

What Is Disruptive Innovation And Why It Is Difficult To Manage

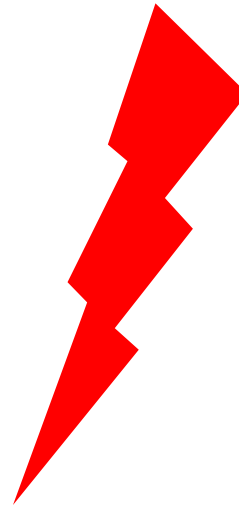
Philippe Silberzahn

22.05.2018

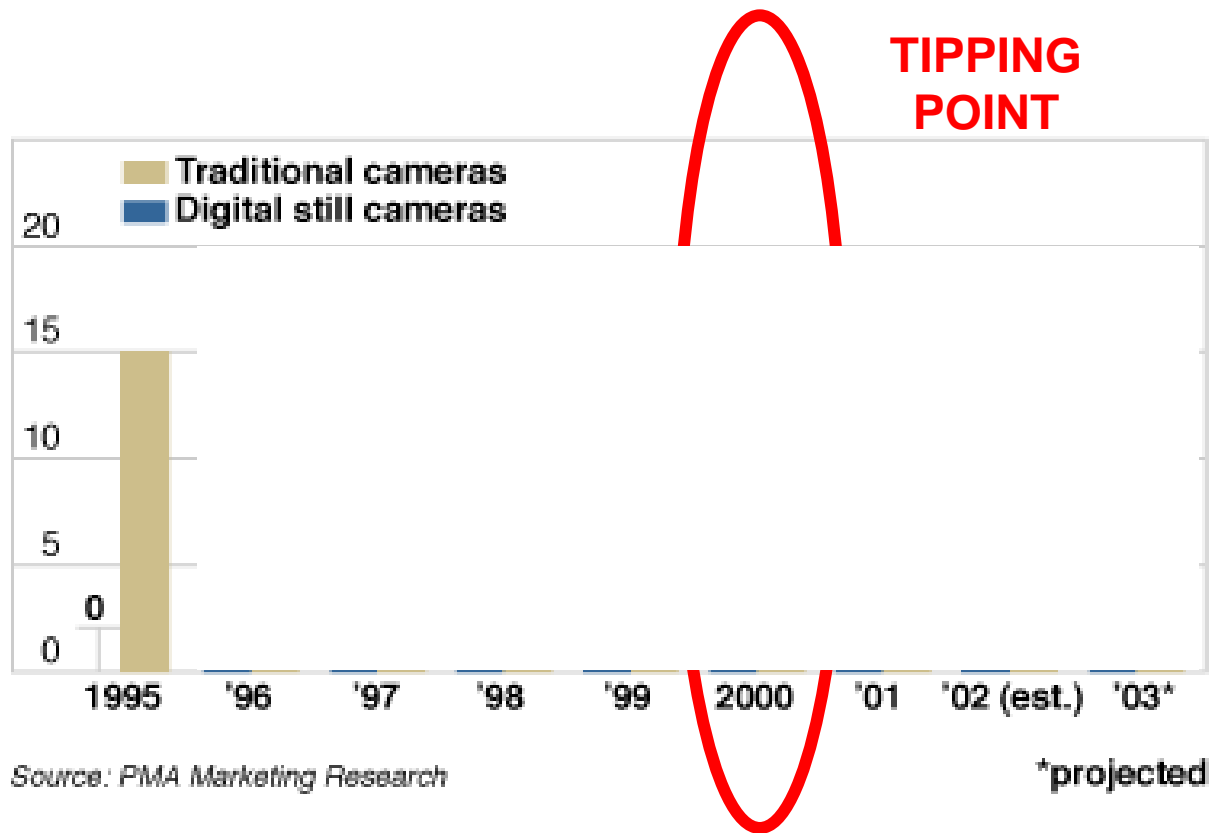


Disruption is about business models

Revenue model
Distribution
Typical price
Margin
Buying pattern
Key competencies
Key resources/assets
Competitors



Disruption and market dynamics



Challenge of disruption: Competing commitments



①

EXISTING BUSINESS MODEL
[WHO WE ARE]



REQUIRED COMMITMENTS
TO THE EXISTING BUSINESS

(Risk of sinking the boat)



②

NEW BUSINESS MODEL
[WHO WE WANT TO BE]

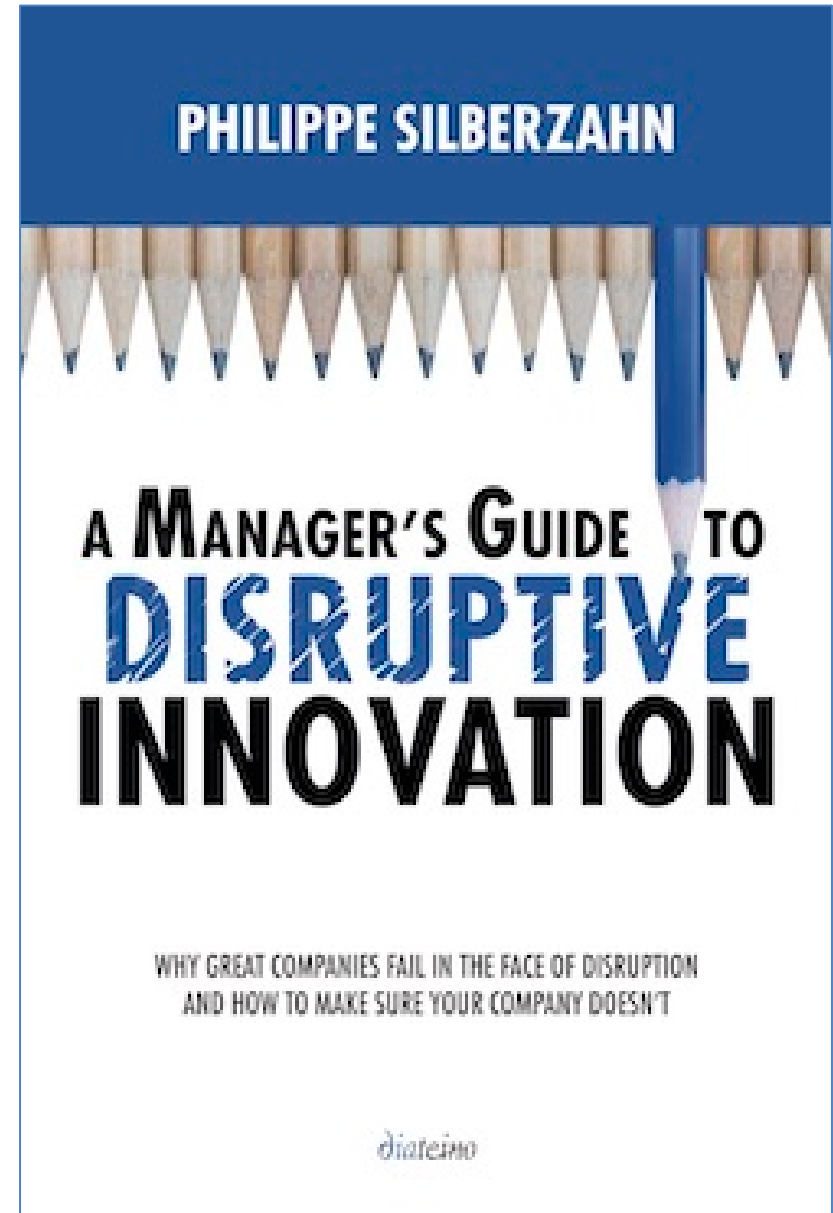


REQUIRED COMMITMENTS
TO THE NEW BUSINESS

(Risk of missing the boat)



Thank you!



 philippesilberzahn

 @phsilberzahn

www.philippesilberzahn.com