

# Create Marketplace Disruption: Winning Through Growth

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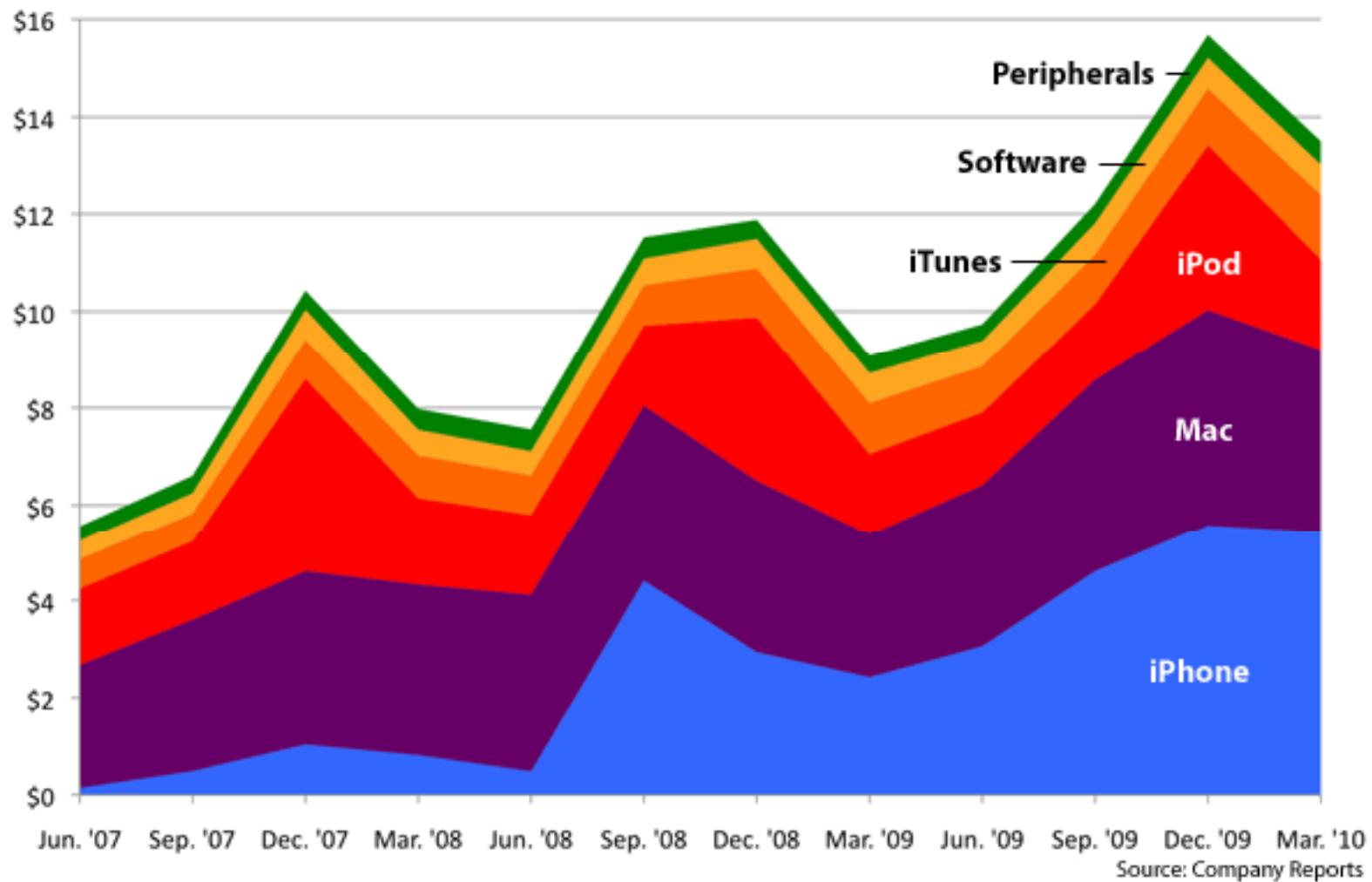
# Not Everyone is Struggling in this Economy

Silicon Alley Insider

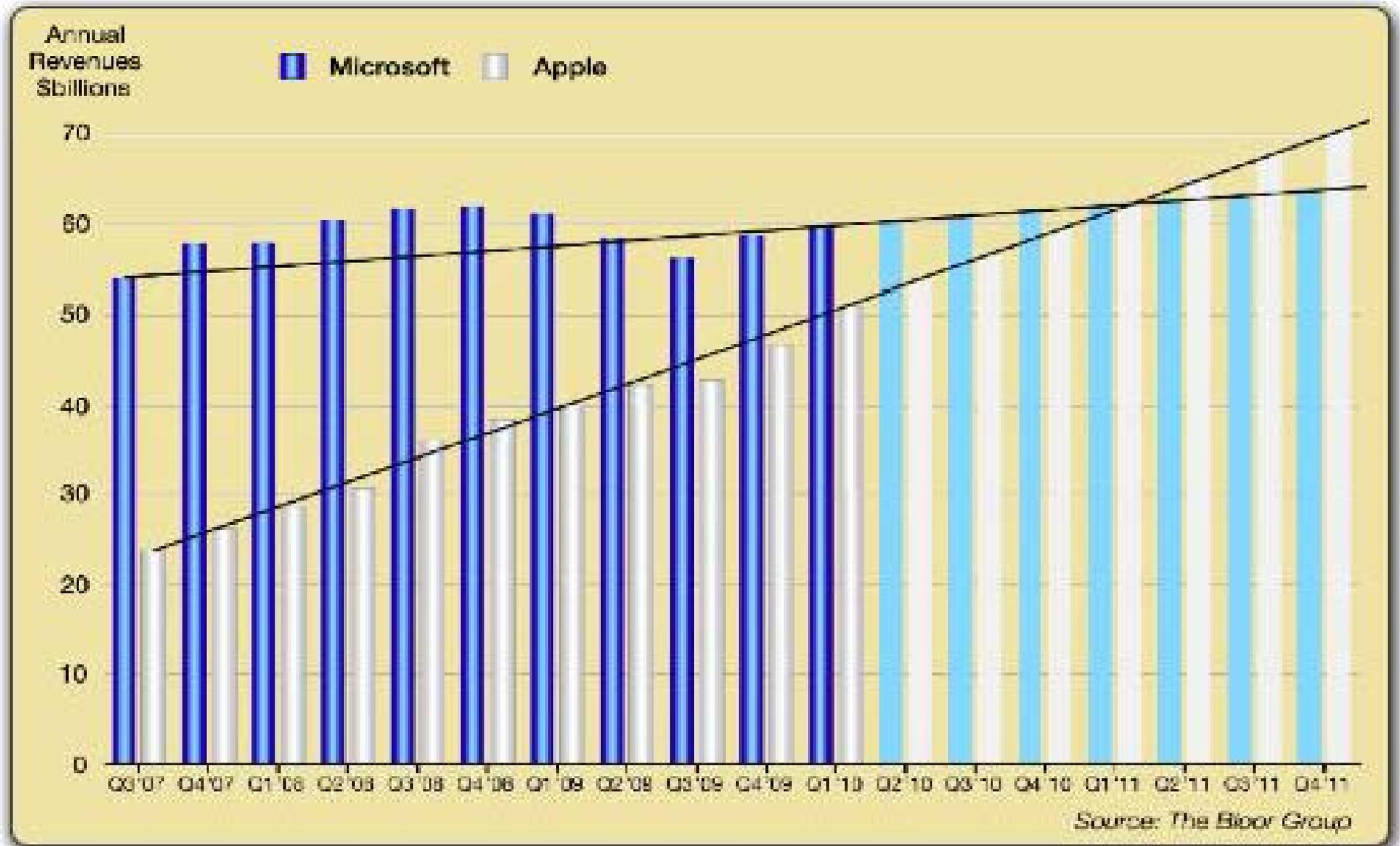


Chart of the Day

## Apple Revenue By Segment (Billions of Dollars)



# New Products in New Markets Propels Growth



# Growth Increases Market Value

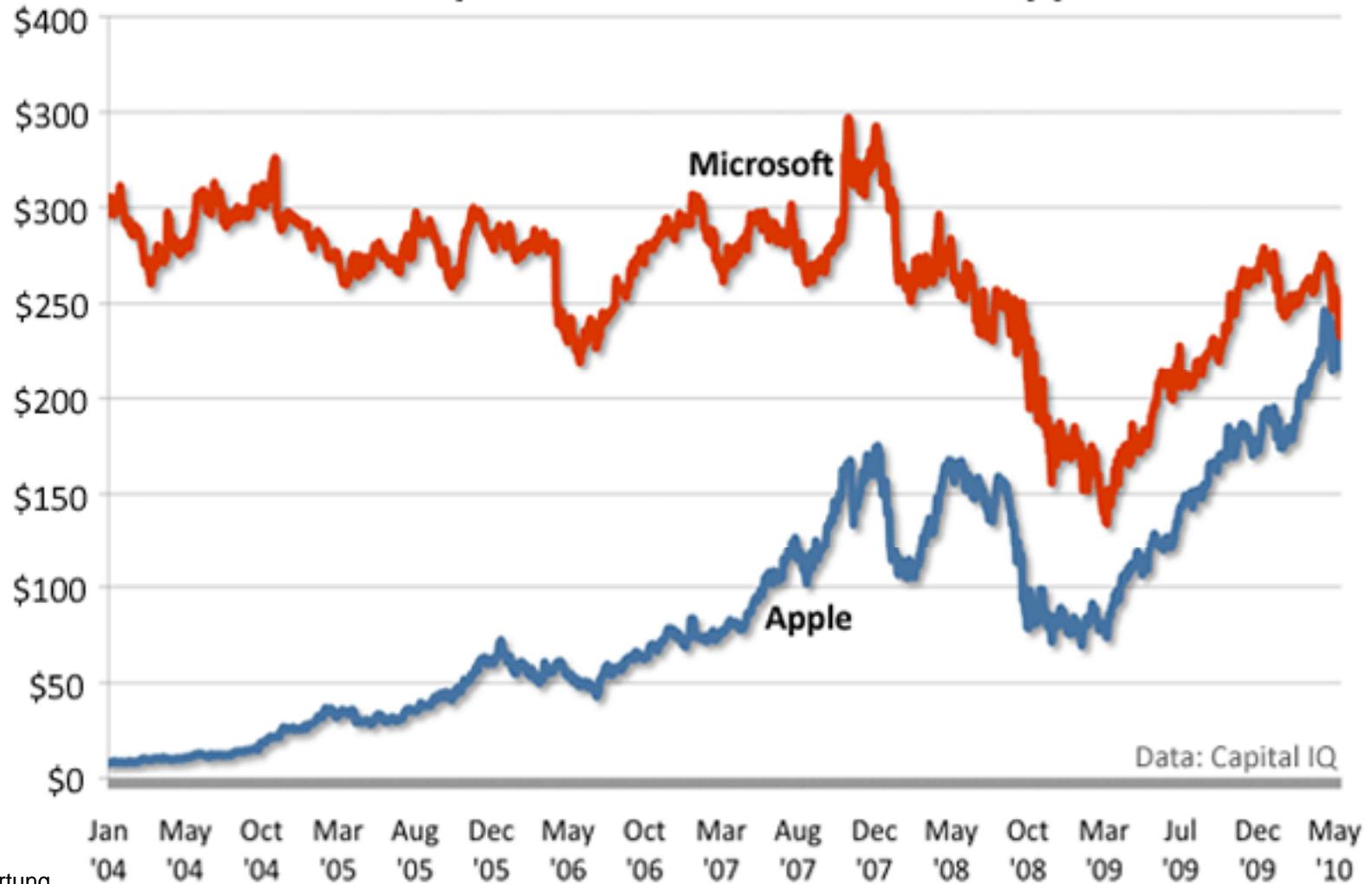
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Chart of the Day

In Billions

## Market Capitalization: Microsoft Vs. Apple



The true secret to success might surprise you.



Core



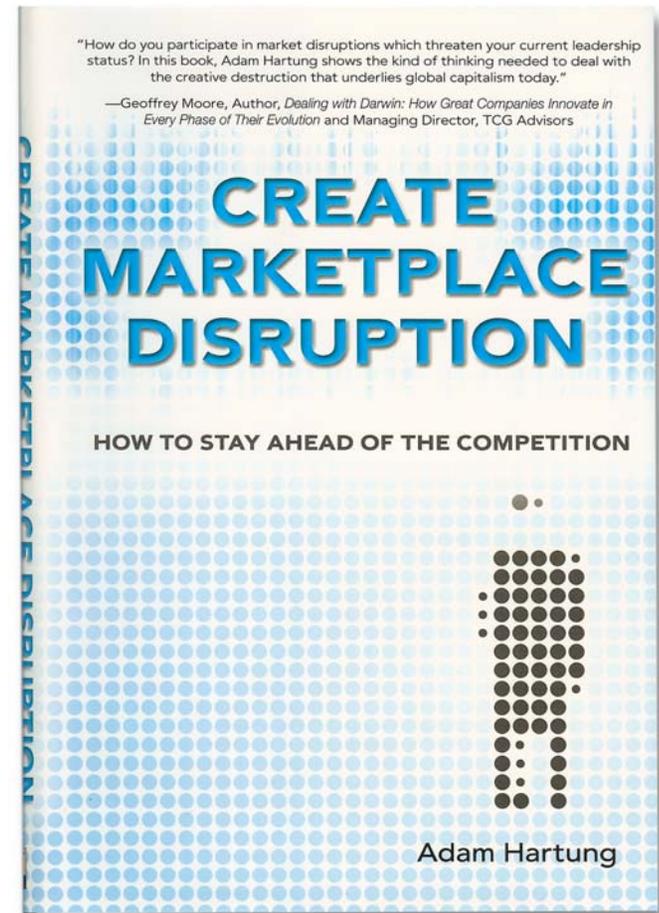
Focus



Leadership



Overcoming Lock-in



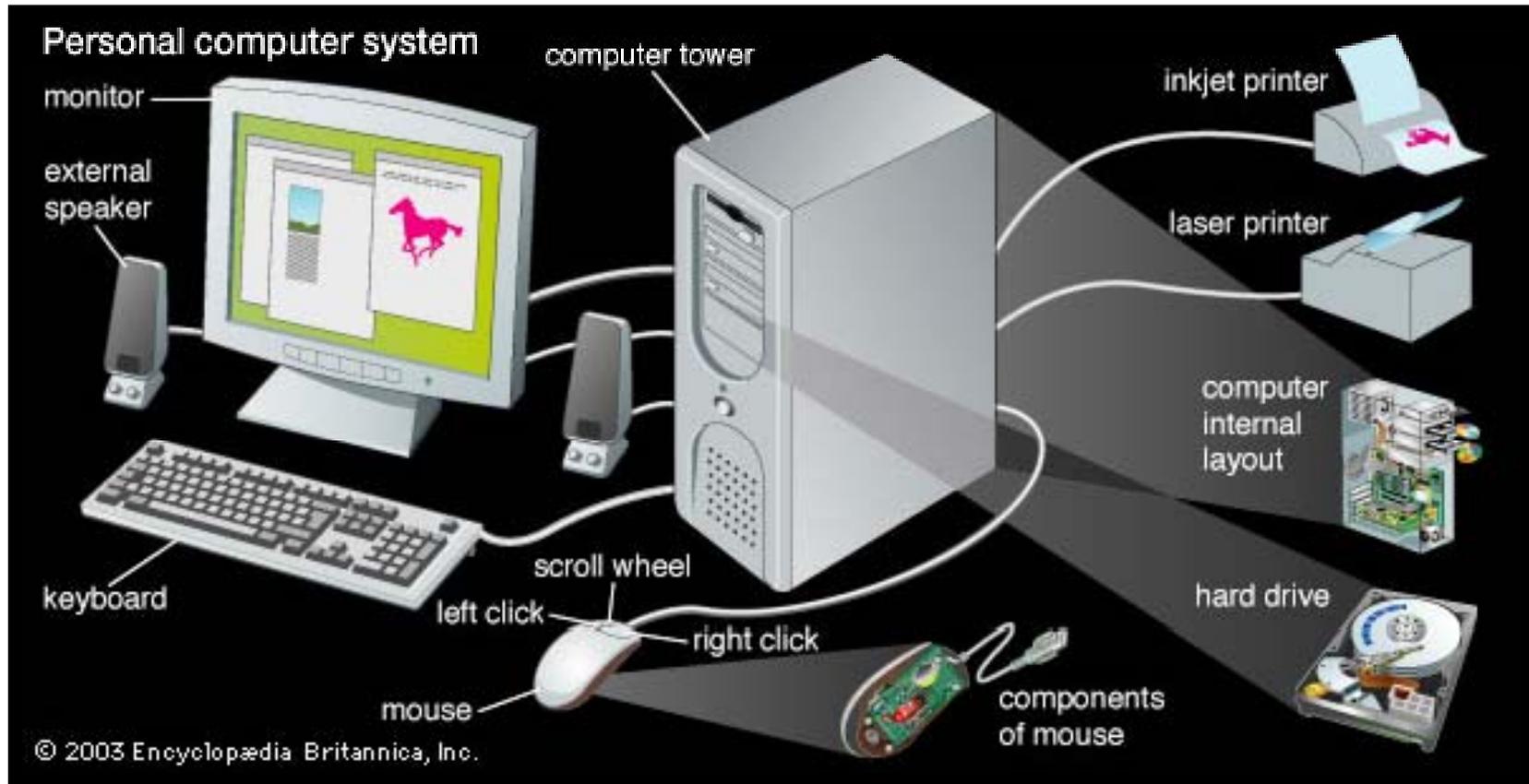
Long ago...



# Innovation created change



# More innovation was developed



# Yet the change agent didn't follow the market



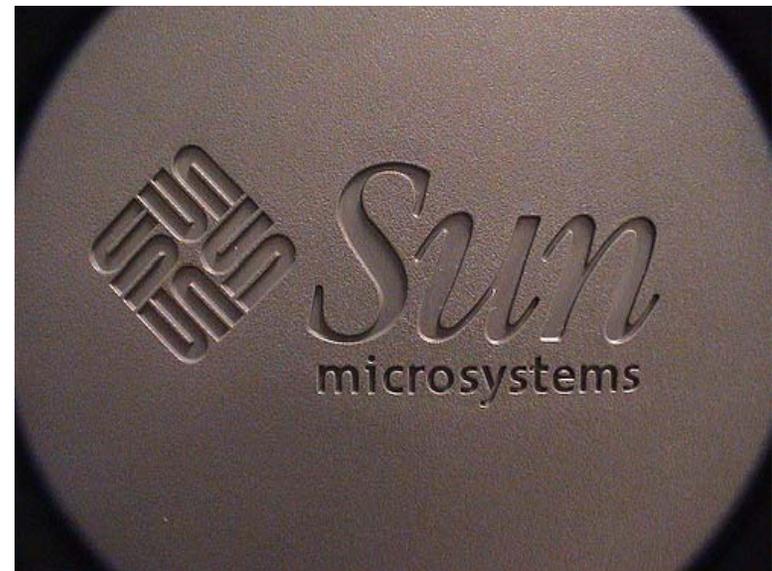
THIS



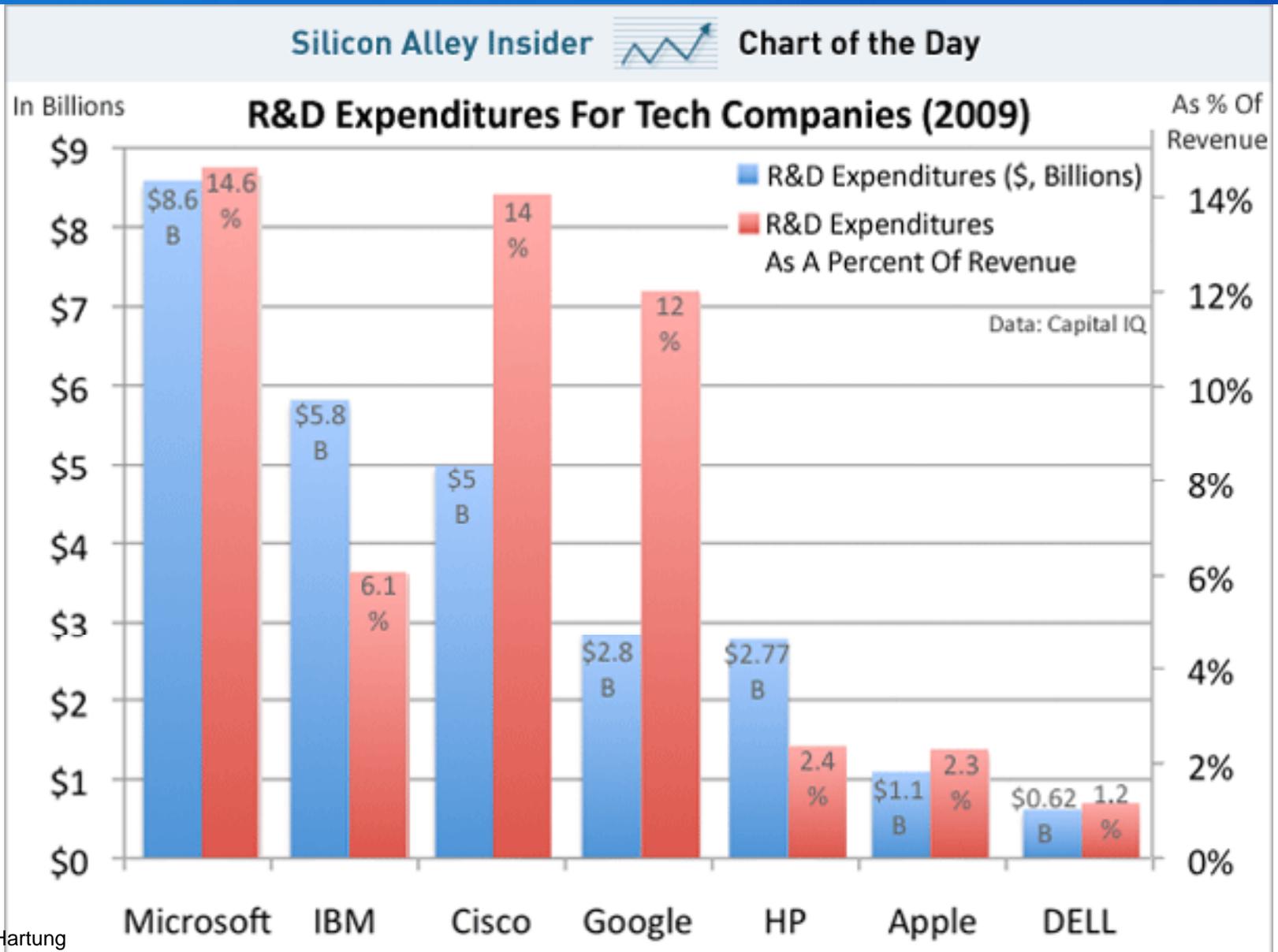
VS THIS



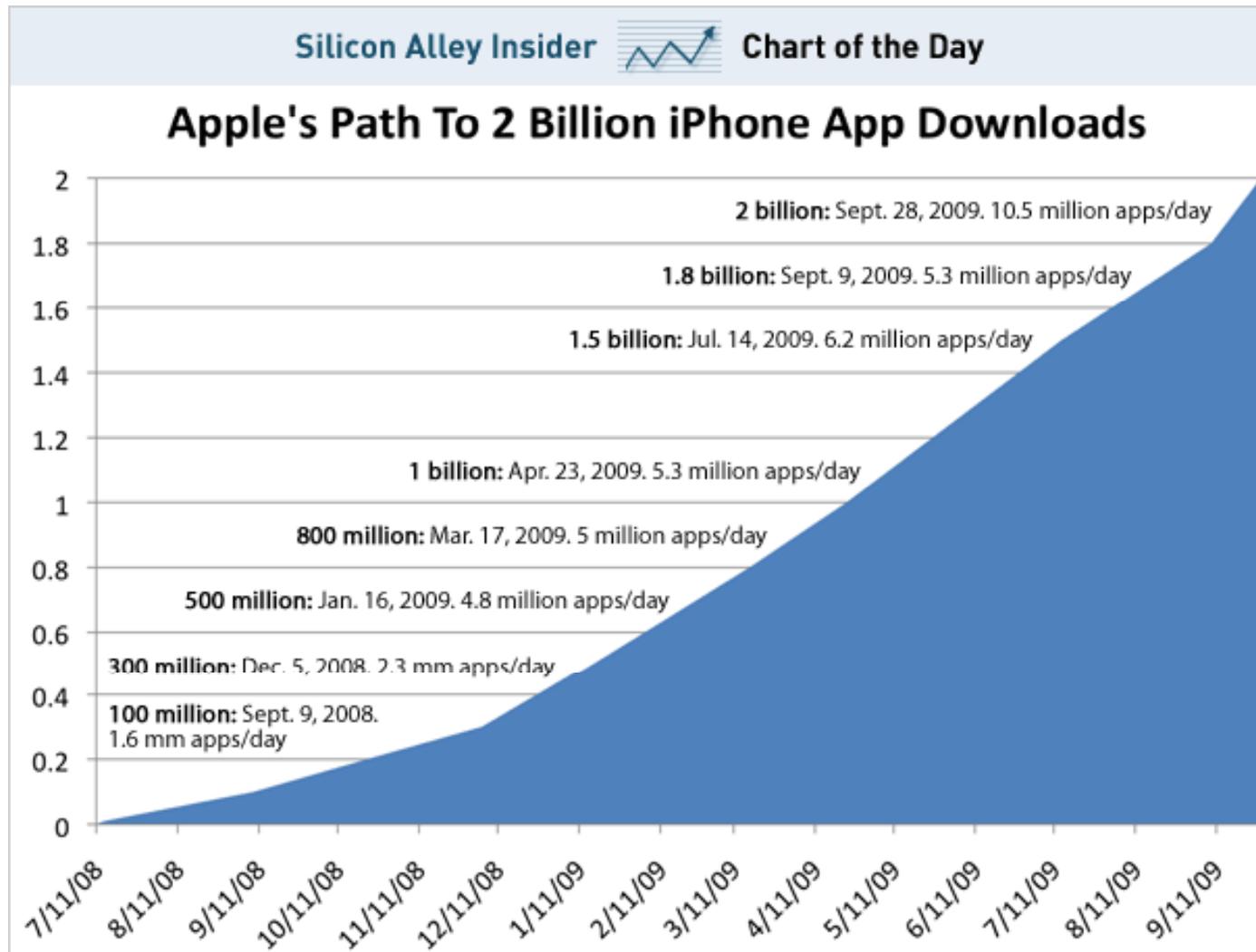
# Things keep changing



# 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™

Gmail™  
byGoogle BETA



Google Chrome

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



Plan for the future, not from the past.



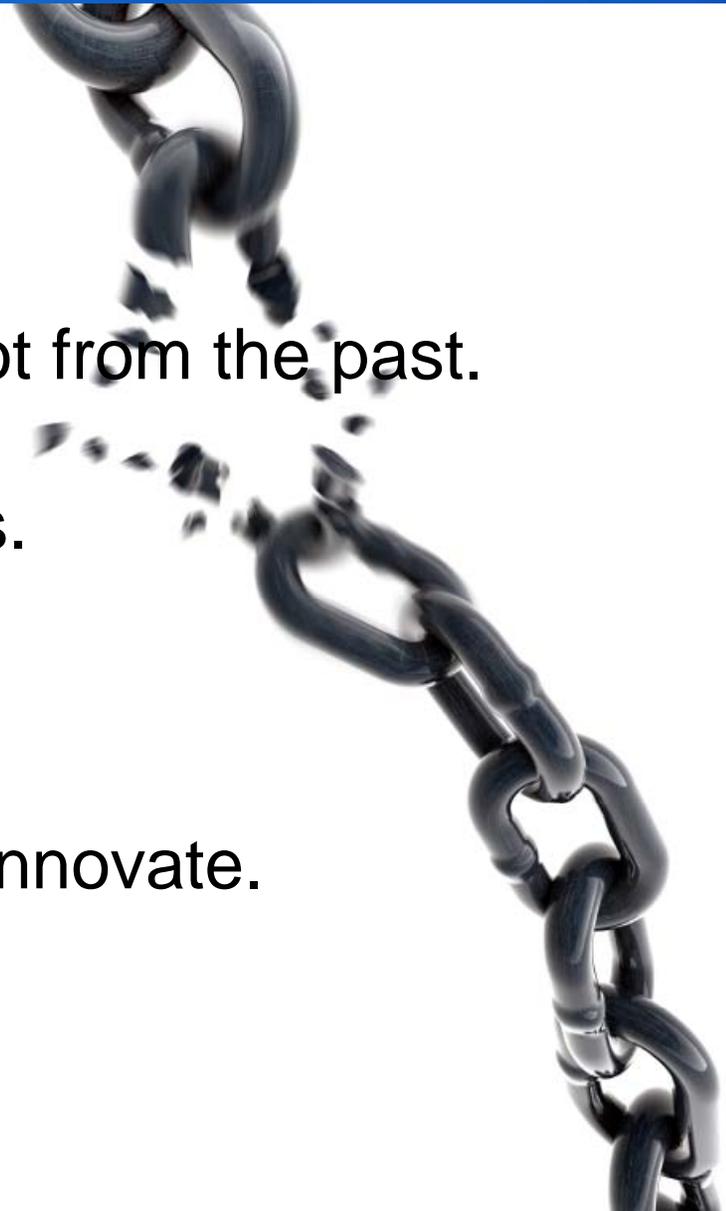
Focus on competitors.



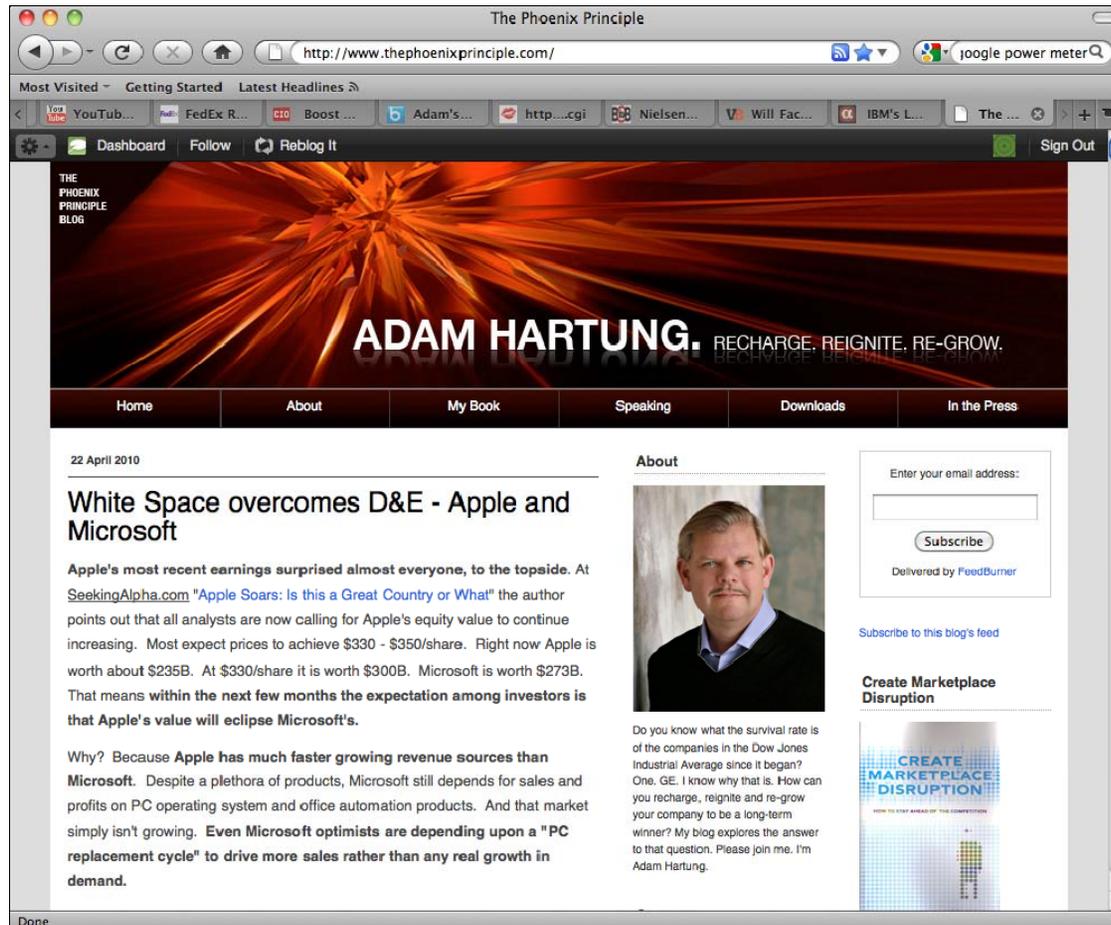
Be disruptive.



Use White Space to innovate.



# Contact Information



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