX WAS INSIGNIFICANT



TWO DISRUPTION STRATEGIES:

1. NEW MARKET DISRUPTION

2. LOW-END DISRUPTION



DISRUPTOR ANGLE 1:

**NEW-MARKET
DISRUPTION IS
TARGETED AT
NON-CONSUMPTION**



DISRUPTOR ANGLE 2:

**LOW-END DISRUPTION
IS AIMED AT WINNING
MARKET SHARE
AGAINST THE OLD**



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



ANY INDUSTRY CAN BE DISRUPTED ...



REAL TOUGH

To be on the cutting edge, you have to be tough. That's why Fellowes shredders, with an enduring reputation for reliable performance, also include the essential features that make shredding easier, faster and more productive. If you depend on our shredders because they last, you can rely on our shredders to help you work better.

FELLOWES



MEGA TRENDS

Changing demographics

Urbanization

Quantum computing

Rise of the global middle class

Climate change and resource scarcity

Technology

B2B customers become more B2C

Circular economies

COVID-19 (and counting)



KLM



BUSINESS TRENDS

**Customer
Centricity**

**Shift from
ownership to
usage**

**Connectivity
and data**

Platformization

Servitization

**Production on
Demand**

**B2B customers
become more B2C**

Circularity

**Autonomy
and Robotization**



PON EQUIPMENT



SIX SIGNS OF POSSIBLE DISRUPTION

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR



SIGN 1

UNDERUTILIZED ASSETS



SIGN 2

LACK OF TRANSPARENCY



SIGN 3

LOW OR NO ADDED VALUE



SIGN 4

FRAGMENTED PRODUCT OFFERING



SIGN 5

SERIOUS USE PAINS



SIGN 6

TOO MUCH FOCUS ON **PRODUCTS**



VANDERLANDE FLEET



HOW WOULD YOU **RESPOND?**



PROCESS OF MOURNING



LEGAL AND SOCIETAL RESPONSE



VIOLENT **RESPONSE TO** **UBER IN PARIS**



KEEP CALM ...



... AND DISRUPT!



APPROACH 1

BECOME A **PLATFORM** FOR DISRUPTORS



APPROACH 2

ACQUIRE A DISRUPTOR



Bicycle Retailer

and INDUSTRY NEWS

INDUSTRY NEWS INTERNATIONAL RETAIL NEWS OPINION NEW PRODUCTS

HOME » INDUSTRY NEWS

Accell North America acquires Beeline Bikes



APPROACH 3

COPY A **DISRUPTOR**

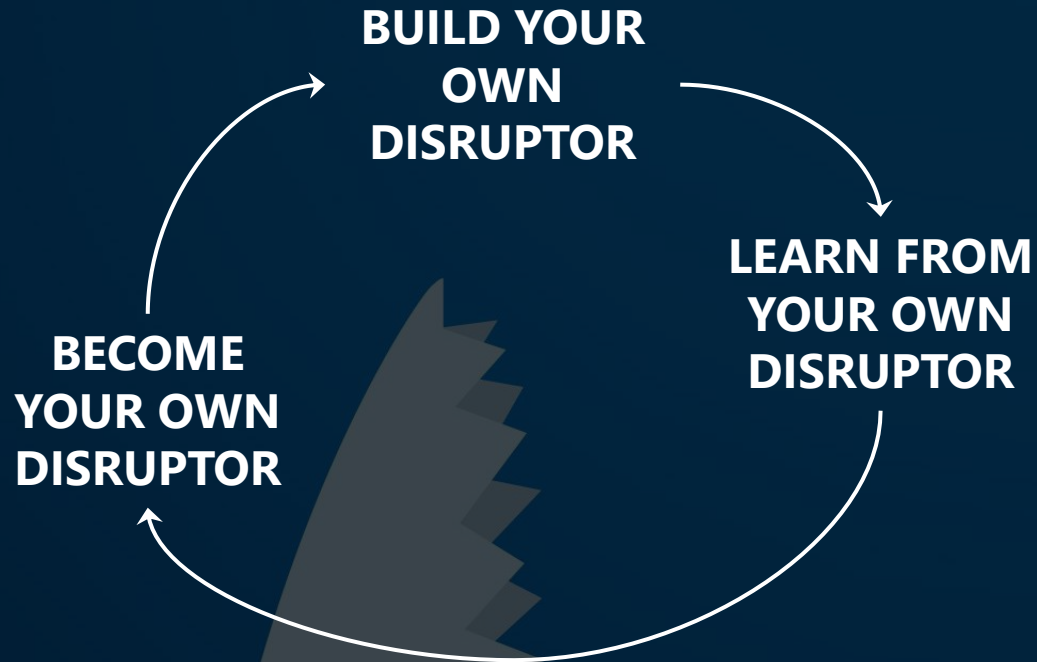


APPROACH 4

BECOME A DISRUPTOR



DISRUPTR GAME





COMFORT AS A SERVICE

VanGasLos



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

Nile Rodgers



INNOVATION ON DEMAND PLAYBOOK WEBINARS



X Innovation Webinars
IDEATE
How to spot, select and create the most promising innovation ideas?

X Innovation Webinars
VALIDATE
How to avoid unjustified investments in bad ideas or hobby horses

X Innovation Webinars
SCALE-UP
How to turn on the right growth engines?

Hosted by
Matthijs Rosman
Partner, RevelIX

Marc Douma
Partner, RevelIX

X Innovation Webinars
INNOVATION STRATEGY & R
Stop investing in a coll of ad hoc innovation p and make innovation p your core strategy

X Innovation Webinars
INNOVATION PORTFOLIO MANAGEMENT
Innovation is saying 'no' to

X Innovation Webinars
EMBEDDING INNOVATION IN YOUR ORGANIZATI
Organize innovation by providing structure, but also by bending the rules of the game

X Innovation Webinars
CREATING A CULTURE OF INNOVATION
Download new 'software' into your organization

Hosted by
Matthijs Rosman
Partner, RevelIX

Marc Douma
Partner, RevelIX



COMING UP SOON: INNOVATION STRATEGY PLAYBOOK

