Theory of Evolution
vs.
Disruptive Innovation

↳ "if an established company doesn't disrupt, it will fail, and if it fails it must be because it didn't disrupt."

Good Management
→ game of decision-making & resource allocation

theory about why businesses fail

Disruptive Innovation

ROI
(Return on Investment)

Innovate
⇒ to make new

Disruptive Technologies

1) listening to customers
2) tracking customer actions
3) resources for design & higher performane

New Tech = Immature

- too new
- too weak

BUT,

> new customers
> new markets

so... is there potential to grow??