

Disruptive Innovation

Startups disrupting

Incumbents being disrupted

Can bring a lot of welfare

Innovator's Dilemma

Can open path to terrible wrongdoings

History remembers work that takes years on the making

Innovation is not an event, it is a dynamic action

Can be very messy

Business model changes (e.g. SaaS)

Cyclical Innovation

Technology shifts

Driven by access to capital and general market environment

Can be software or hardware

Personal computers

Infrastructure to build other Apps

Incumbents can also innovate

Wearables that solve daily problems

Corporate venture & startups

Have more access to customers, capital, regulators, and talent

Depend a lot on management team & risk appetite