

# Disrupt like a start-up

*Most of the serious competition and industry disruption nowadays, doesn't come from existing players within an industry, it comes from outside the industry and from people and companies that have never been heard of before and definitely wouldn't have stood a chance of entering your world ten years ago.*

In the 1950's the average tenure of a company on the S&P 500 Index was 50+ years by 2025 it will be only 12 years. Today's major corporates rarely own a physical asset relevant to their industry, instead they run digital global marketplaces connecting asset owners and service providers with those that want to have and use them.

Today's business models and goals don't always make senses either. Profit is not always the first goal, but becoming a unicorn\* or even a decacorn\* may be.

In this brave new world one of the best ways of figuring out what lies ahead, is to follow the start-up's and the money and in this keynote we're going to do exactly that, take a really good look at the start-up ecosystem around your industry, track down the start-up's in your space, get a sense for how they

see your industry and the potential they see in it; take a look at what they're innovating and inventing and also look at who's funding them, for how much and why.

This is not a voyeuristic journey, but one of pure practical discovery. The lessons you learn, the insights you gain and the understanding of your future marketplace can all be immediately ploughed back into your thinking, strategy, tactics, products and services.

You ignore the start up at your own peril. They don't need your permission to exist, they only need your customers and ultimately your customers will make the decision between you and them.

To be fully informed, to know what might be ahead, before your customers and competitors know, and to see where your industry may be

going in the hands of these start up's, gives you the foresights and impetus to tackle them head on, to innovate and evolve your world, ensuring your remain relevant, viable and profitable long into the future.

## Who's it for?

**Fearless CEO's, C Suite, Boards, Senior Leaders, Managers**, who are willing to get uncomfortable in the pursuit of wisdom and a profitable future.

**Strategy Developers and Tribes** who want an external fearless and realistic customer focused perspective on what challenges and opportunities lie ahead for them.

**Marketing and Communication Teams** who want to see and respond to industry trends. [FCT](#)

there's  
a reason

*start-ups are so disruptive, they don't care what's been done before, everything is fair game to them and they zig whilst the established industry zags.*



\*Unicorn is a start-up company valued at over \$1 billion.  
\*Decacorn is valued at over \$10 billion.