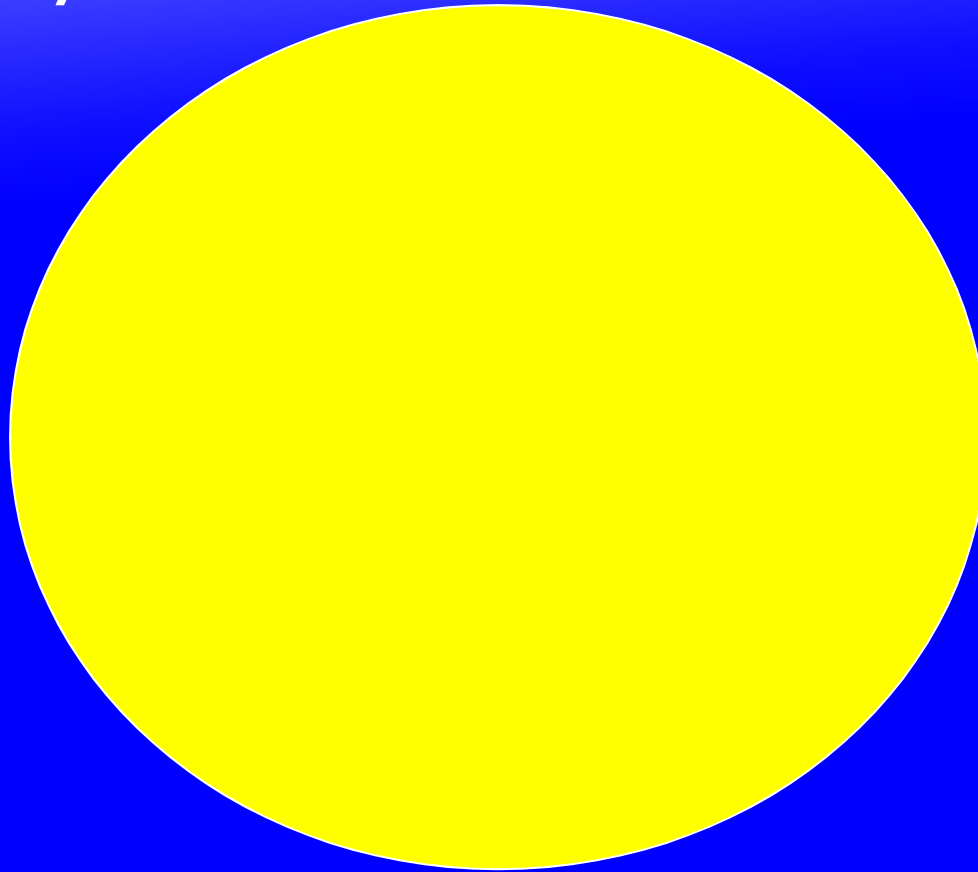


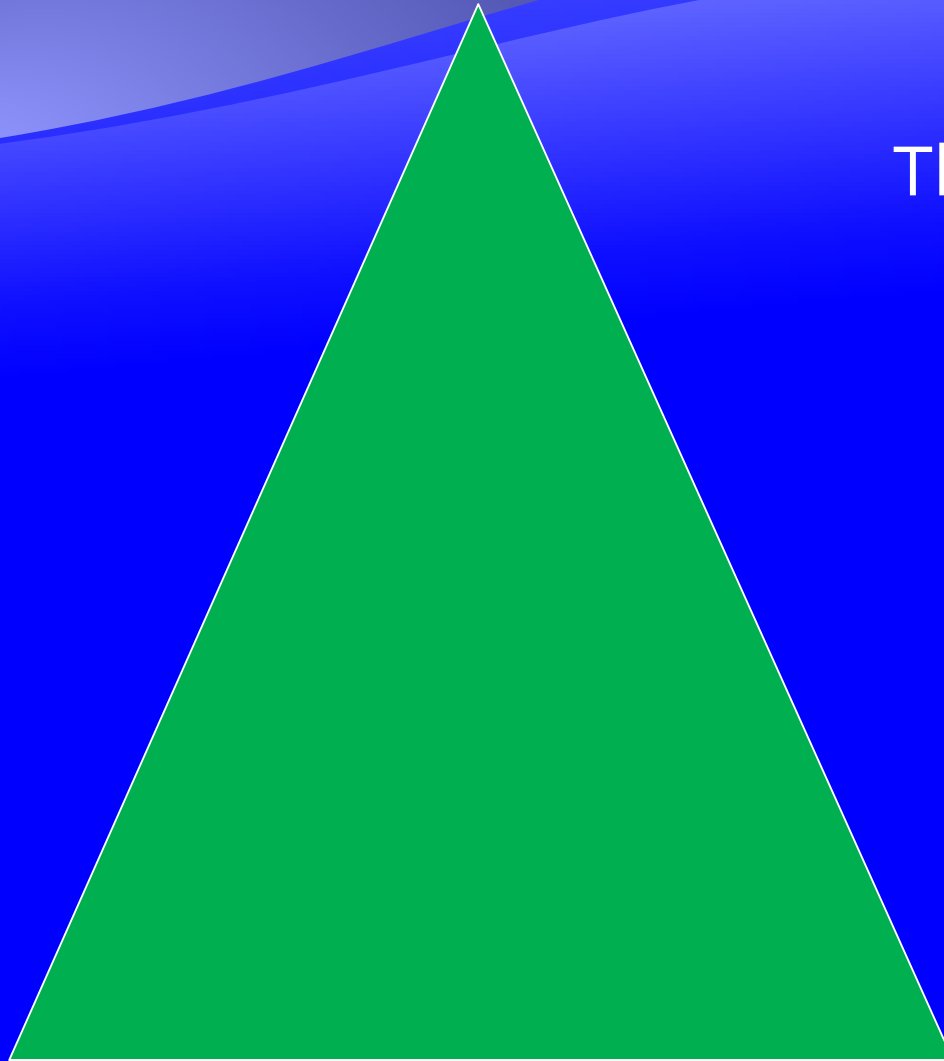
Disruptive Innovation

The Current System



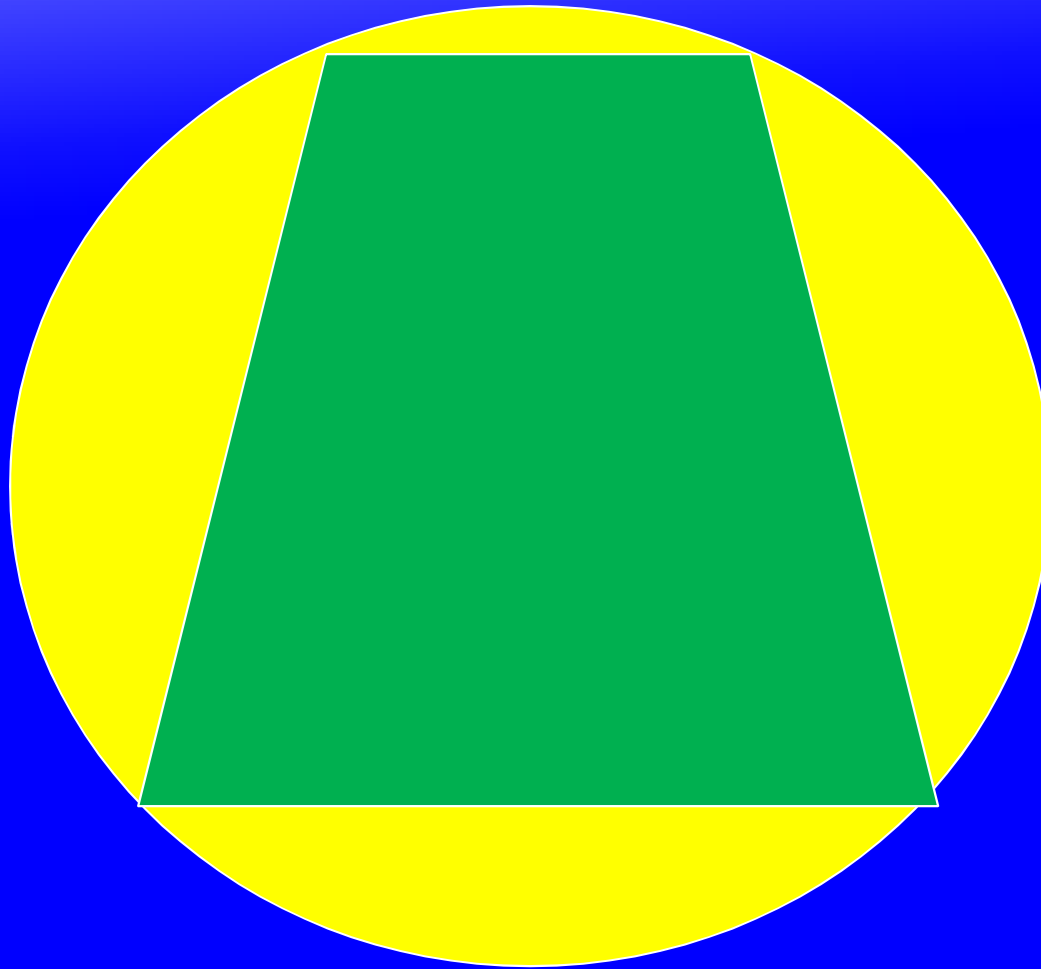
Disruptive Innovation

The New Idea

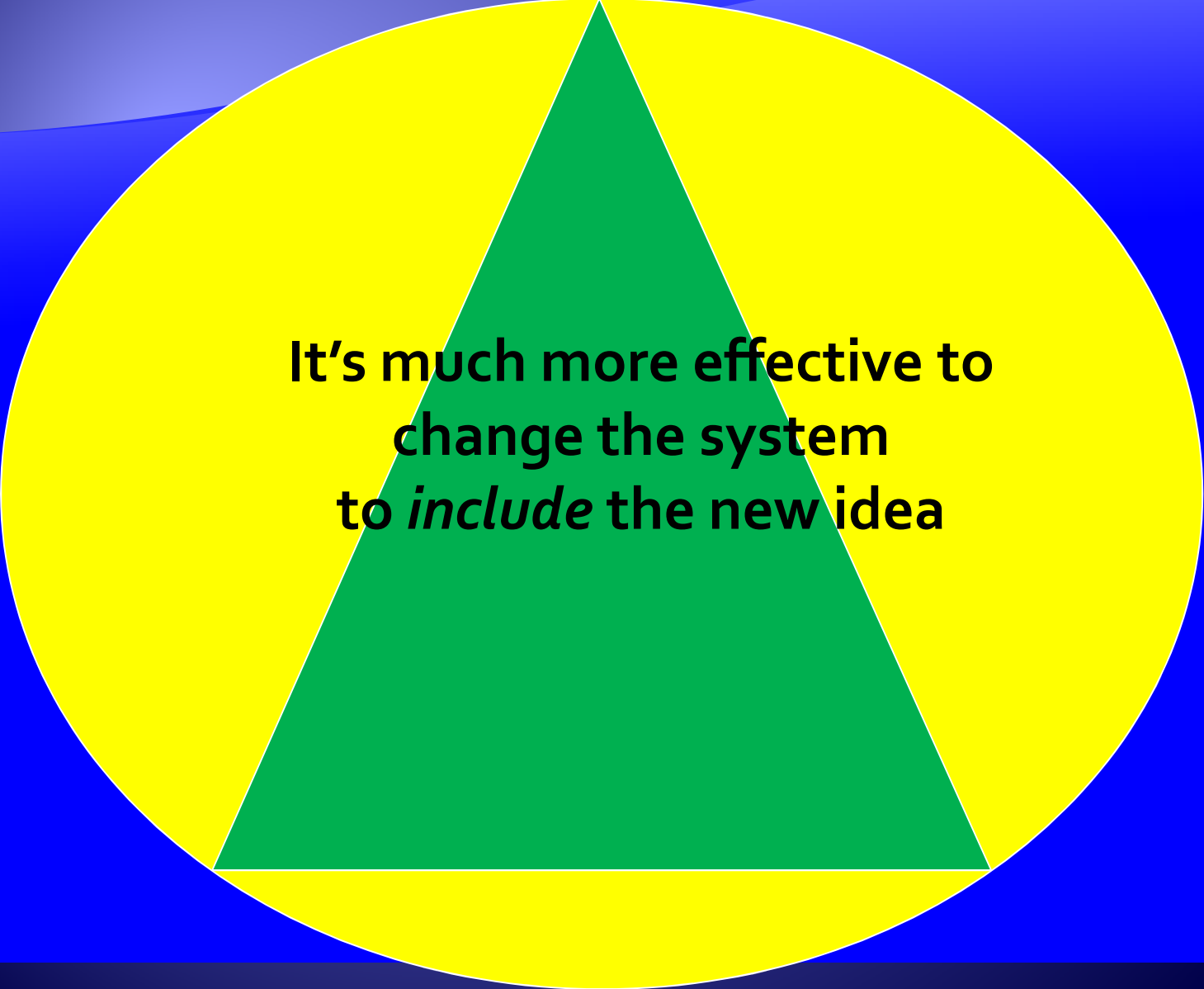


Disruptive Innovation

Often we
fit the
new idea
into the
old
system



Disruptive Innovation



**It's much more effective to
change the system
to *include* the new idea**