

Digital Disruptors: Characteristics

Create new norms

Embrace digital technologies

Understand customers' future

Anticipate changes in the business model

Disrupt an industry competitively

Elements of Digital Disruption



Business



Technology



Industry



Society

Attributes of a Platform

- Human-centered design
- Modular
- Data at the core
- Architecture
- Low maintenance
- Perform and scale

Components of the Marketing Funnel



Using Customer Network

- Product development
- Sales of a product
- Product brand value
- Competitor intelligence
- Switching barriers

Components of Digital Transformation

Human-centered design

Process transformation

Technology and architecture

Organization change management

Business model

Key Types of a Digital Business Model

Experience value-based

Cost value-based

Platform value-based

Stages of a Digital Business Model

