

**THE
HONEYCOMB
DISRUPTION**

@ neetanc

Is it real?





- Sears, the one-time titan of American retail, filed for bankruptcy ahead of a \$134 million debt payment due Monday and announced that it will close 142 stores. *The Washington Post*, October 15, 2018
- JCPenney could be kicked off the New York Stock Exchange because its stock is worth too little. *CNN Business*, August 9, 2019
- Barneys is closing 15 of its 22 stores after filing for bankruptcy. Here's the full list. *Business Insider*, August 6, 2019
- GNC could close up to 900 stores and slash its mall location count in half as the retail apocalypse roars on. *Business insider*, July 22, 2019

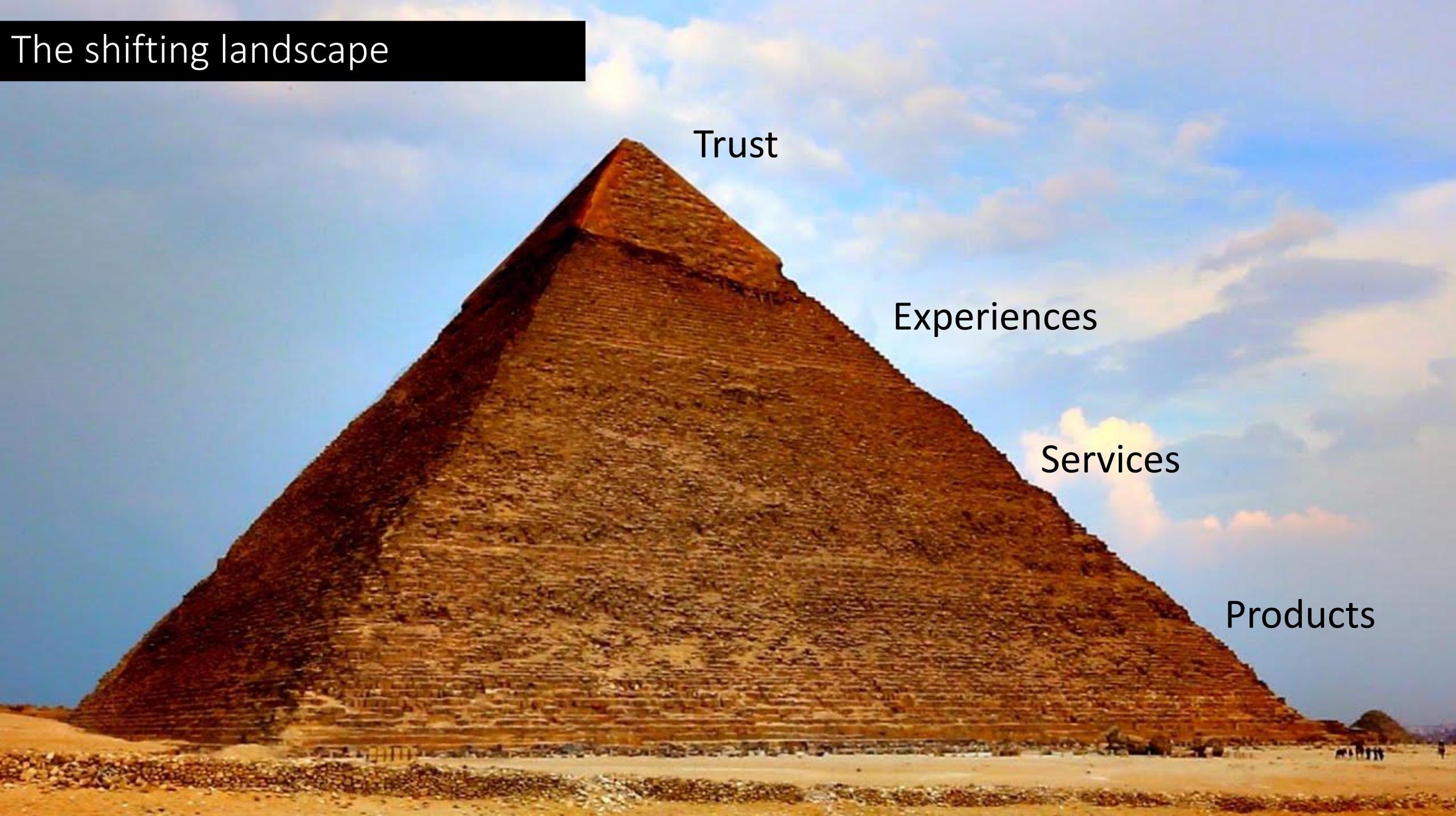
We live in the **disruption** era. It comes at us thick and fast. It is unrelentless and sometimes ruthless to names once etched in the hearts and minds of every household. Particularly severe to brands humanity grew up with. For incumbents, it sometimes feels even the paranoid don't survive.



- The stock market now has two \$1 trillion companies: Amazon and Microsoft. CNN Business, July 11, 2019
- Shopify Cracks The E-Commerce Code, And Its Billionaire CEO's Fortune Doubles In Just Six Months. Forbes, August 20, 2019
- Alibaba ramps up offline efforts. Internet giant opens first physical store of its cross-border shopping platform. China Daily, April 21, 2018
- Why digitally native brands keep opening physical stores. Bloomberg News, October 22, 2018

We live in an **opportunity** era. Everything is possible. For those with the right mindset, the world is our playground. Growth is exponential. Winners are taking all. Life is good and only getting better. For digital natives, it sometimes feels anything and everything we touch turns into gold.

The shifting landscape



Trust

Experiences

Services

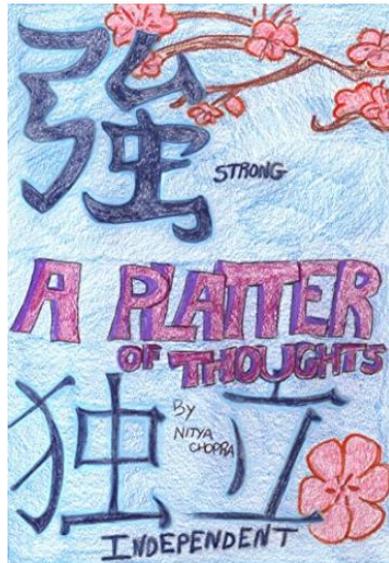
Products

Fluid Expectations



The world is our oyster

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A platter of thoughts Kindle Edition

by Nitya Chopra (Author)

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A short book of poems written by and for teenage. Reflect on a cup of suppressed feelings. Radiate in the pink of cotton candy love. Time travel to your childhood with jelly beans. Shed a solitary tear with onion cut. Pour out your inner with overcooked egg. Converse with a mirror along with a piece of bread. Soothe your wounds with salt and pepper wounds or reminisce about your time with your sibling with sour and sweet oranges. A platter of thoughts will connect and resonate with every teenager. Straight from the heart, with love, Nitz.

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Business models



Selling Experiences



User Generated

YouTube



Mass Customization



As a service



Long tail

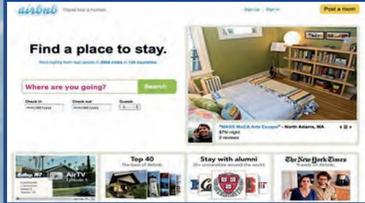
Spotify



E-commerce



Peer to Peer



Freemium



Data as a Service



Platforms



Platforms and marketplaces



A sunset over the ocean with a white vertical line on the left side. The sun is low on the horizon, creating a bright reflection on the water. The sky is a mix of orange and dark blue. The water is dark with some white foam from waves in the foreground.

tech matters~



Disrupting from within

“

Digital Darwinism is unkind to those who wait

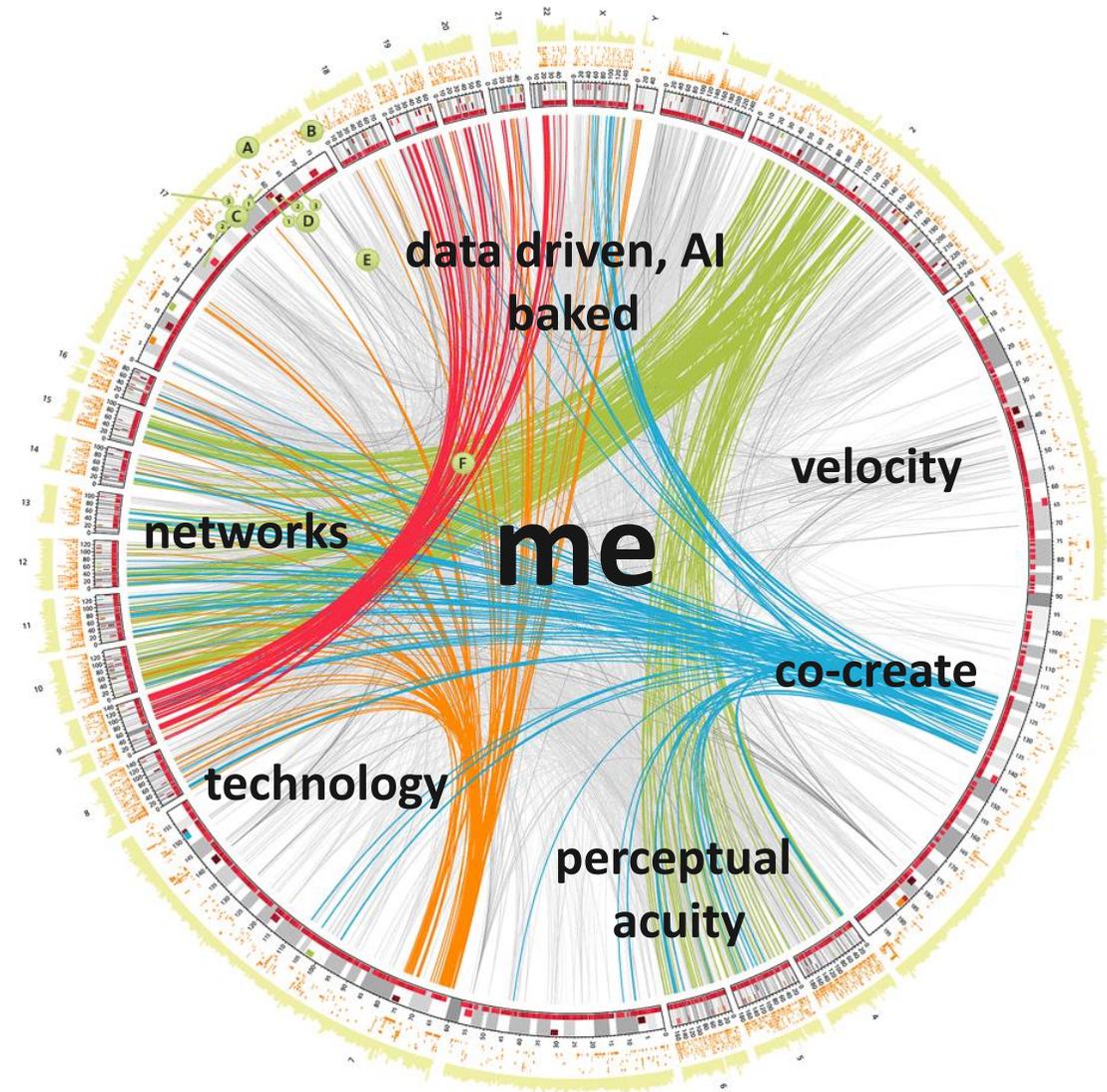
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Quote by Ray Wang

Doing **Digital**

Being Digital

The disruption genome



“

Power comes from sharing not hoarding

Groups are self defining &
organizing

Hierarchies are built bottom up

Contributions counts more than credentials

Leaders serve rather than preside

All ideas compete on an
equal footing

Resources get attracted not allocated

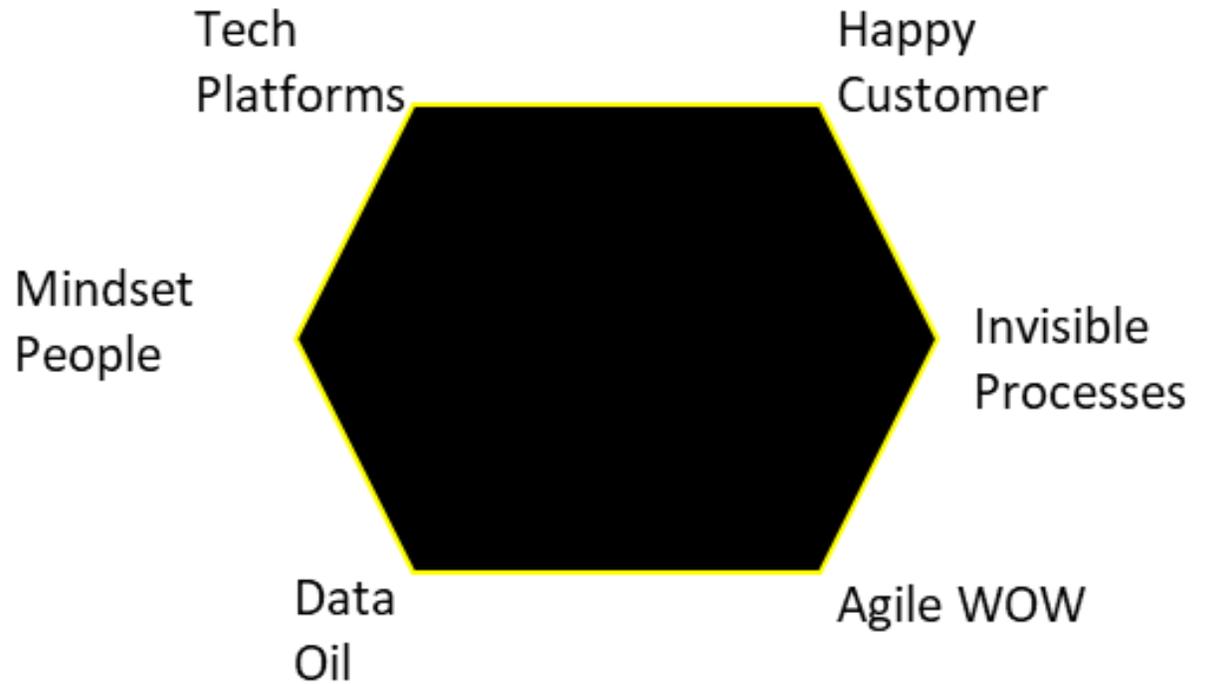
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Gary Hamel, What Matters Now

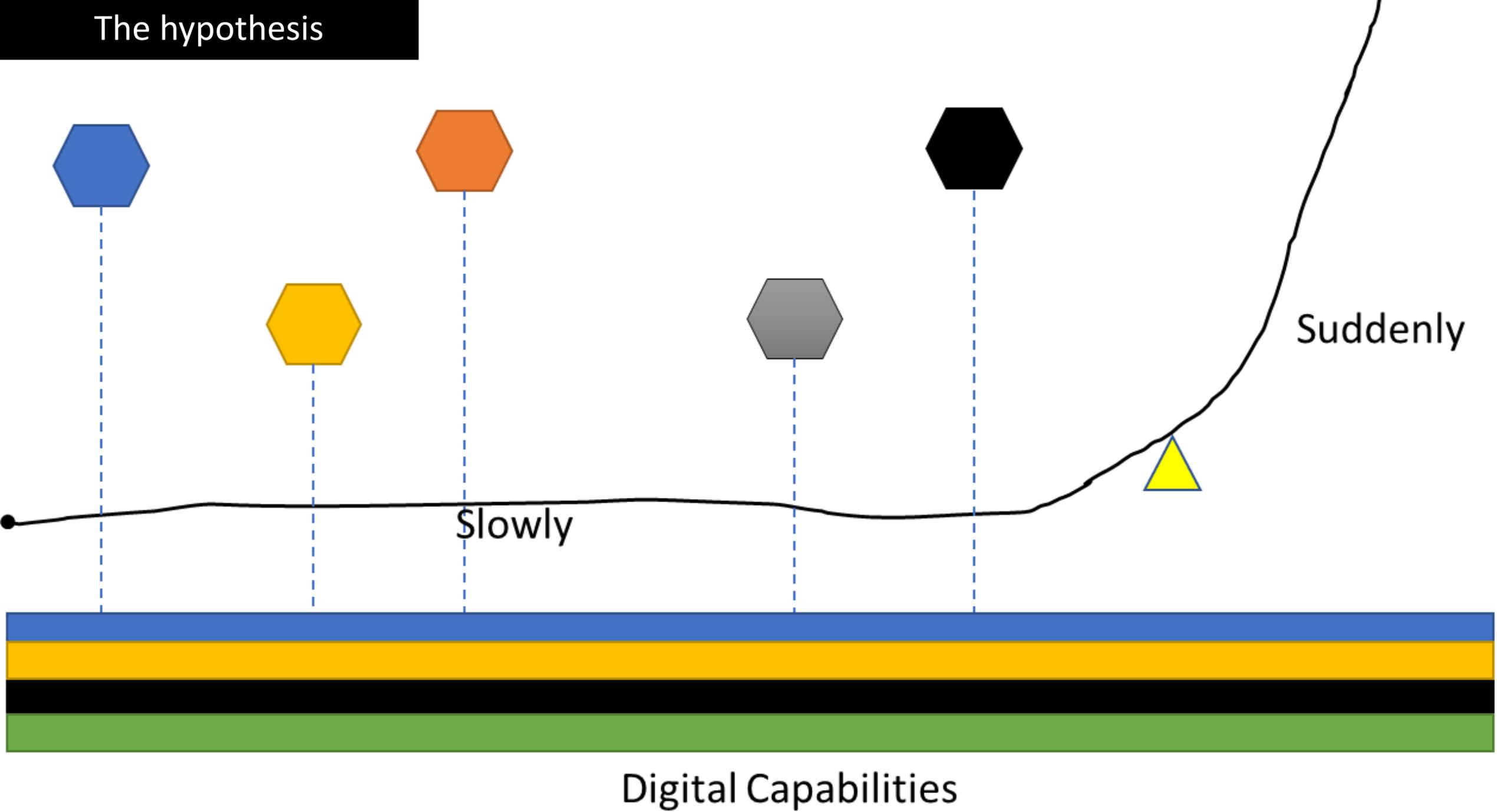


The Honeycomb
Disruption

THE HONEYCOMB DISRUPTION



The hypothesis





Thank you

Platforms

- Five key characteristics
 - Low variable costs
 - Low CAPEX
 - Data driven
 - Network effect
 - Ecosystem
- Drive the core interaction
- Design the (a) factory floor (b) the incentives (c) matching algorithms
- Monetizing is an art