Are You Ready For The TECHNOLOGY REVOLUTION?

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## DISRUPTION

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Product Medium</th>
<th>Market Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon web services™</td>
<td>Amazon Kindle</td>
<td>Uber</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>Netflix</td>
<td>Airbnb</td>
</tr>
<tr>
<td>Lime</td>
<td>Spotify</td>
<td>JustPark</td>
</tr>
</tbody>
</table>
SCREWED SIDEWAYS

- Disruption can apply at different scales
  
  Robot Pharmacist

- Disruption can be counterintuitive or highly niche
  
  Google Maps vs. In-Car GPS

- Disruption can come from unexpected competition
  
  Brex vs. The Banks
EMERGING THREATS

**AI & Machine Learning**
- RPA
- NLP
- Deep Fakes et al.

**Biotech & Genomics**
- CRISPR
- Personalized Health Care
- Augmentation vs. Rehabilitation

**Blockchain & DLT**
- Supply chain management
- Legal tech
- Fintech
WHAT DO?