

# ***Disruptive Innovation***

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**[in/JimHarrisProfile](https://www.linkedin.com/company/jimharris/)**

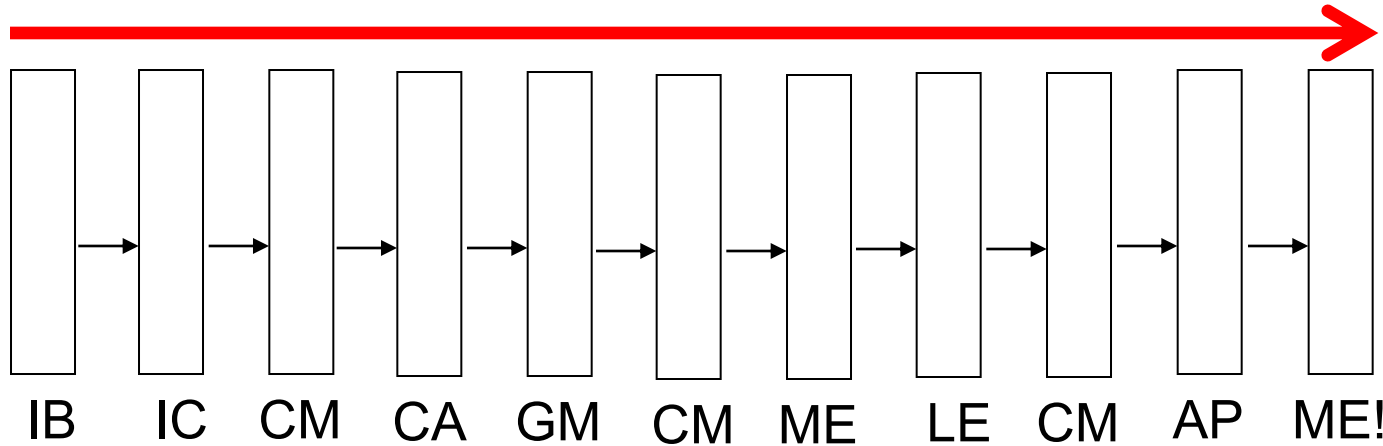


**[@JimHarris](https://twitter.com/JimHarris)**

# Insurance Process

(circa 1990)

8 weeks



***Blindsided!***

**[www.jimharris.com](http://www.jimharris.com)**

99.4%

# Instant Everything

Maya, our charming artificial intelligence bot will craft the perfect insurance for you.  
It couldn't be easier or faster.

[See the Lemonade App in action](#)

90 Seconds  
To get insured



3 Minutes  
To get paid

2 x 99.9%

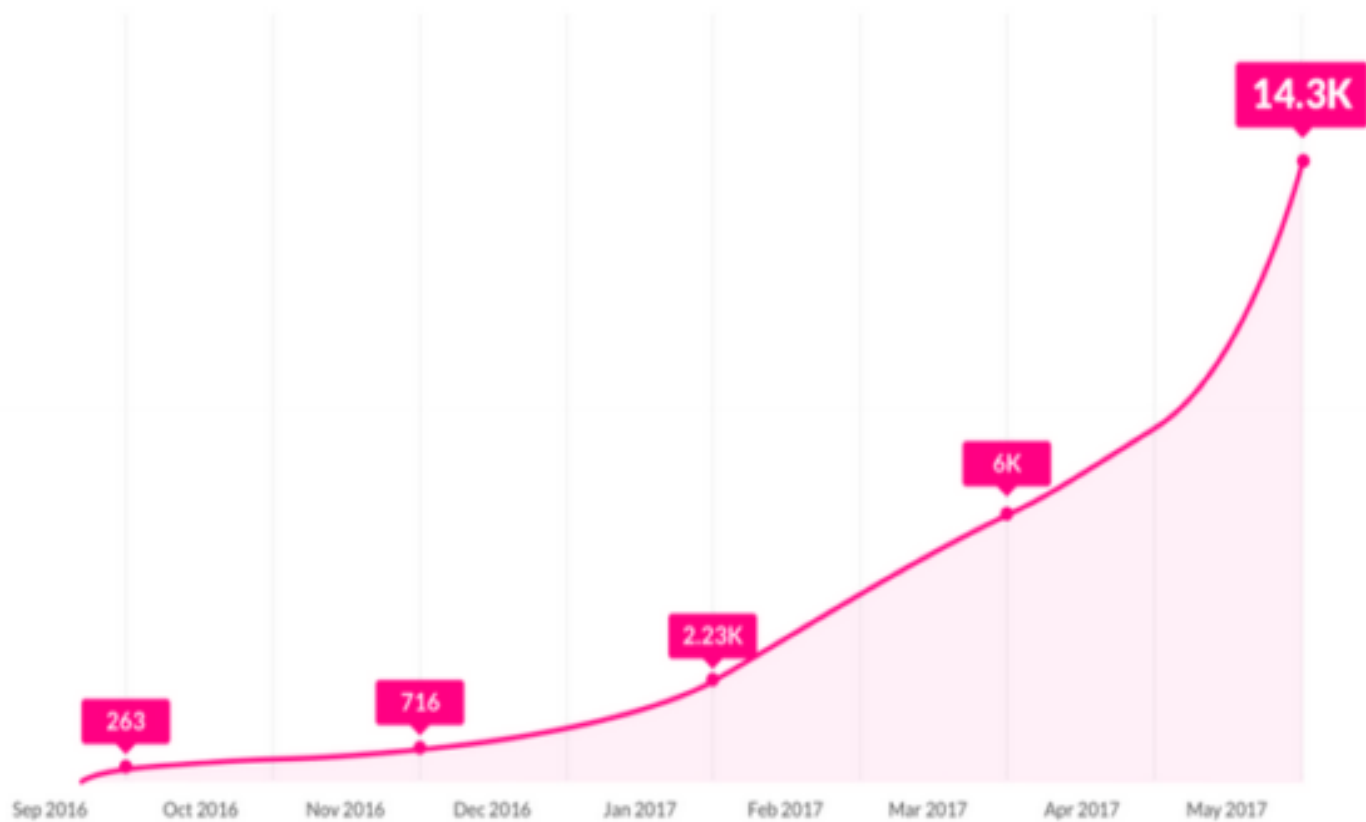
**\$100M**



***“We don’t believe insurance can be fixed by sprinkling technology, pixie dust style, on top of a century old edifice”***

**Daniel Schreiber  
CEO & Co-Founder  
Lemonade**

## Lemonade's Growth Trajectory



**disrupt** 

Certified



Corporation<sup>®</sup>

[bcorporation.net](http://bcorporation.net)

## Revenue Donated To Non-Profits



Lemonade



Fortune 100

# Lemonade

THE 2017 GIVEBACK

## 14 CAUSES FUNDED!



**592 MEALS**

hand-delivered to elderly  
New Yorkers



**A NEW HOME**

for a family in El Salvador  
newstory



**FRESH WATER**

-serving an entire  
community in Malawi

charity: water



**CHILDCARE SUPPLIES**

including food, formula and  
diapers for 6 months

Other causes funded by our Giveback:

ACLU



code <to> (inspire)

meat

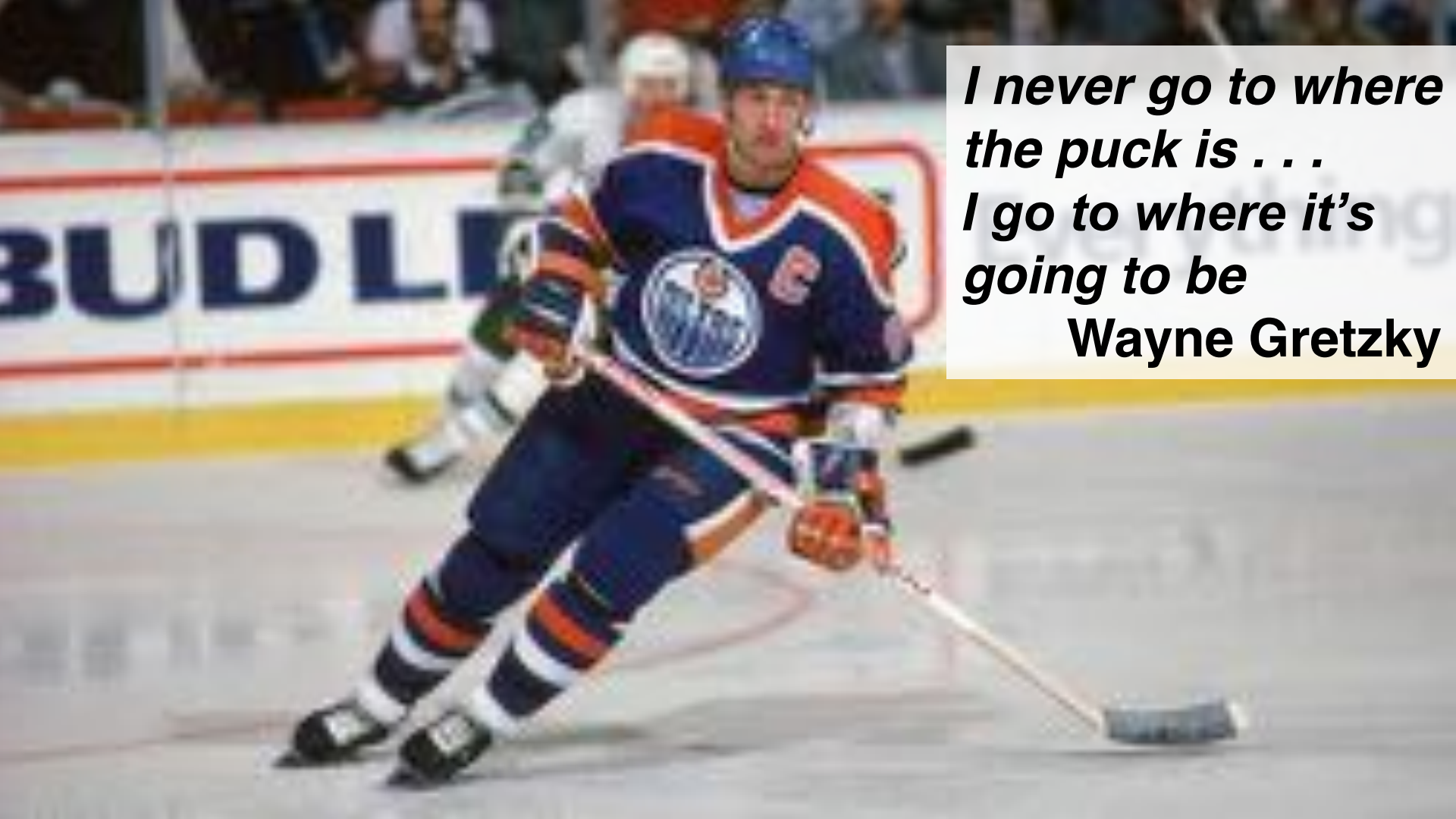


ROBINHOOD

***“We will move from  
mobile first to AI  
first.”***

**Sundar Pichai  
2016**





*I never go to where  
the puck is . . .  
I go to where it's  
going to be*  
**Wayne Gretzky**

**BEST PRACTICE**



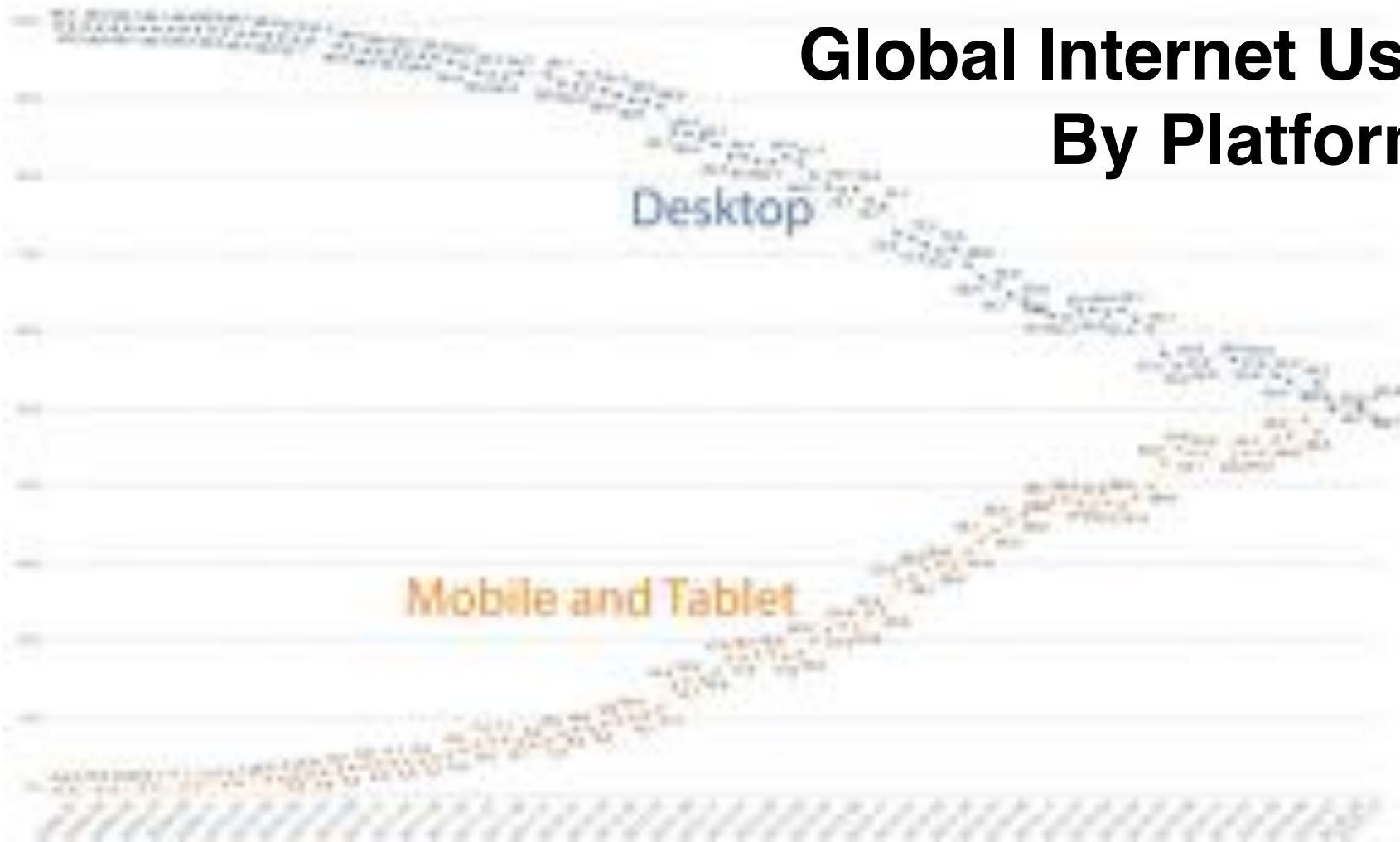
**Benchmarking is *so* 2016**



USED CARS



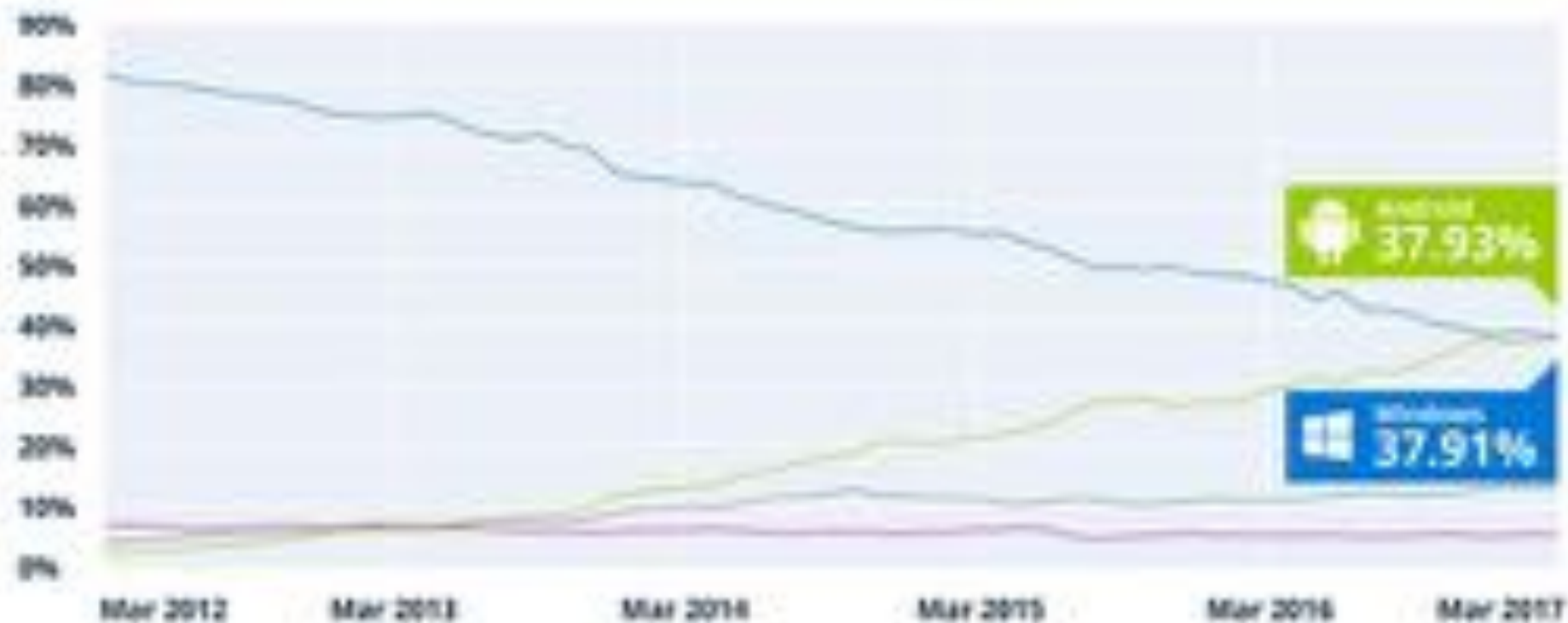
# Global Internet Use By Platform



# OS Market Share Worldwide

March 2012 - March 2017

■ Android ■ Windows ■ iOS ■ OS X



## US advertising model reaches tipping point

US 2016 - 2021 CAGR

Internet 9.8%

TV 1.3%

2012

2016

2021



# US Digital Ad Spend

In \$ Billions

■ Non-Mobile  
■ Mobile

**Mobile CAGR = 87%**



# Why Social Media?

Print Media **Over** Indexed 3X; Mobile **Under** Indexed 25%

% of Time Spent in Media vs. % of Advertising Spending, USA, 2016



Traditional media declining & digital (Internet + Mobile) has surpassed TV

Print will continue collapsing, while Mobile exploding

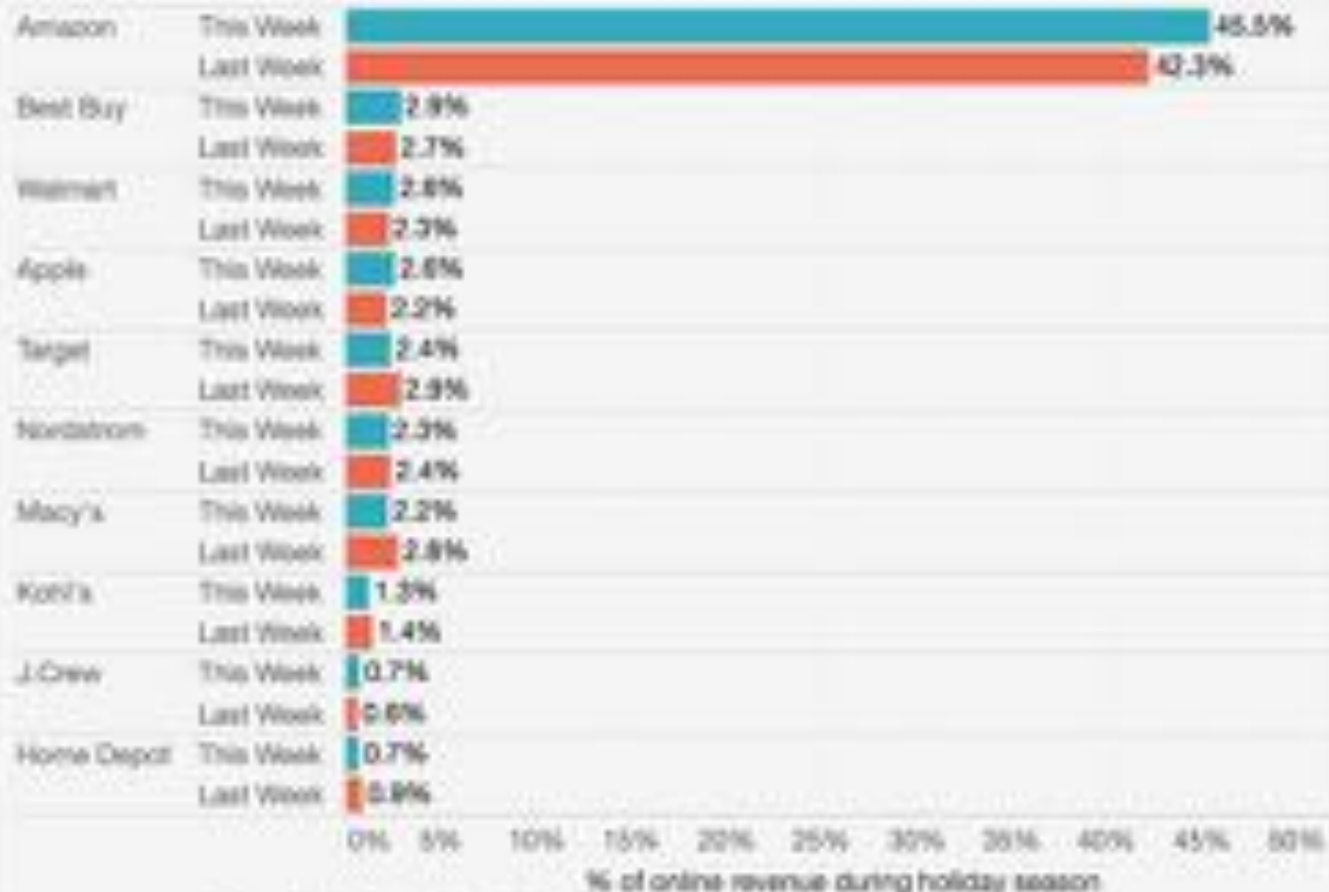


**“You’re missing that your entire future customer base is not in TV now. This is precious time to get up to speed . . . Timing matters”**

**Ben Lerer**



# Amazon continues to own the holiday season, increasing its online market share this week



\$467.7B



\$311.9B



*Market values as of June 9, 2017*

2006

2017

Change

SEARS

\$27.88

\$1.48

↓ 91%



\$18.18

\$1.48

↓ 92%

NORDSTROM

\$12.48

\$8.68

↓ 30%

KOHL'S

\$24.28

\$6.38

↓ 74%



\$24.28

\$6.98

↓ 71%



\$28.48

\$17.78

↓ 38%



\$51.38

\$31.58

↓ 39%



\$214.08

\$238.78

↑ 12%

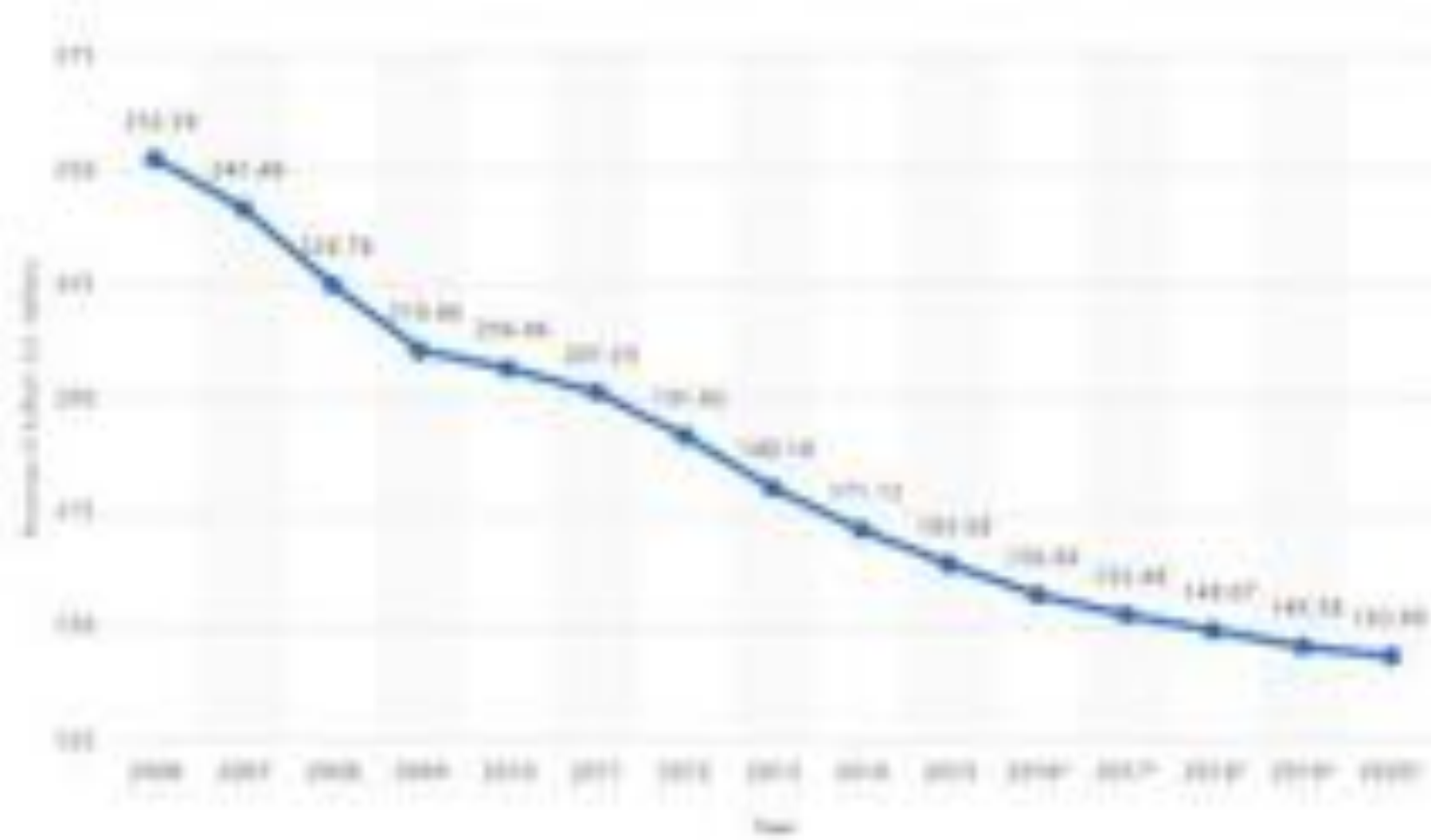


\$17.58

\$467.78

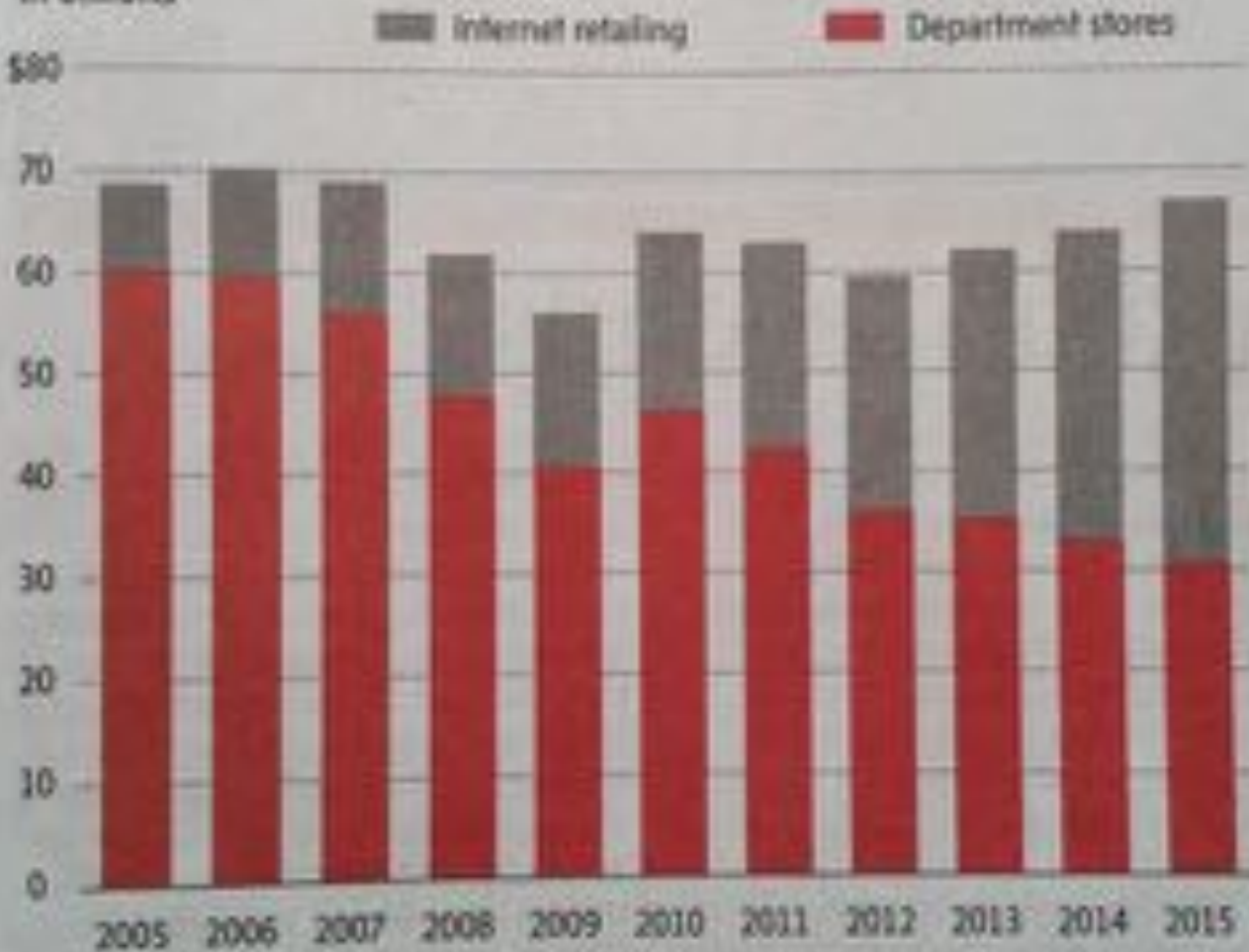
↑ 2,673%



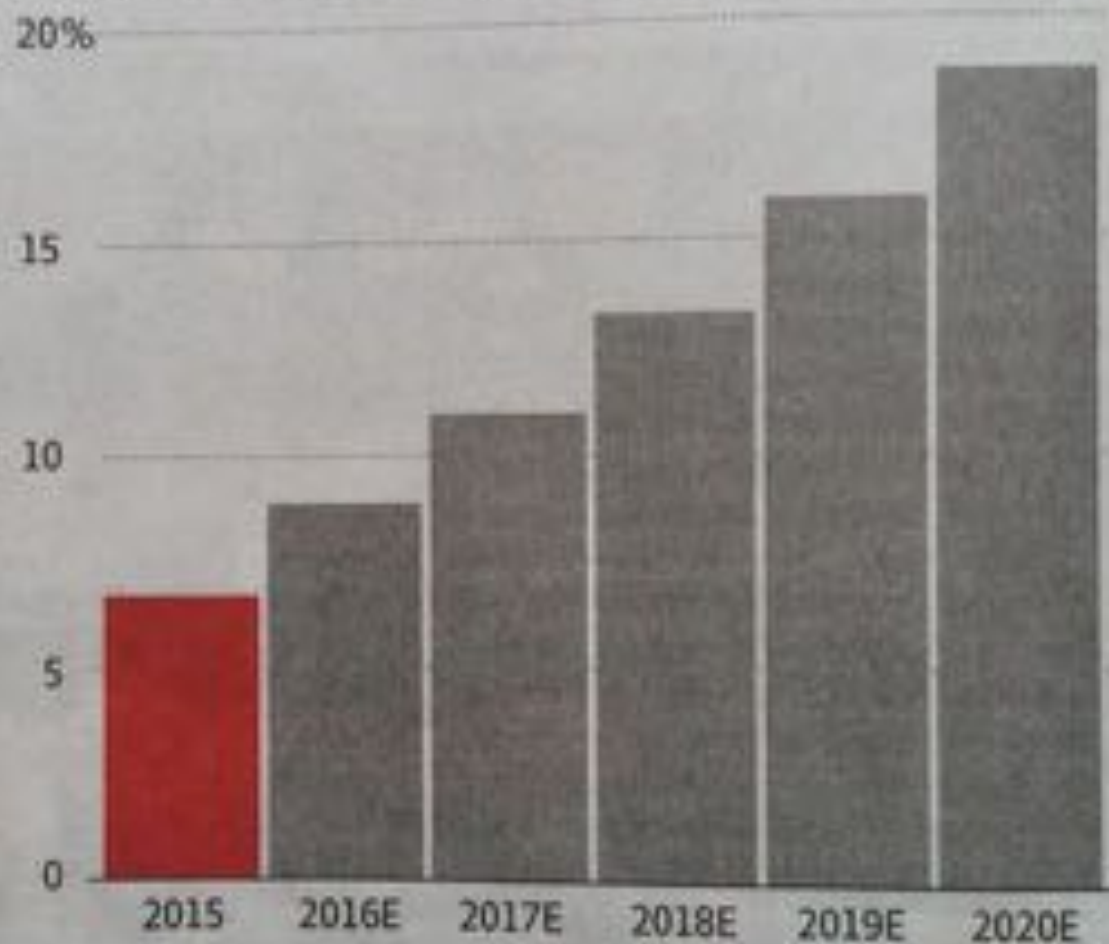


# U.S. apparel sales: Department stores vs. Internet retailers

In billions



Amazon's share of total U.S. apparel merchandise sales



amazon Prime  
FREE SAME-DAY DELIVERY

amazon Prime  
FREE SAME-DAY DELIVERY

amazon Prime  
FREE SAME-DAY DELIVERY

amazon Prime  
FREE SAME-DAY DELIVERY

amazon Prime  
FREE SAME-DAY DELIVERY

**NO PATIENCE  
REQUIRED**

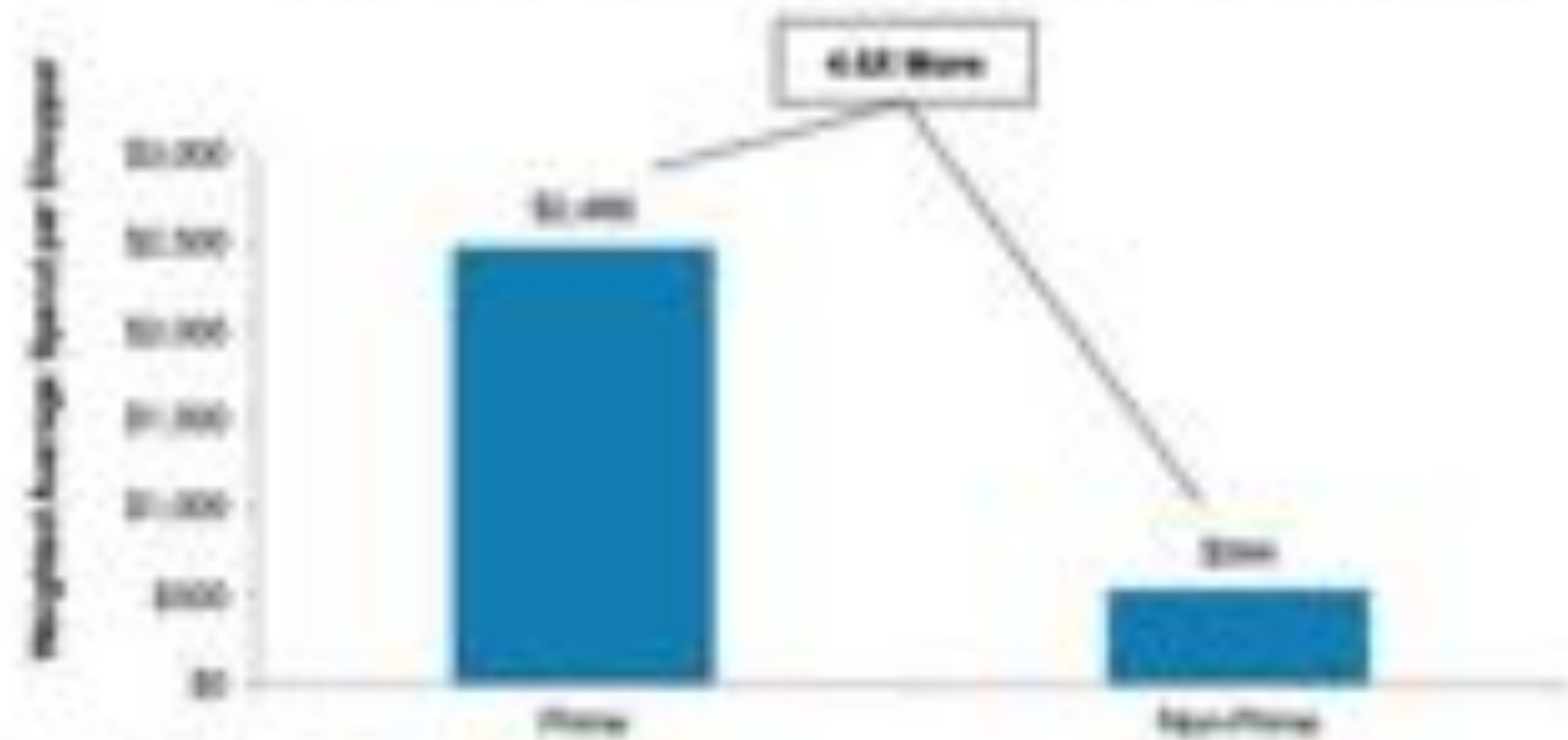
**FREE SAME-DAY DELIVERY**



# US Amazon Paid Prime Members



How much have you spent on Amazon in the past 12 months?



Application: Morgan Stanley Research

**“One click is no  
longer the standard”**

**“no click is”**

















- Custom
- Maximum
- Wash
- Outdoor
- Prewash
- Express





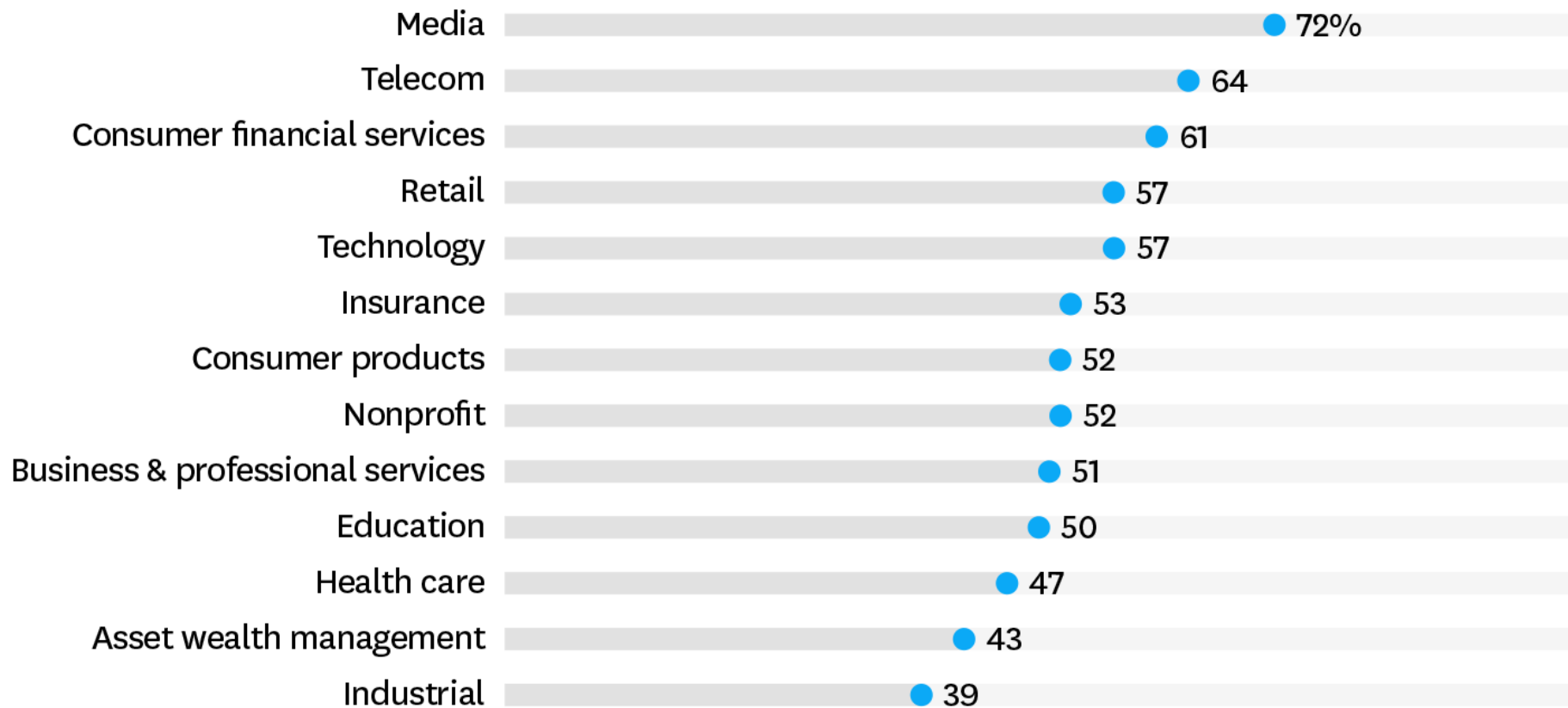


**Eliminate Friction**





# Executives Who Anticipate Moderate or Massive Digital Disruption in the Next 12 Months, by Industry

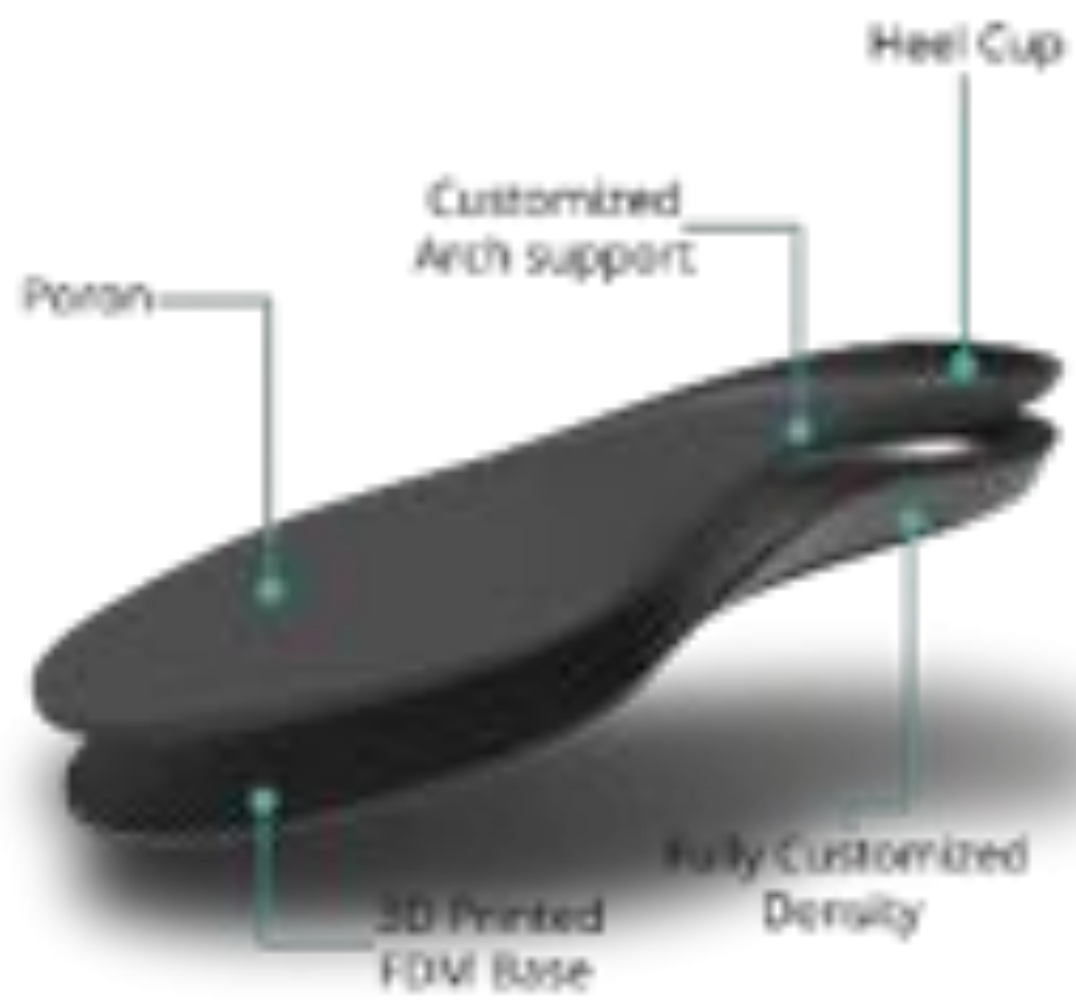


**amazon**

The Amazon logo consists of the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

**WHOLE  
FOODS<sup>®</sup>**  
M A R K E T

The Whole Foods Market logo features the words "WHOLE" and "FOODS" stacked vertically in a bold, green, serif font. The letter 'O' in "WHOLE" is stylized with a green leaf-like flourish above it. Below "FOODS" is a dark green horizontal bar containing the word "MARKET" in white, uppercase, sans-serif letters. A registered trademark symbol (®) is located to the right of the word "FOODS".



Poron

Customized Arch support

Heel Cup

3D Printed FDM Base

Fully Customized Density



**Innovation?**



# Types of Innovation



**75% Focus**  
**10% Value**

# Types of Innovation

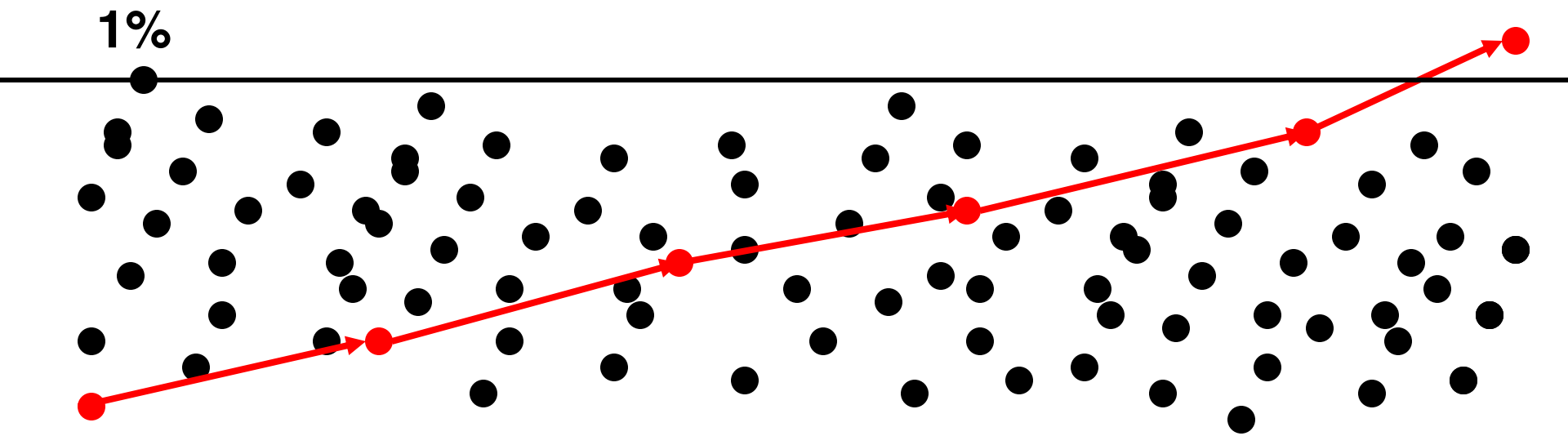


**90% Value**

**1%**



# Separate Signal from Noise





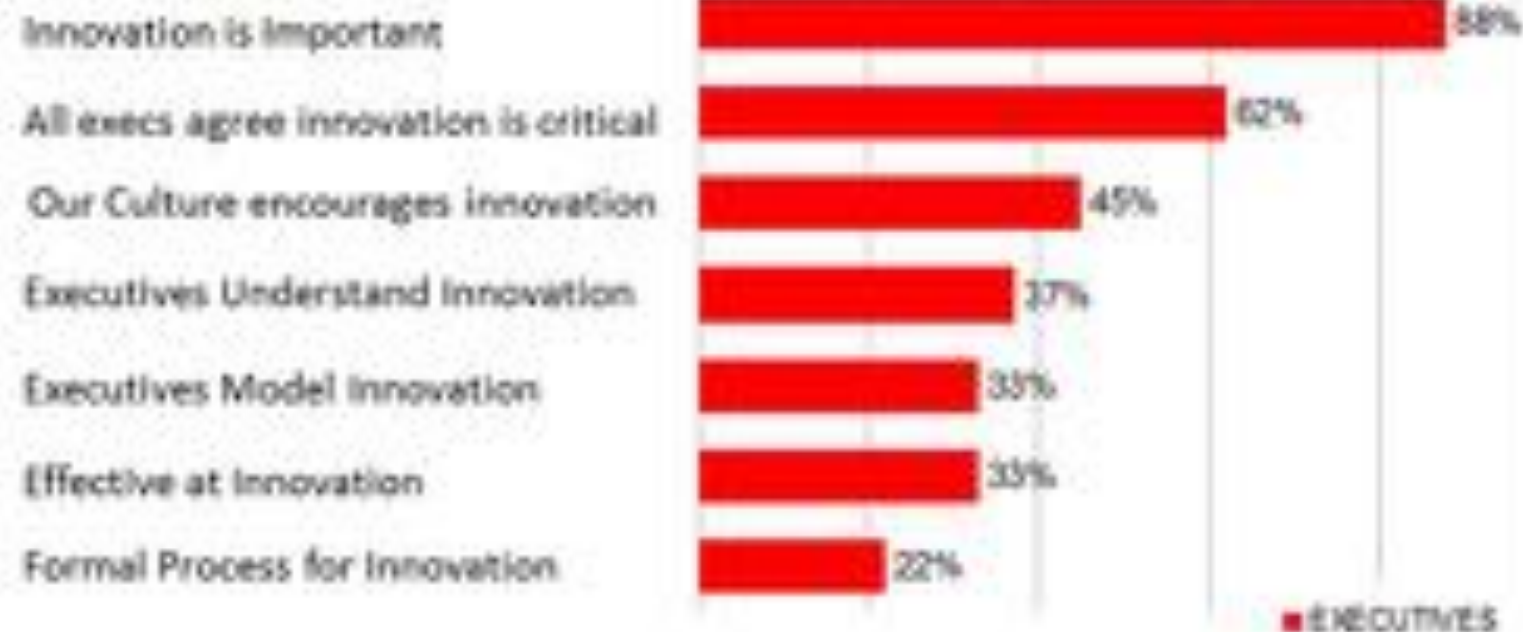
***Is Netflix a threat?***

***Is the Albanian  
army going to take  
over the world?***

**Jeffery Bewkes  
CEO Time Warner  
2010**



## We know innovation is important...





Find Cheap Gas.

9:44 PM 77% LTE

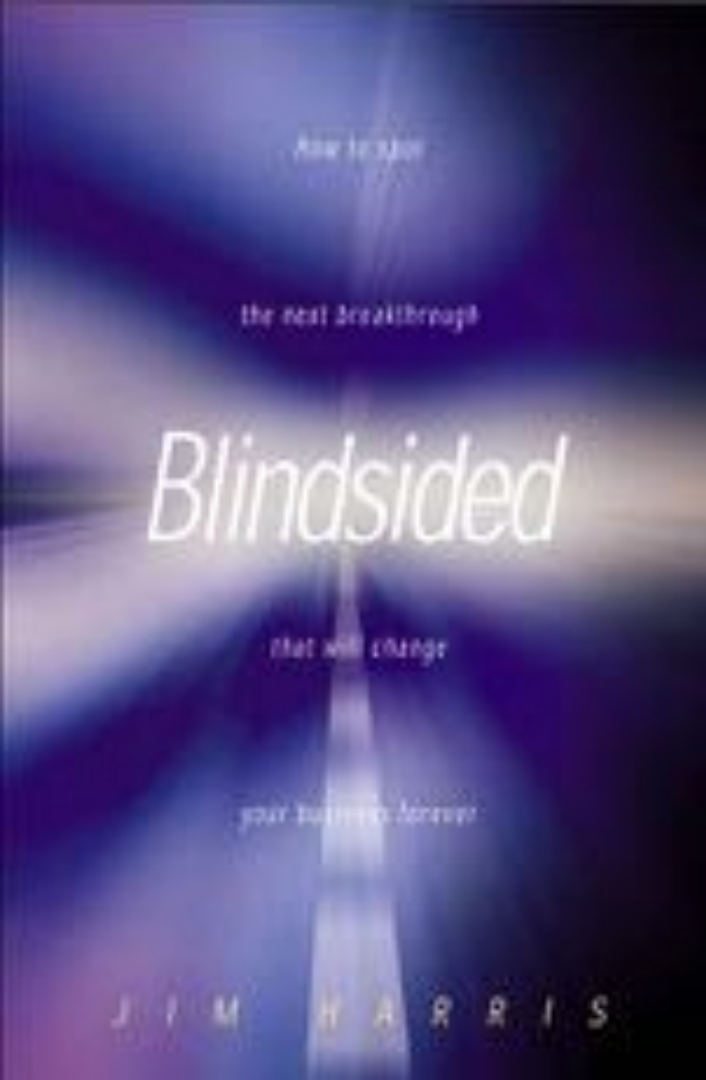
Home | | Search

**Regular** | **Map** | **History** | **Filter**

2.95	<b>Costco</b> 1700 Automation Place & Innovation Rd San Jose - North 1.4 miles	+
3.05	<b>Costco</b> 1401 Colonial Avenue W Boulder Rd Santa Clara 1.4 miles	+
3.06	<b>Valero</b> 143 Monte Alamo Pkwy Rte Mountain View 1.4 miles	-
3.07	<b>ARCO</b> 1001 International Rd & Hwy Rte Santa Clara 1.4 miles	+
3.07	<b>Valero</b> 1001 S Bascom Blvd & Fremont St	-

Home | | Search





# ***Disruptive Innovation***

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**[in/JimHarrisProfile](https://www.linkedin.com/in/JimHarrisProfile)**



**[@JimHarris](https://twitter.com/JimHarris)**

# *Videos played*

Tesla accident warning  
Texting & Driving

<https://www.youtube.com/watch?v=CaOX9js8oGc>  
<https://www.youtube.com/watch?v=LhUqT-L-7Sg>

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