

Digital Disruption

...and what you can do about it

Terry Nicklin



COMMON LOGARITHMS										
x	0	1	2	3	4	5	6	7	8	9
10	0000	0043	0086	0128	0170	0212	0253	0294	0334	0374
11	-0414	0853	0492	0531	0569	0607	0645	0683	0719	0755
12	-0792	0828	0864	0899	0934	0969	1004	1038	1072	1106
13	-1139	1173	1208	1243	1277	1311	1345	1379	1413	1447
14	-1481	1492	1523	1553	1584	1614	1644	1673	1703	1732
15	-1761	1790	1818	1847	1875	1903	1931	1959	1987	2014
16	-2041	2068	2095	2122	2148	2175	2201	2227	2253	2279
17	-2304	2330	2355	2380	2405	2430	2455	2480	2504	2529
18	-2553	2577	2601	2625	2648	2672	2695	2718	2742	2765
19	-2788	2810	2833	2856	2878	2900	2923	2945	2967	2989
20	-3010	3032	3054	3075	3096	3118	3139	3160	3181	3201
21	-3222	3243	3263	3284	3304	3324	3345	3365	3385	3404
22	-3424	3444	3464	3484	3503	3523	3543	3562	3582	3601
23	-3621	3640	3659	3678	3697	3716	3735	3754	3773	3792
24	-3810	3829	3848	3867	3886	3905	3924	3943	3962	3981
25	-3979	3997	4016	4035	4054	4073	4092	4111	4130	4149
26	-4157	4176	4195	4214	4233	4252	4271	4290	4309	4328
27	-4347	4366	4385	4404	4423	4442	4461	4480	4499	4518
28	-4537	4556	4575	4594	4613	4632	4651	4670	4689	4708
29	-4727	4746	4765	4784	4803	4822	4841	4860	4879	4898
30	-4917	4936	4955	4974	4993	5012	5031	5050	5069	5088
31	-5107	5126	5145	5164	5183	5202	5221	5240	5259	5278
32	-5297	5316	5335	5354	5373	5392	5411	5430	5449	5468
33	-5487	5506	5525	5544	5563	5582	5601	5620	5639	5658
34	-5677	5696	5715	5734	5753	5772	5791	5810	5829	5848
35	-5867	5886	5905	5924	5943	5962	5981	6000	6019	6038
36	-6057	6076	6095	6114	6133	6152	6171	6190	6209	6228
37	-6247	6266	6285	6304	6323	6342	6361	6380	6399	6418
38	-6437	6456	6475	6494	6513	6532	6551	6570	6589	6608
39	-6627	6646	6665	6684	6703	6722	6741	6760	6779	6798
40	-6817	6836	6855	6874	6893	6912	6931	6950	6969	6988
41	-6997	7016	7035	7054	7073	7092	7111	7130	7149	7168
42	-7187	7206	7225	7244	7263	7282	7301	7320	7339	7358
43	-7377	7396	7415	7434	7453	7472	7491	7510	7529	7548
44	-7567	7586	7605	7624	7643	7662	7681	7700	7719	7738
45	-7757	7776	7795	7814	7833	7852	7871	7890	7909	7928
46	-7947	7966	7985	8004	8023	8042	8061	8080	8099	8118
47	-8137	8156	8175	8194	8213	8232	8251	8270	8289	8308
48	-8327	8346	8365	8384	8403	8422	8441	8460	8479	8498
49	-8517	8536	8555	8574	8593	8612	8631	8650	8669	8688

No. log
x = 3.14159 0.49715
x = 2.71828 0.43429

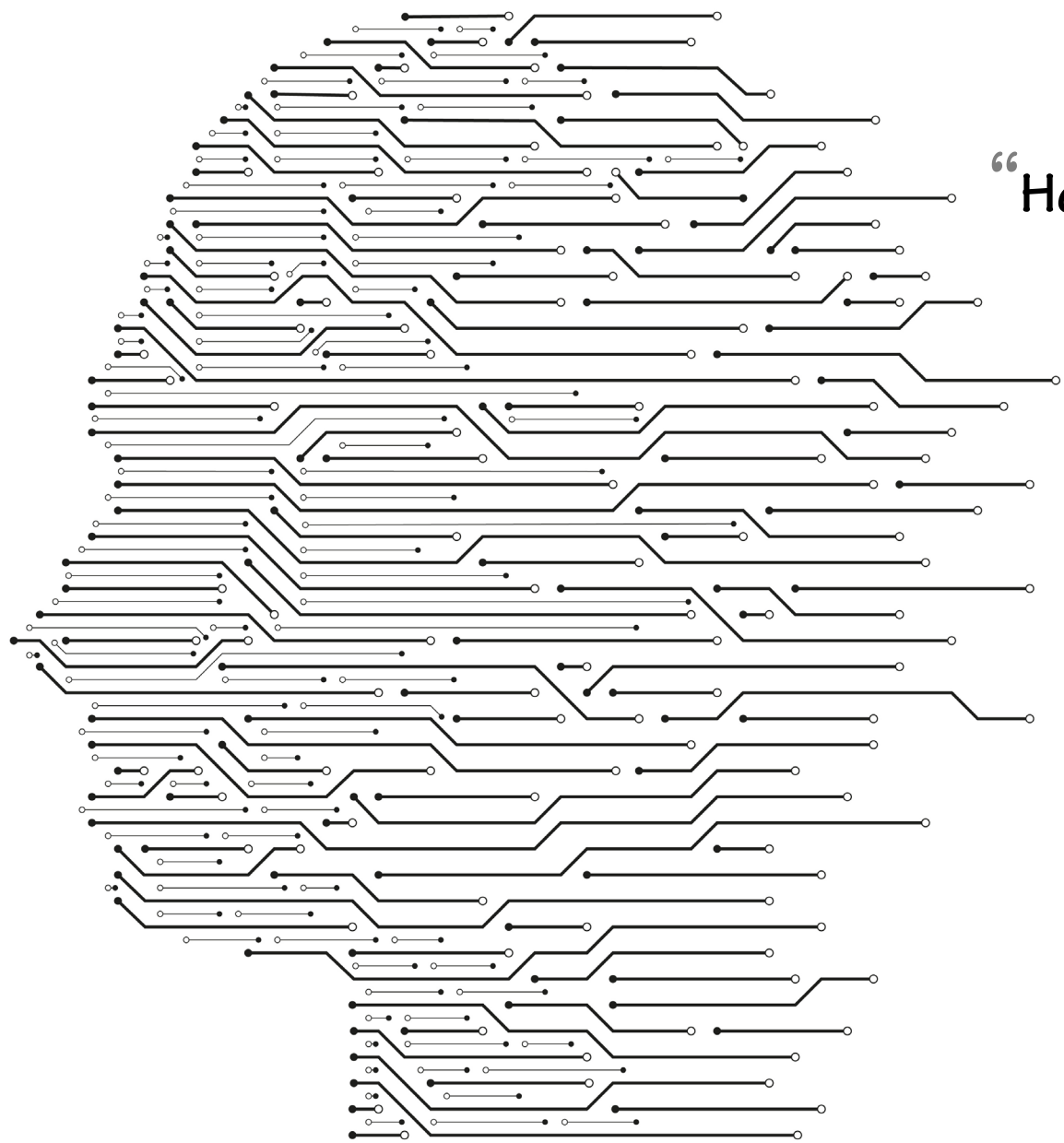
$\ln x = \log_e x = (1/M) \log_{10} x$
 $\log_x M = \log_{10} M / \log_{10} x$

No. log
x = 2.30259 0.36178
x = 0.43429 1.63778

$\log_e M = \log_{10} M / \log_{10} e$
 $\log_{10} e = 0.43429$

$\log_e 2 = 0.69315$
 $\log_e 3 = 1.09861$
 $\log_e 5 = 1.60944$
 $\log_e 7 = 2.04517$
 $\log_e 11 = 2.39789$
 $\log_e 13 = 2.56495$
 $\log_e 17 = 2.83321$
 $\log_e 19 = 2.94424$
 $\log_e 23 = 3.13549$
 $\log_e 29 = 3.36723$
 $\log_e 31 = 3.43934$
 $\log_e 37 = 3.61092$
 $\log_e 41 = 3.71364$
 $\log_e 43 = 3.76120$
 $\log_e 47 = 3.85014$
 $\log_e 53 = 4.06945$
 $\log_e 59 = 4.17943$
 $\log_e 61 = 4.21487$
 $\log_e 67 = 4.51086$
 $\log_e 71 = 4.55986$
 $\log_e 73 = 4.59505$
 $\log_e 79 = 4.67295$
 $\log_e 83 = 4.71849$
 $\log_e 89 = 4.78917$
 $\log_e 97 = 4.87645$
 $\log_e 101 = 4.91221$

COMMON LOGARITHMS										
x	0	1	2	3	4	5	6	7	8	9
50	-6990	6998	7007	7016	7024	7033	7041	7050	7059	7067
51	-7076	7084	7093	7101	7110	7118	7126	7135	7143	7152
52	-7160	7168	7177	7185	7193	7202	7210	7218	7226	7235
53	-7243	7251	7259	7267	7275	7284	7291	7300	7308	7316
54	-7324	7332	7340	7348	7356	7364	7372	7380	7388	7396
55	-7404	7412	7419	7427	7435	7443	7451	7459	7466	7474
56	-7482	7490	7497	7505	7513	7520	7528	7536	7543	7551
57	-7559	7566	7574	7582	7590	7597	7604	7612	7619	7627
58	-7634	7642	7649	7657	7664	7672	7679	7686	7694	7701
59	-7709	7716	7723	7731	7738	7745	7752	7760	7767	7774
60	-7782	7789	7796	7803	7810	7818	7825	7832	7839	7846
61	-7853	7860	7868	7875	7882	7889	7896	7903	7910	7917
62	-7924	7931	7938	7945	7952	7959	7966	7973	7980	7987
63	-7993	8000	8007	8014	8021	8028	8035	8042	8048	8055
64	-8063	8069	8075	8082	8089	8096	8102	8109	8115	8122
65	-8129	8136	8142	8149	8156	8162	8169	8176	8182	8189
66	-8195	8202	8209	8215	8222	8228	8235	8241	8248	8254
67	-8261	8267	8274	8280	8287	8293	8299	8306	8312	8319
68	-8325	8332	8338	8344	8351	8357	8363	8370	8376	8382
69	-8398	8395	8401	8407	8414	8420	8426	8432	8439	8445
70	-8451	8457	8463	8470	8476	8482	8488	8494	8500	8506
71	-8513	8519	8525	8531	8537	8543	8549	8555	8561	8567
72	-8573	8579	8585	8591	8597	8603	8609	8615	8621	8627
73	-8633	8639	8645	8651	8657	8663	8669	8675	8681	8686
74	-8692	8698	8704	8710	8716	8722	8727	8733	8739	8745
75	-8751	8756	8762	8768	8774	8779	8785	8791	8797	8802
76	-8808	8814	8820	8825	8831	8837	8842	8848	8854	8859
77	-8865	8871	8876	8882	8887	8893	8899	8904	8910	8915
78	-8921	8927	8932	8938	8943	8949	8954	8960	8965	8971
79	-8976	8982	8987	8993	8998	9004	9009	9015	9020	9025
80	-9031	9036	9042	9047	9053	9058	9063	9069	9074	9079
81	-9085	9090	9096	9101	9106	9112	9117	9122	9128	9133
82	-9138	9143	9149	9154	9159	9165	9170	9175	9180	9186
83	-9191	9196	9201	9206	9212	9217	9222	9227	9232	9238
84	-9243	9248	9253	9258	9263	9269	9274	9279	9284	9289
85	-9294	9299	9304	9309	9315	9320	9325	9330	9335	9340
86	-9345	9350	9355	9360	9365	9370	9375	9380	9385	9390
87	-9395	9400	9405	9410	9415	9420	9425	9430	9435	9440
88	-9445	9450	9455	9460	9465	9470	9474	9479	9484	9489
89	-9494	9499	9504	9509	9513	9518	9523	9528	9533	9538
90	-9542	9547	9552	9557	9562	9566	9571	9576	9581	9586
91	-9590	9595	9600	9605	9609	9614	9619	9624	9628	9633
92	-9638	9643	9648	9653	9657	9662	9666	9671	9675	9680
93	-9685	9690	9694	9699	9703	9708	9713	9717	9722	9727
94	-9731	9736	9741	9745	9750	9754	9759	9763	9768	9773
95	-9777	9782	9786	9791	9795	9800	9805	9809	9814	9818
96	-9823	9827	9831	9836	9841	9845	9850	9854	9859	9863
97	-9868	9872	9877	9881	9886	9890	9894	9899	9903	9908
98	-9912	9917	9921	9925	9930	9934	9939	9943	9947	9952
99	-9956	9961	9965	9969	9974	9978	9983	9987	9991	9996



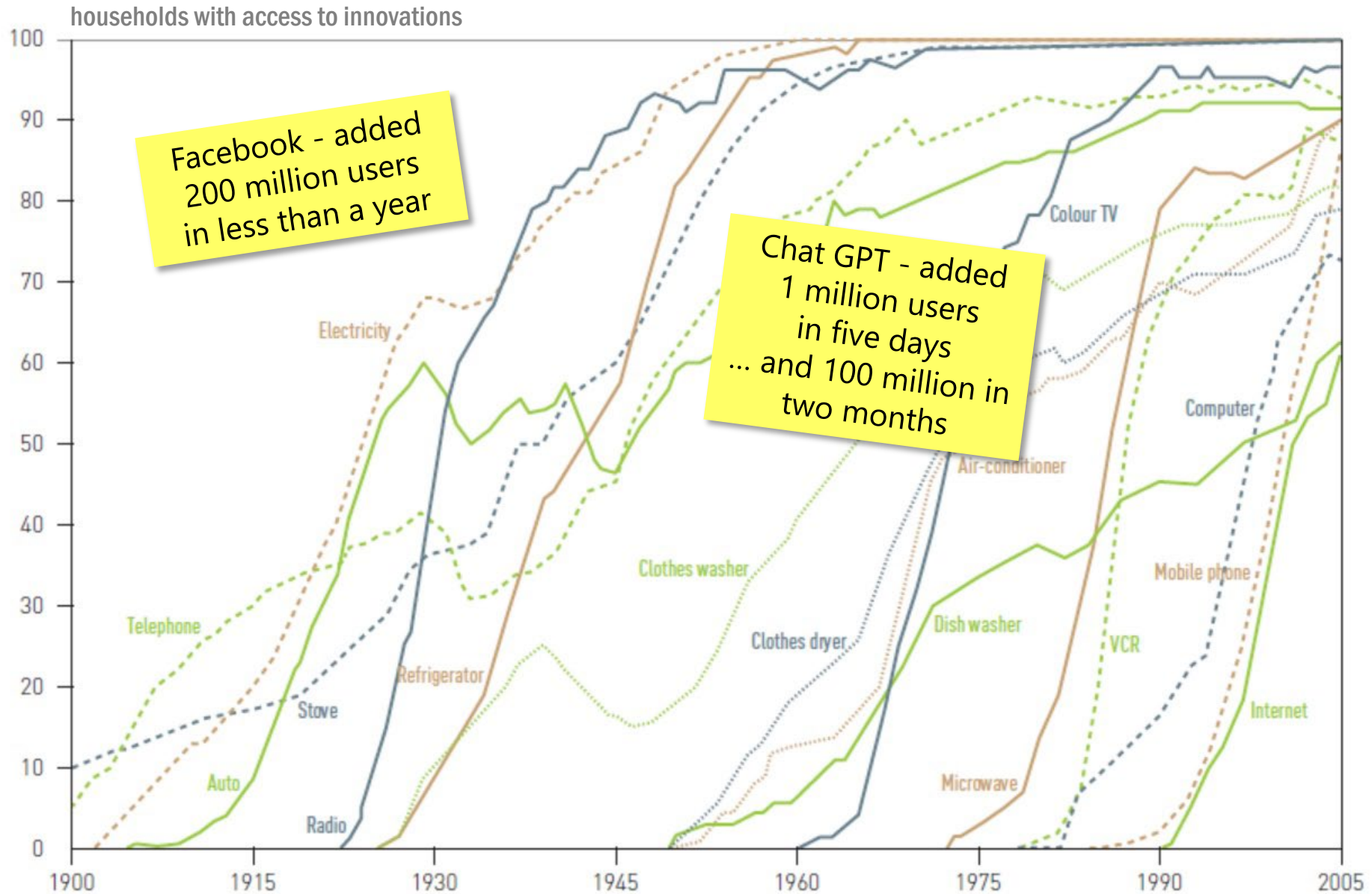
“How much fertiliser do I need for that field?”

“Can I afford to buy that house?”

“*Would I be better off in stocks or bonds?*”

“How can I improve lead conversion?”

Innovation Diffusion



**DIGITAL
DISRUPTION**



Facebook
4,062,474
Likes



Instagram
2,843,744
Likes



Twitter
424,242
New tweets



Snapchat
101,556
People using service



Youtube
7,336,251
Video views



Pinterest
9,477
Articles pinned



Tumblr
Signups: 59
Posts: 36,095
Blogs: 117
Visitors: 4,505
Revenue: \$ 176



Cloud storages
\$82,549
Capitalisation



Dropbox
97,520
Files Shared



Google Drive
\$742
Revenue



Box
\$585
Revenue



iCloud
\$669
Sales



Airbnb
702
Bookings



Booking
702
Unique visitors



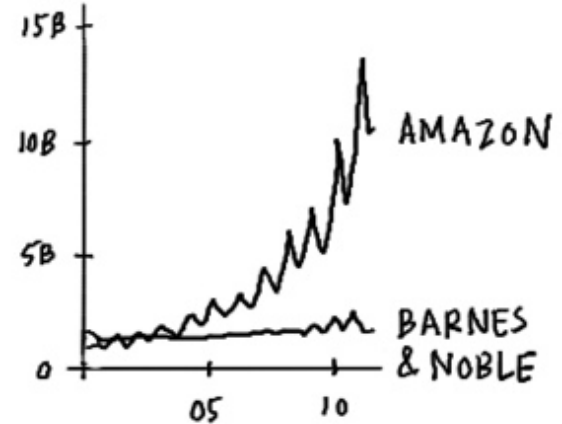
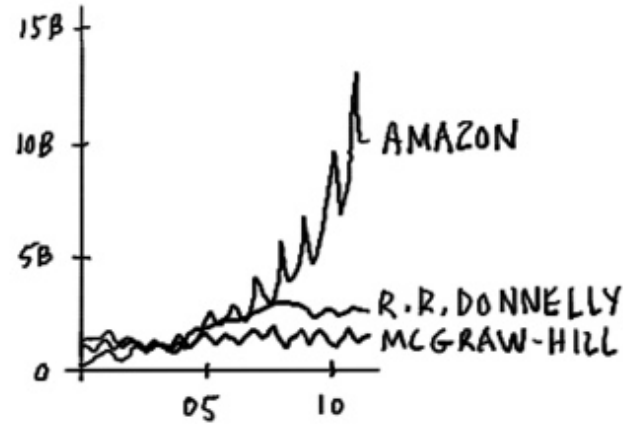
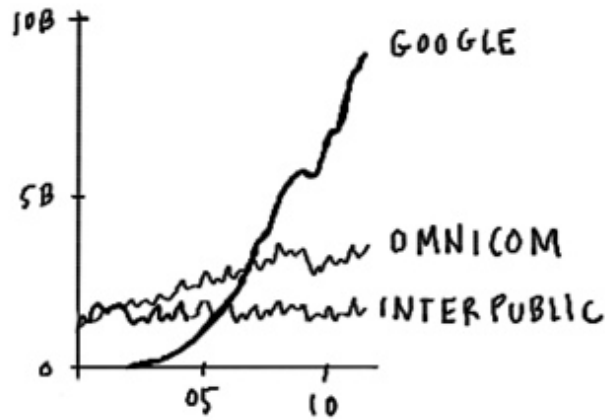
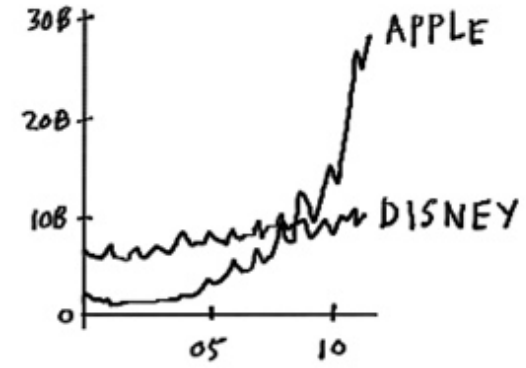
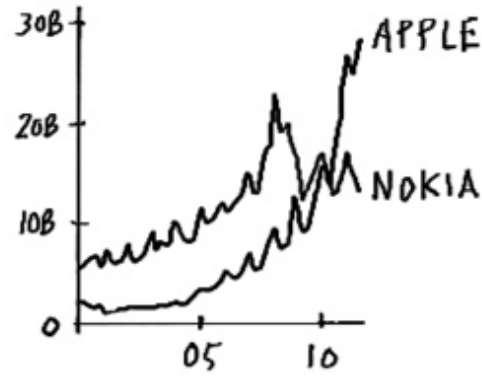
TripAdvisor
3,861
Reviews



Skyscanner
234
Visitors

CREATIVE DISRUPTION

The boundaries between industries are starting to blur, as disruptive innovators like APPLE, GOOGLE and AMAZON deal death blows to industry after industry.



Numbers are REVENUE, not stock price. In other words, REAL MONEY.

Most Popular

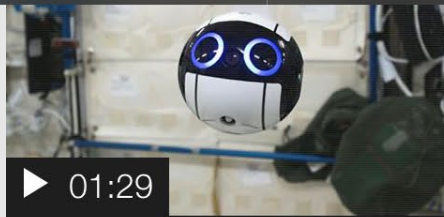
Video

Technology

New tech demos

Mobile phones and smartphones

Tab



▶ 01:29

3D-printed drone's space station pictures

21 Jul | Technology



▶ 01:25

Fake Obama created using AI video tool

17 Jul | Technology



▶ 01:40

Google's DeepMind AI is learning to walk

14 Jul | Technology



▶ 01:06

The vending machine for alcohol and ammo

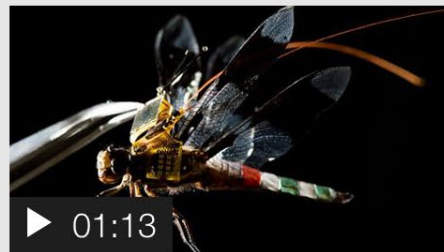
13 Jul | Technology



▶ 01:08

The drone inspired by spiders

11 Jul | Technology



▶ 01:13

Living dragonfly drones take flight

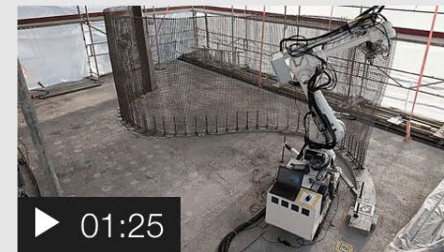
10 Jul | Technology



▶ 01:37

Audio-based ticket system launched

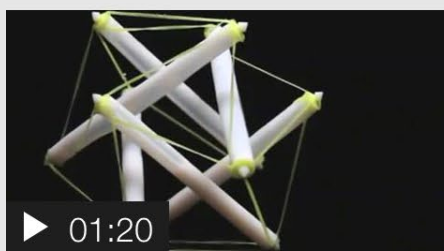
6 Jul | Technology



▶ 01:25

Robots and 3D printers begin house build

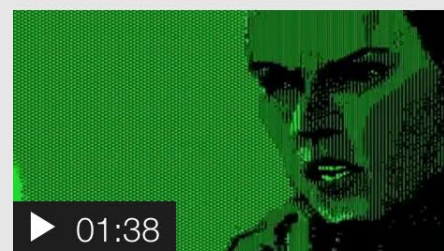
5 Jul | Technology



▶ 01:20



▶ 01:20



▶ 01:38



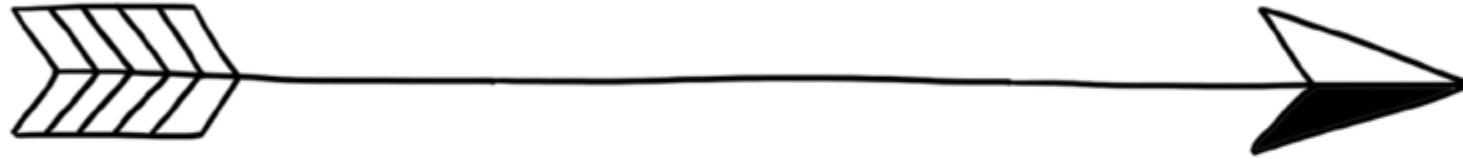
▶ 01:15

**DISRUPTION IS
EITHER GOING TO
HAPPEN TO YOU
OR BECAUSE OF
YOU.**

-BRIAN SOLIS

INNOVATION

DISRUPTION



DOING THE SAME
THINGS A BIT
BETTER

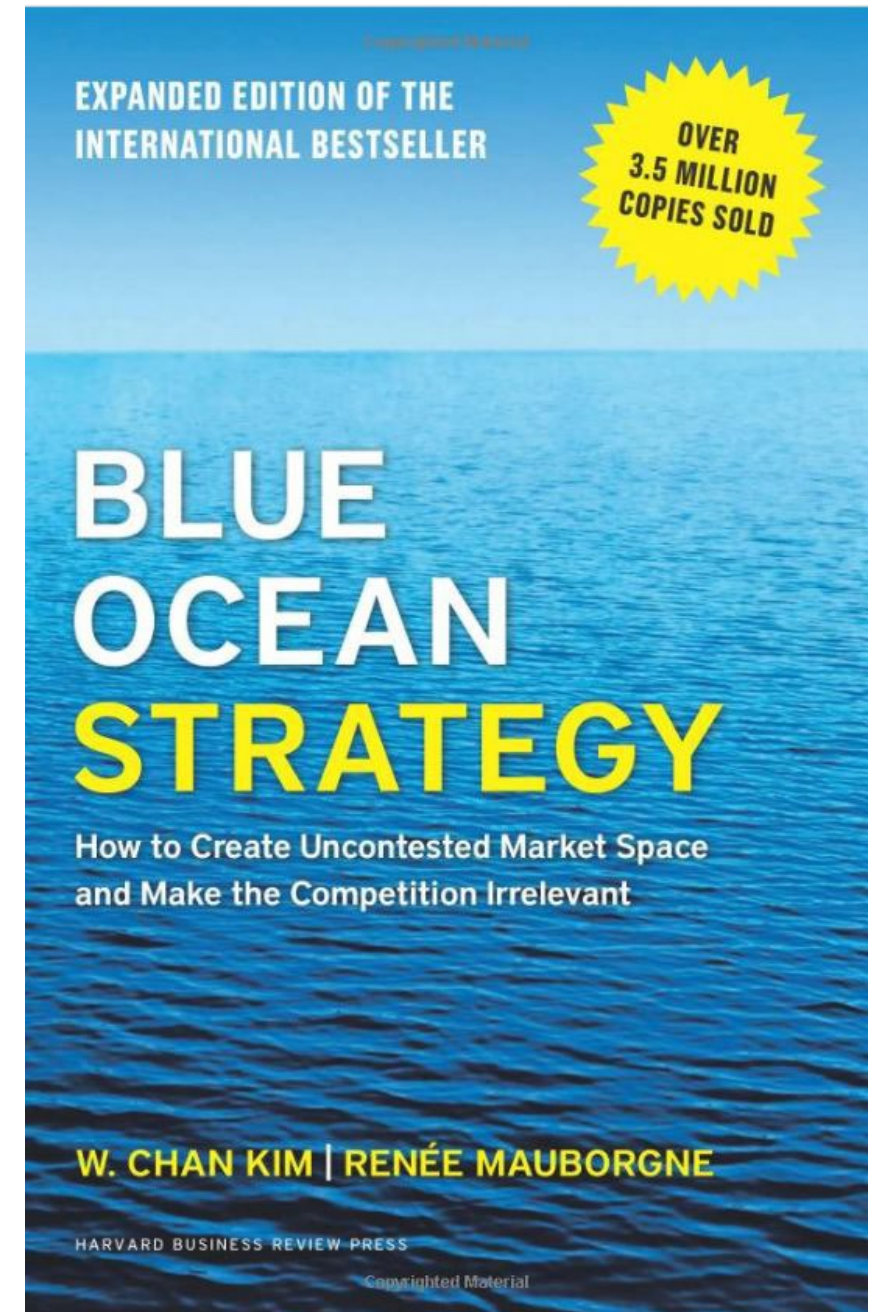
DOING NEW
THINGS

MAKING THINGS THAT
MAKE THE OLD THINGS
OBSOLETE

Red Ocean - Blue Ocean

- Organisations will find greatest success where there is no competition
- Not only about diversification but maybe about re-invention, or doing everything a bit better

cf. Porter generic strategies







access
not
ownership

perpetual
beta

soft skills

data
value

location
services

ubiquity of
information,
connectivity

delegation
to AI

gamification

convergence

data trails

immediacy

social
robots

new
economics

commercial
-isation
of assets

spimes

personal
-isation

New Business Models

data
value



23andMe DNA profiling

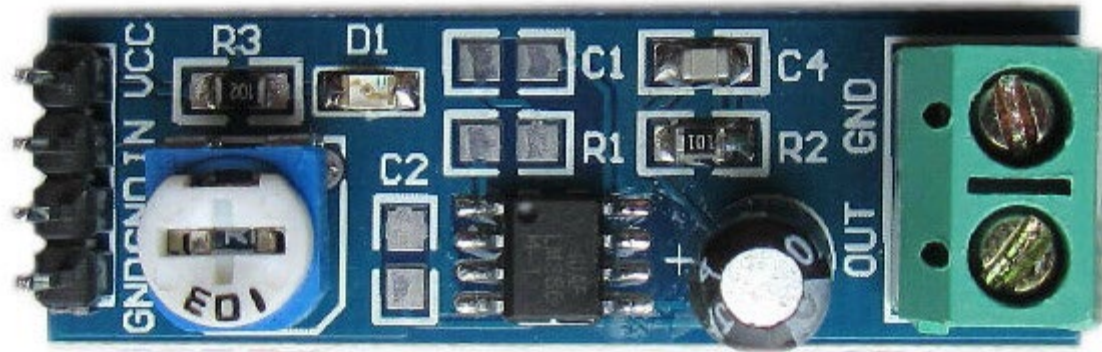
\$99 tests encourage
mass market
adoption...

...providing a valuable
DNA database for use
by pharma and
insurance companies



data
value

Audio Amplifier Module



all the way from China

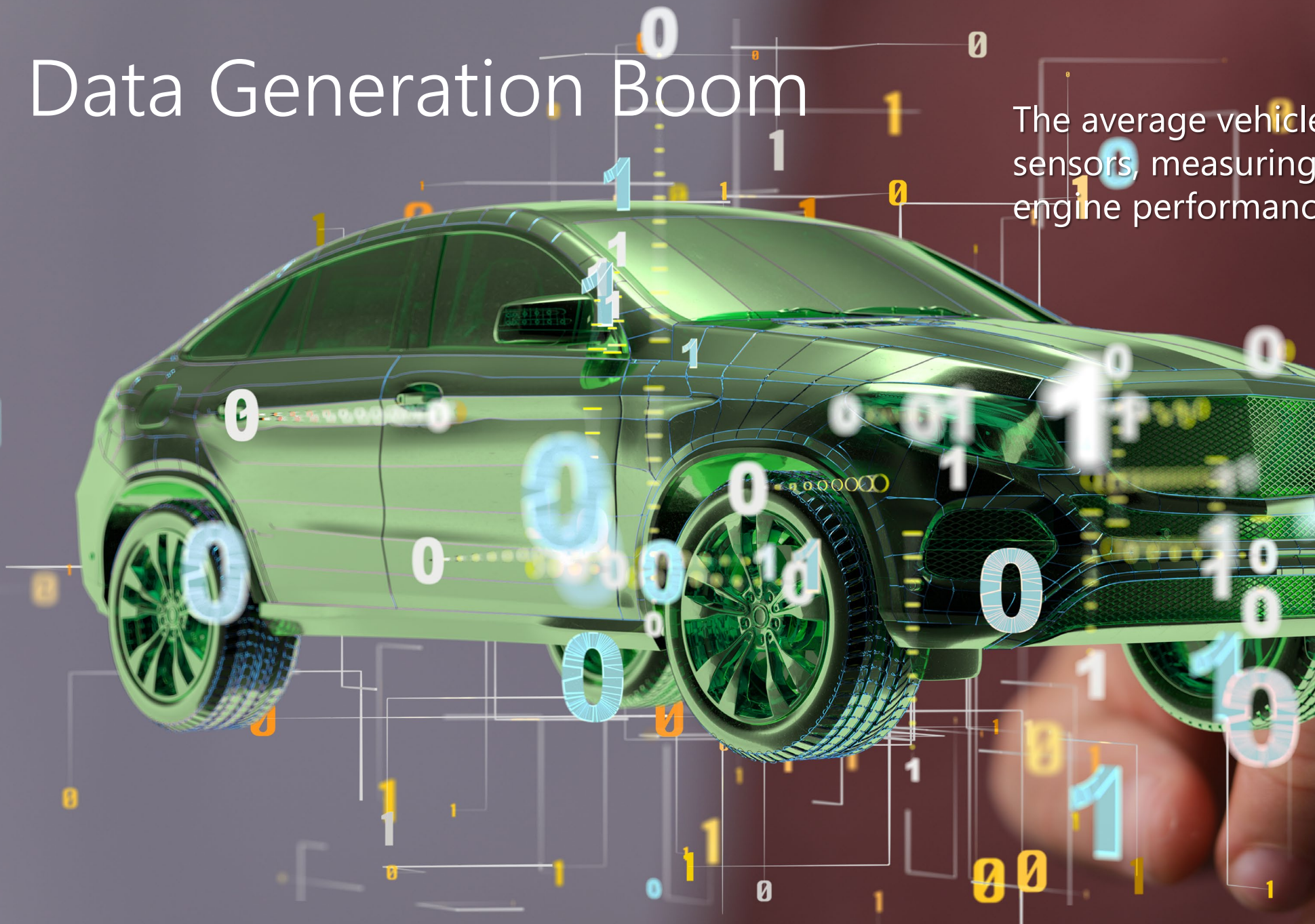
£0.60

including post and packing!

Data Generation Boom

The average vehicle sensors, measuring engine performance

data trails

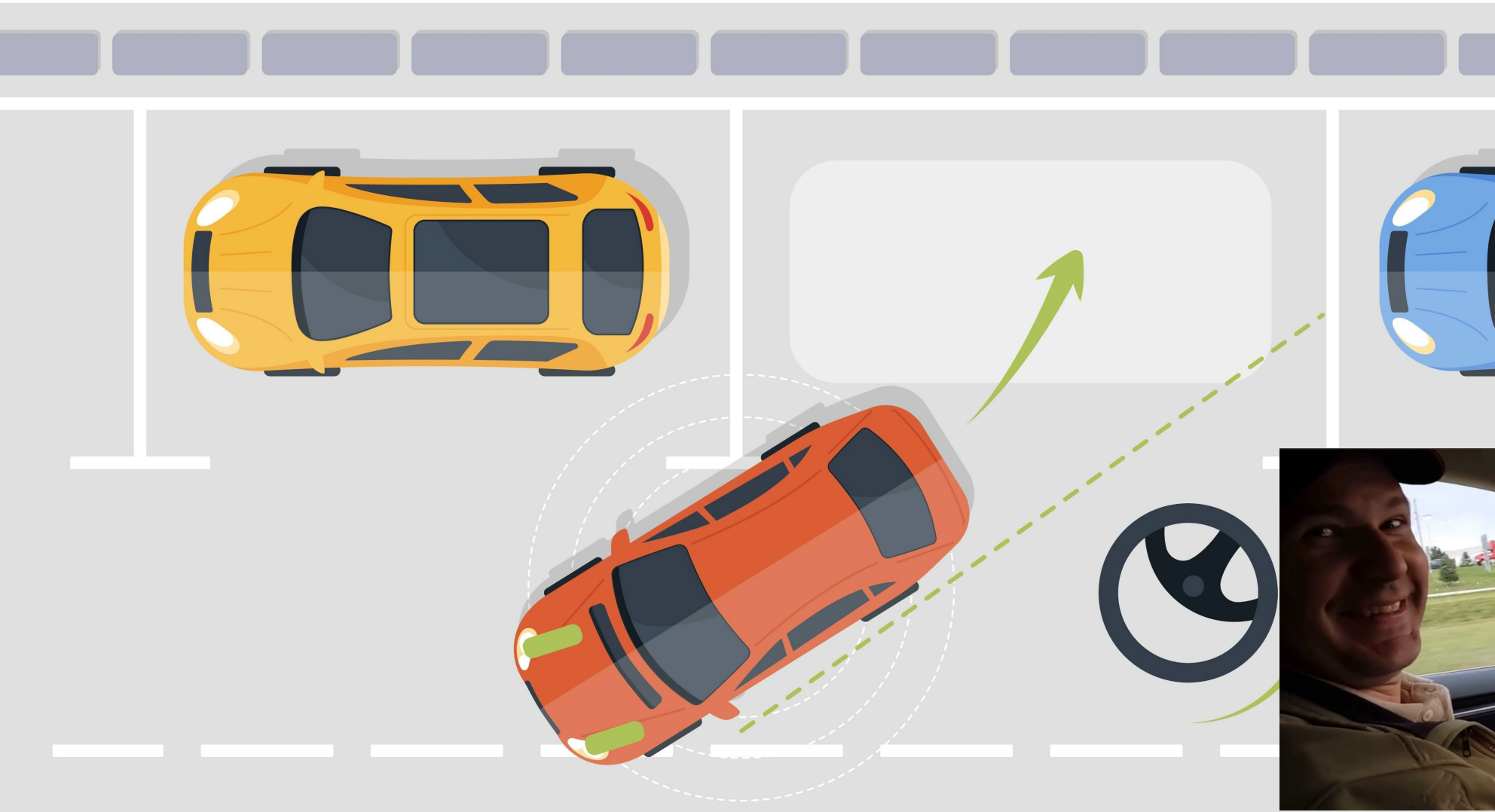




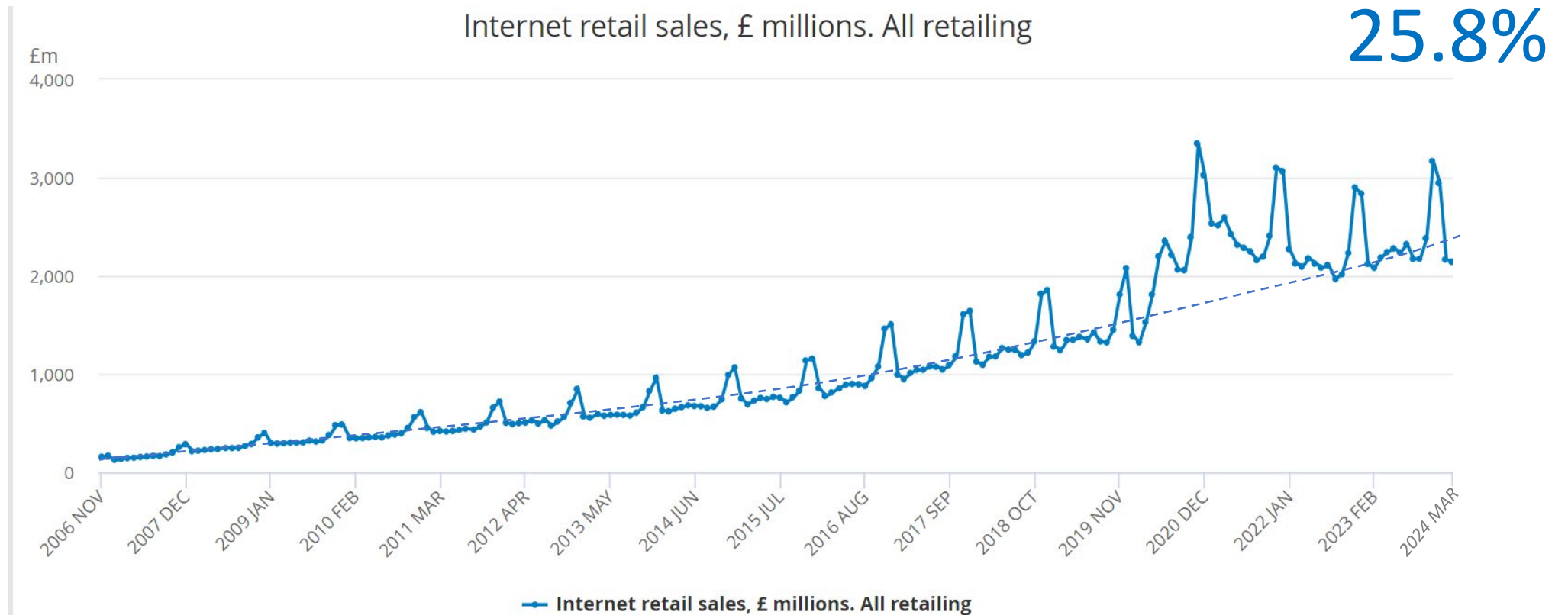
ubiquity of
information,
connectivity

convergence

perpetual
beta



UK Online Sales



Future of Retail?

Retail shops need to become:

click and collect stores?

showrooms?

training facilities?

brand advertisements?

meeting places?





personalisation

Mass Customisation

Levi's customised made-to-measure jeans technology



1995



soft skills



delegation
to AI

A woman with a vibrant pink bob haircut and bangs is the central focus. She is looking upwards and to the right with a contemplative expression. The background is a surreal, dreamlike landscape bathed in soft pink and purple light. Large, stylized flowers and mushroom-like structures are scattered throughout. The ground is covered in small, glowing lights, creating a magical atmosphere. The overall aesthetic is ethereal and artistic.

COACH
PRESENTS

FIND YOUR COURAGE

The lesson is clear:
If your industry has not yet
been disrupted, don't worry
– it soon will be.

ASSIS, CONSERVEZ
VOTRE CEINTURE ATTACHÉE
FASTER SEATBELT WHILE SEATED

SIÈGE DE SAUVETAGE
SIÈGE L' ACCOUROIR CENTRAL
LIFE VEST LOCATED UNDER
CENTRE ARMREST

VOTRE CASQUE
VOTRE TÉLÉCOMMANDE ET
VOS SCOPTELLAS D'EAU DOUCE
ETRE RANGÉS ET SÉCURISÉS
DANS LE POCHAGE,
LE DÉBALLAGE,
ET L'ATTERRISSAGE
HEADSET, REMOTE AND
WATER BOTTLES TO BE STORED
AND LATCHED FOR THE
TAKE OFF AND LANDING

*Give yourself a minute to think as far
as you can into the future...*

What (dis)continuous change can you expect?

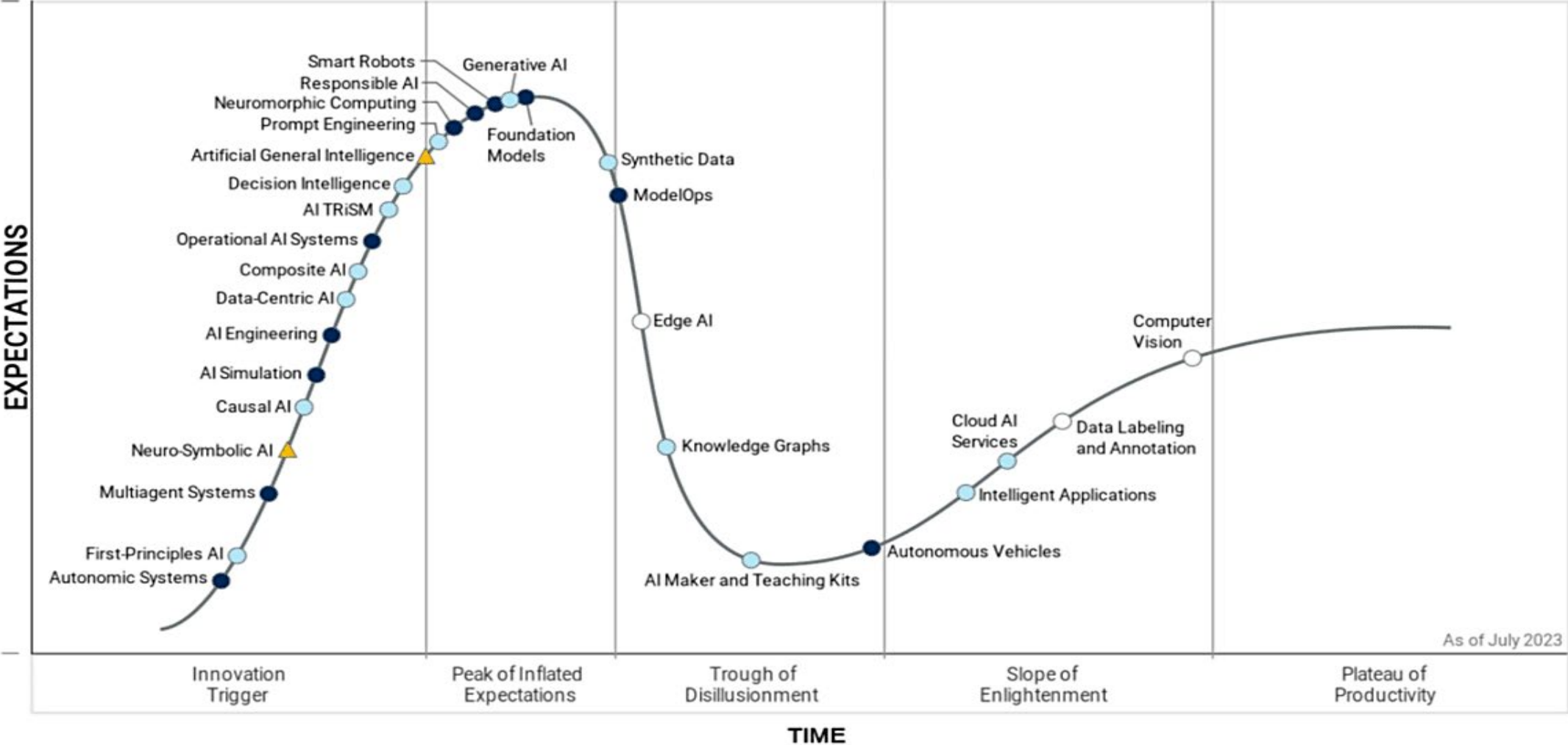


Strategies for the Future

- Understand memes
- See the direction
- Be agile
- Prepare to fail fast
- Think the unthinkable
- Be the disruptor
- Tell the market what it wants
- Change the organisation
- Listen to customers
- Understand the customer's issues
- Environment scanning
- Sub-teams

Gartner Hype Cycle

Hype Cycle for Artificial Intelligence, 2023



As of July 2023

Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

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