



UBER!

TESLA!

AIRBNB!

PALANTIR!

DROPBOX!

**Disruption!**

**“Not if, when!”**



# Will Dayble

*Professional internet guy*







SQUAREWEAVE

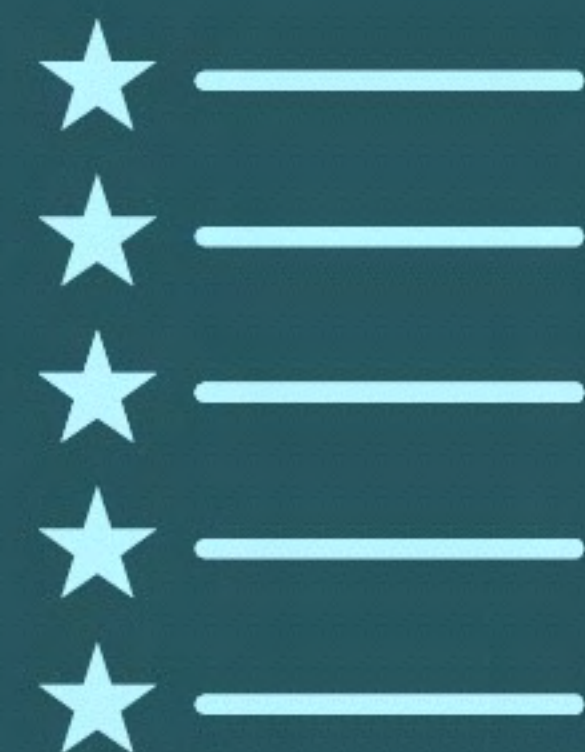




*The Fitzroy Academy of*

**GETTING SHIT DONE**





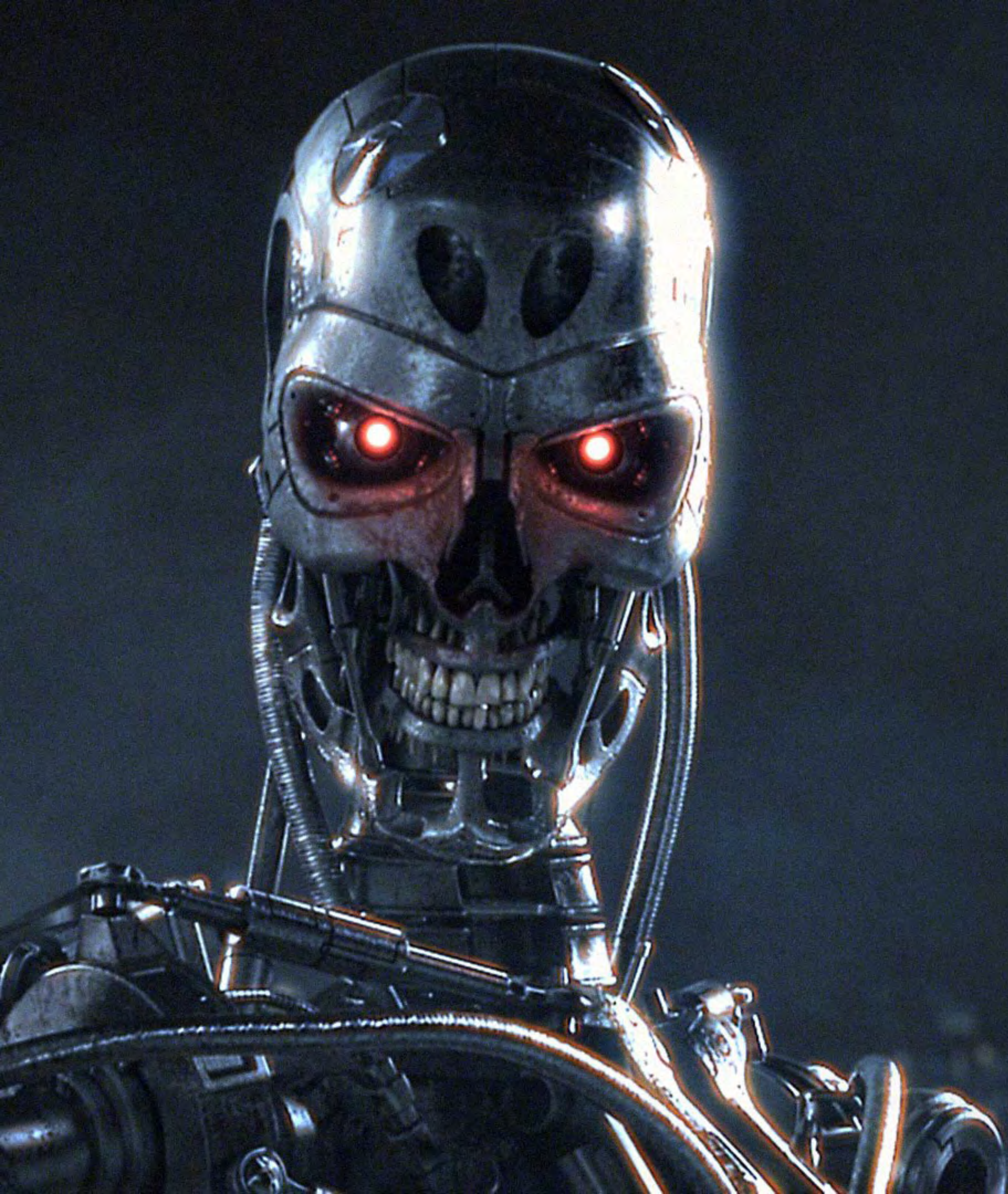
**Five things.**





**WTF is  
Disruption?**





# 2029

**Computers will be  
cleverer than humans**

**according to Ray Kurzweil,  
Google's director of engineering**



**\$84K in online sales**  
**per minute**

**amazon**

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the word is a curved orange arrow that starts under the 'a' and points towards the 'n'.





# India

1.2B people 🧑🧑

900M phones 📞

200M online 🌐



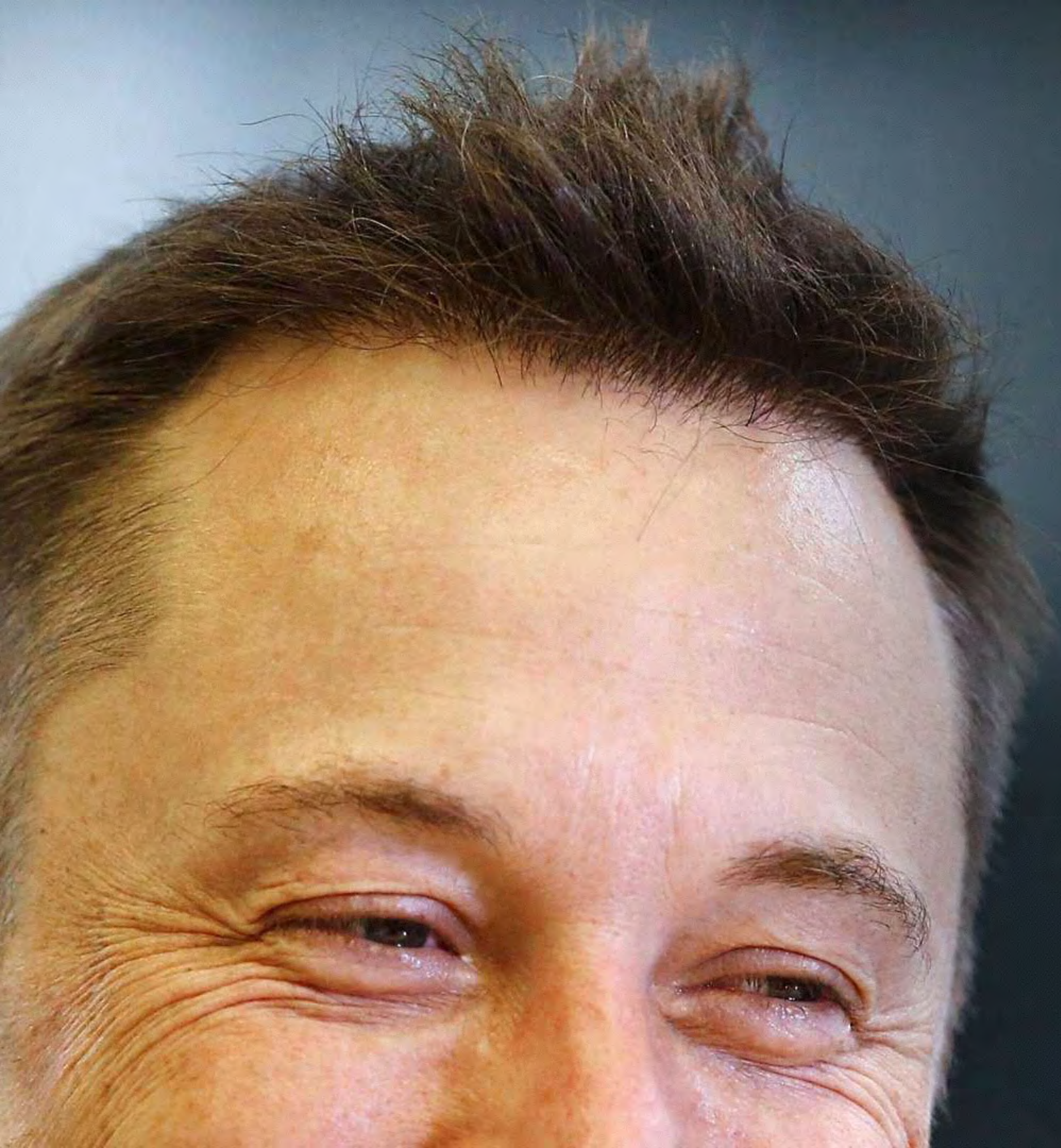
A close-up photograph of Elon Musk's face, showing his eyes and forehead. He has a slight smile and is looking towards the camera. The background is dark and out of focus.

# \$1.178B

AUD

*“Major new Tesla product line -- not a car -- will be unveiled at our Hawthorne Design Studio on Thurs 8pm, April 30”*  
*@elonmusk*





**\$56M**  
per word

**\$10.2M**  
per character



# Internet everywhere





# Data, data everywhere





# Ubuiqity everywhere





Human  
irrelevance  
is coming





# Automation everywhere





# Humans everywhere





# The nature of control

**aka. the Streisand Effect**

*“Take this picture off the internet”*







**WTF is  
Disruption?**





Uhh...

**Something something Uber?**



*“Bro we’re pivoting  
to an agile, late  
monetisation, viral  
growth strategy”*

*- Every startup douche*



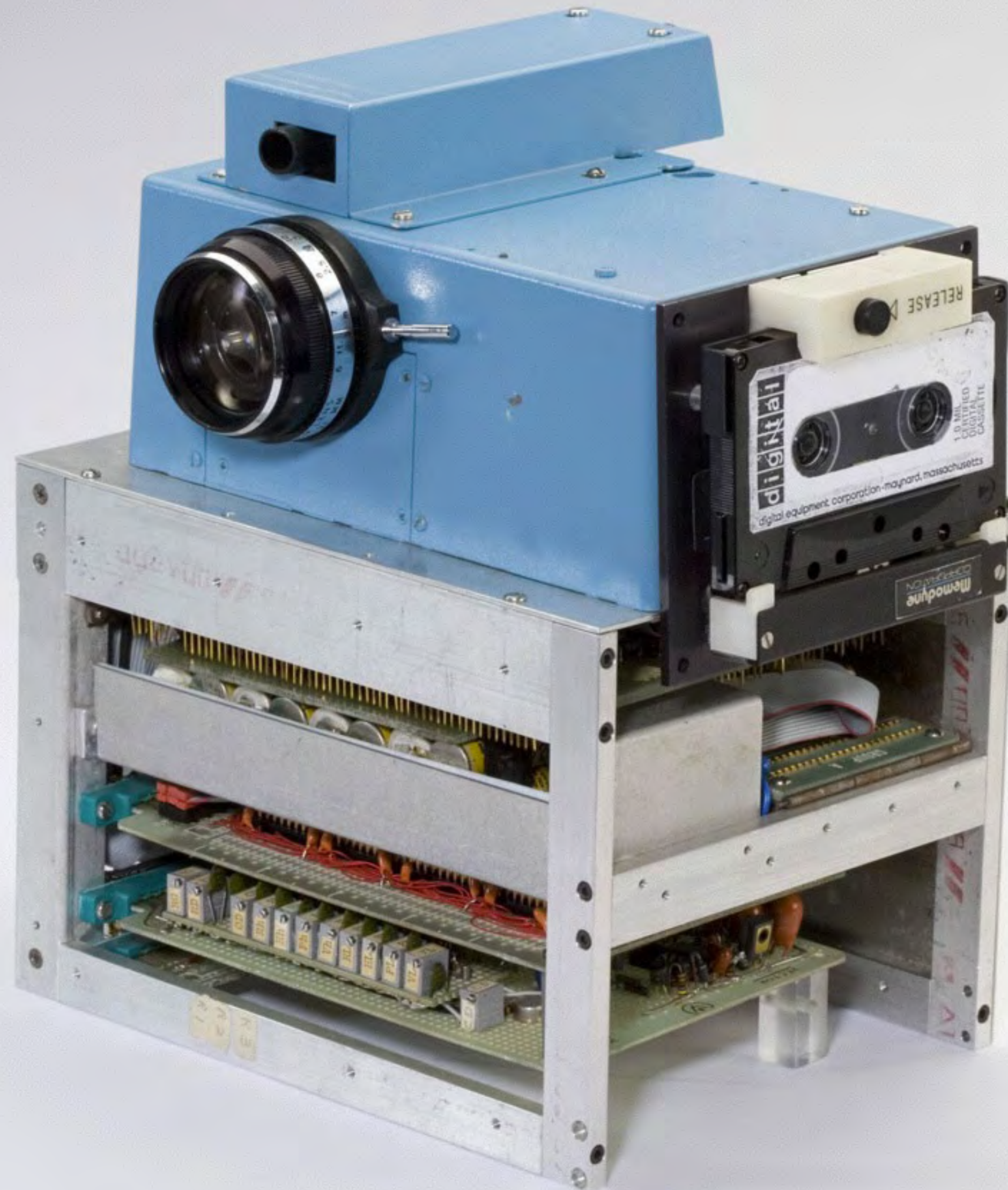


A man with dark hair and glasses, wearing a dark suit, white shirt, and yellow tie, is speaking and gesturing with his right hand. He is in front of a bookshelf.

# *The Clayton* CHRISTENSEN *Theory*

*“Disruptive Technologies:  
Catching the Wave” - 1995*





*Cost*  
HIGH

*Quality*  
SUCKS

*Market*  
NONE



*Don't listen to*  
YOUR CUSTOMERS





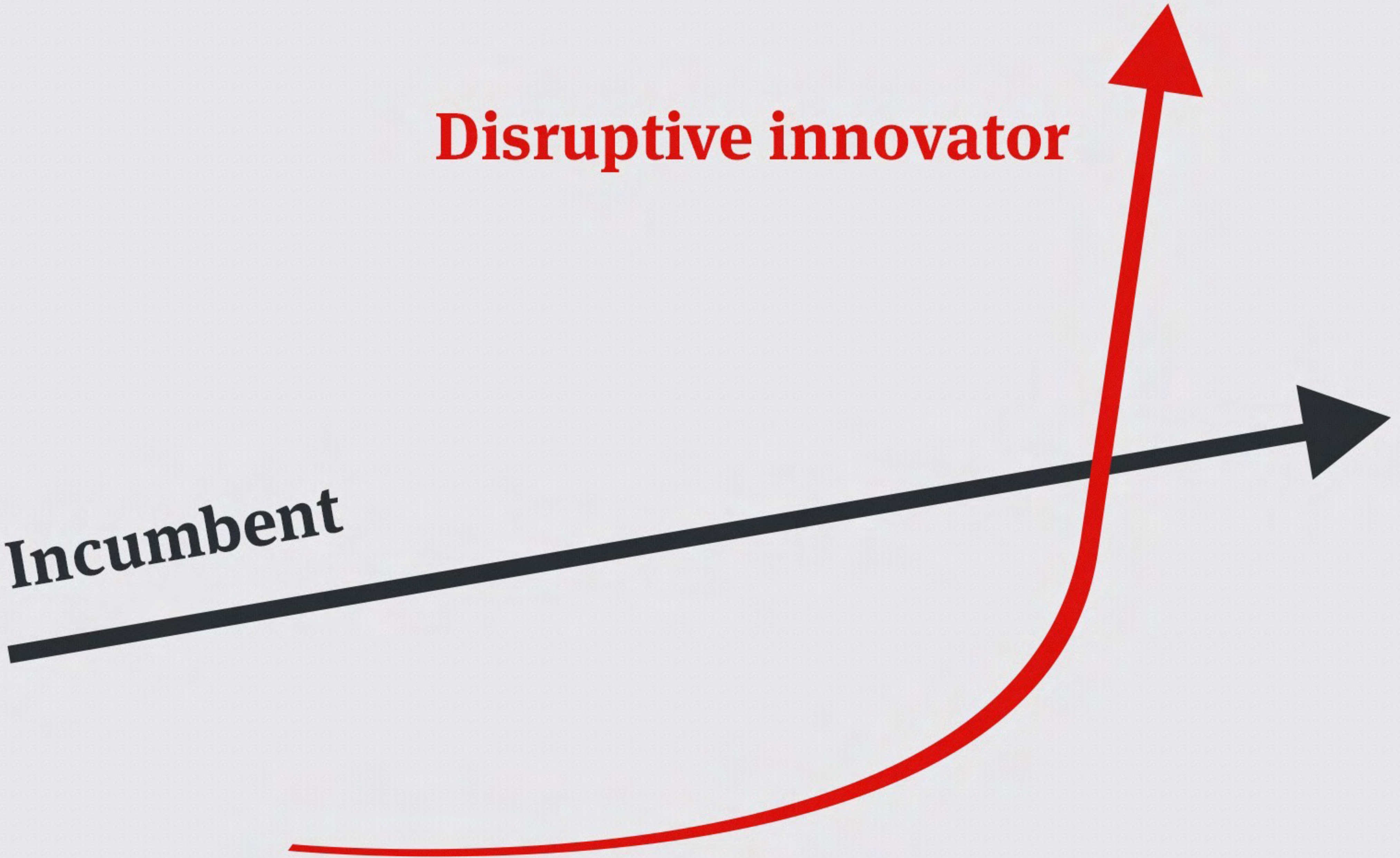
**Incumbent**



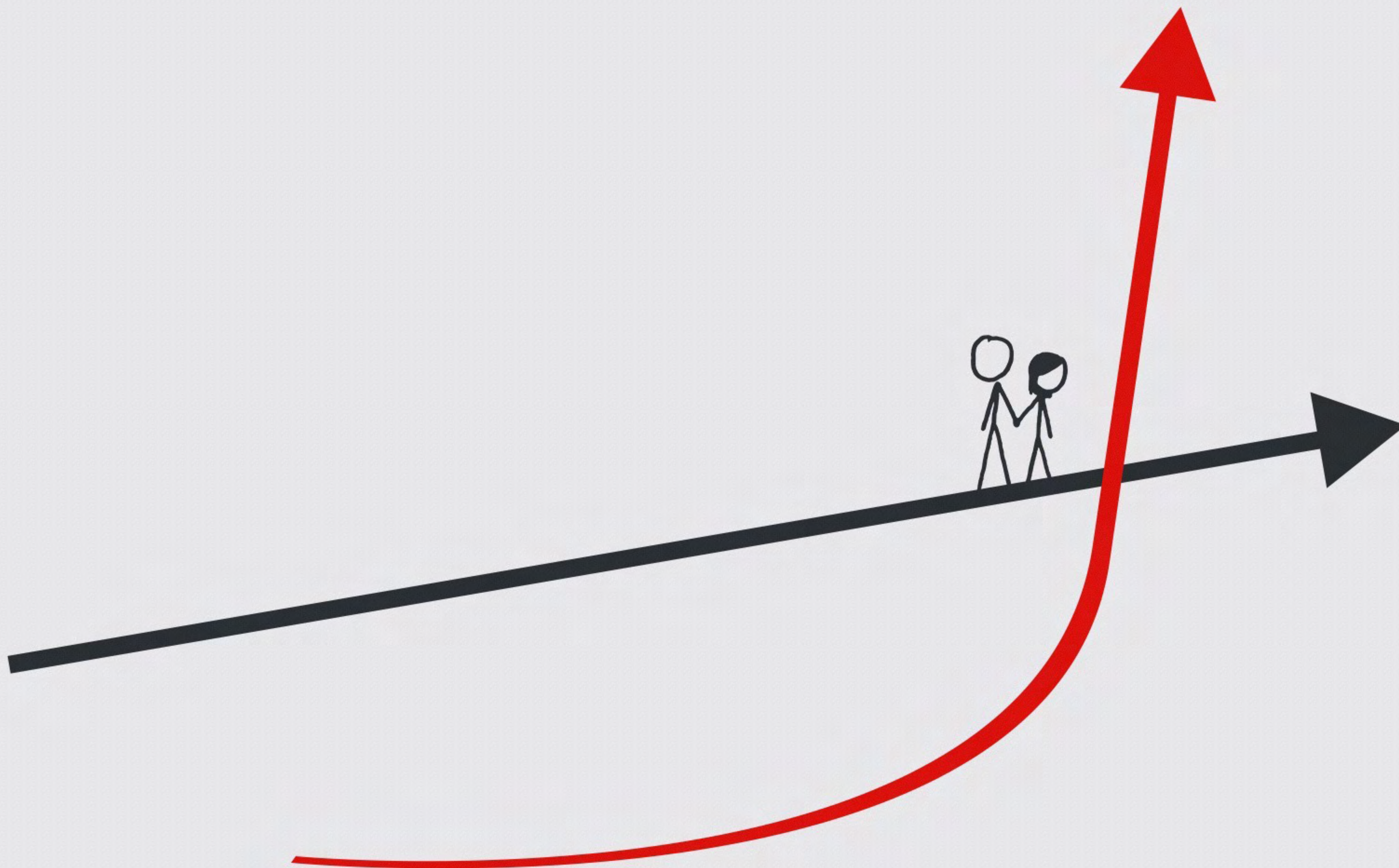


**Disruptive innovator**

**Incumbent**

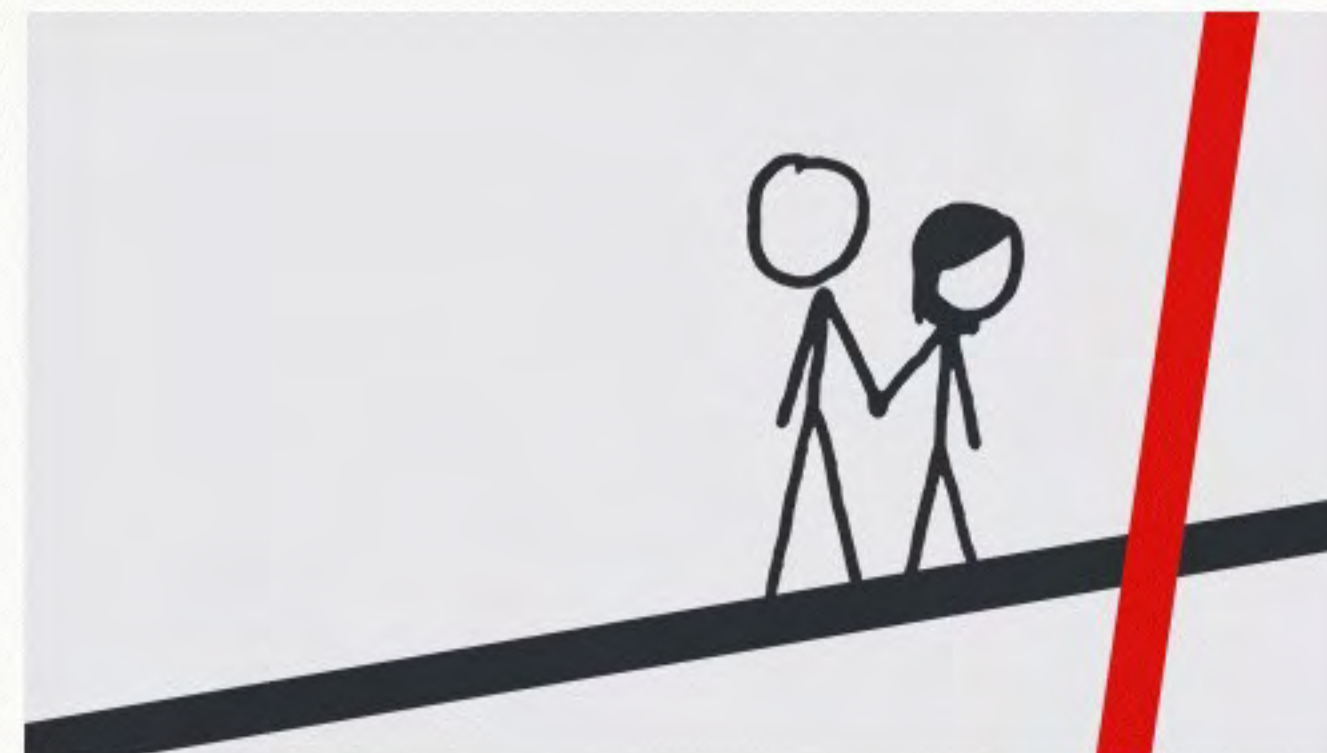






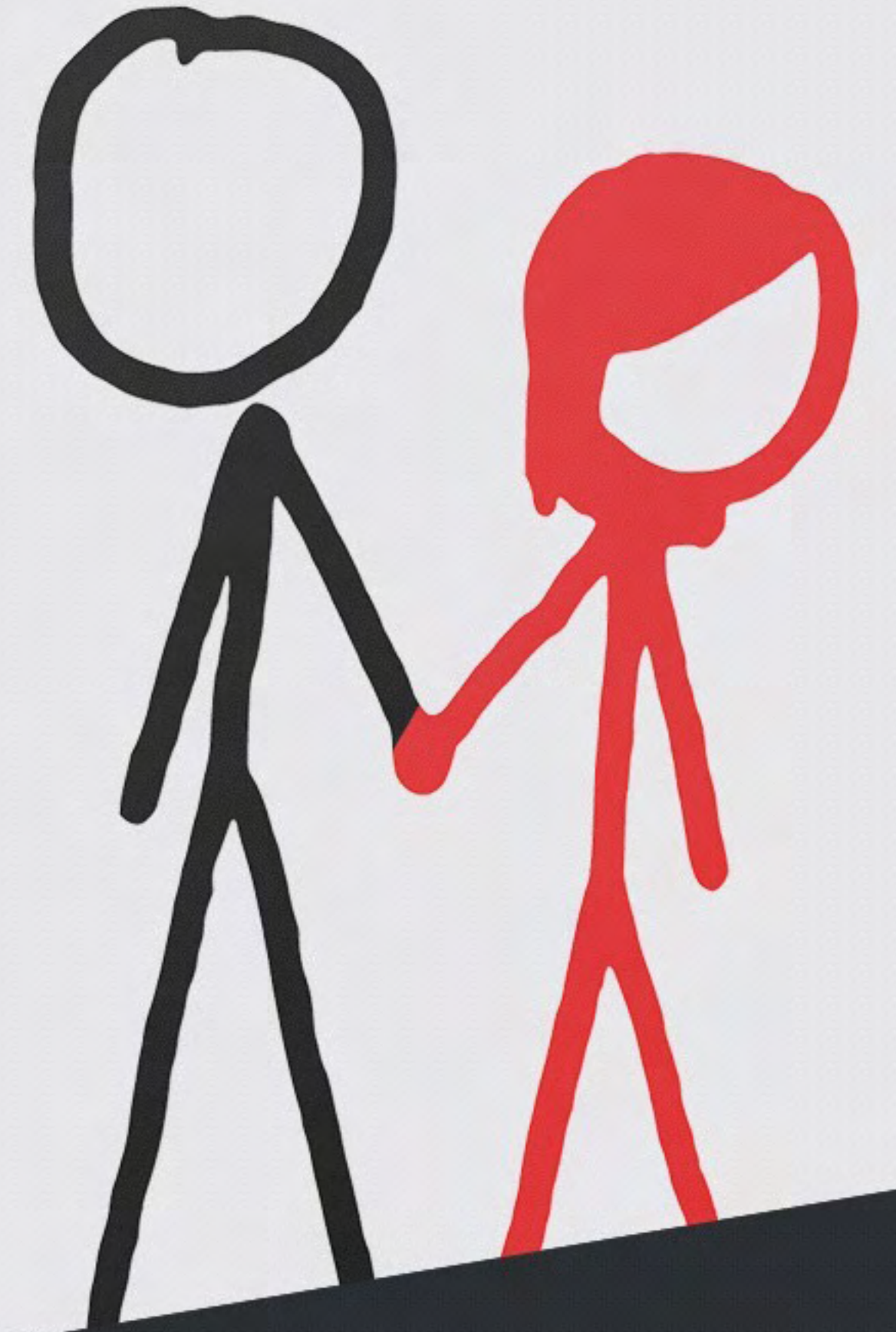


Uhh...



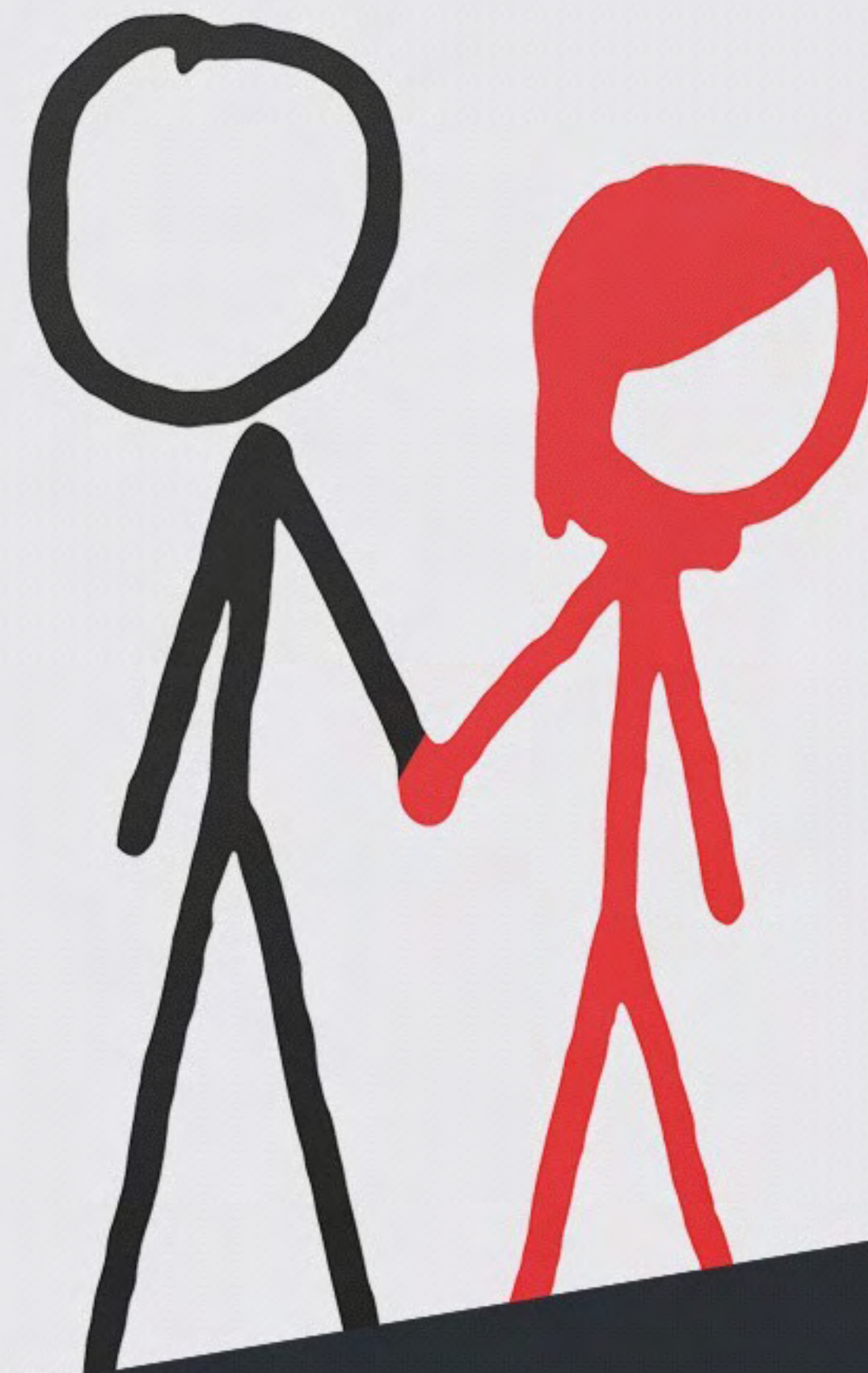


**“Oh Sally,  
Look how much  
we’ve grown!”**





“Uhhh...  
... Steve?”





**Disruption is  
a great idea!**



Disruption is  
a **Terrible** idea!



**Disruption is**

**Completely misunderstood**



**Intrapreneur**

**Innovative disruption**

**Innovation department**

**Design thinking**

**‘Big Bang’ disruptor**

**Pivoting**

**Growth hacking**

**Data scientist**



Intranet

**MAKING STUFF UP**

data scientist



**“Innovation is the idea of progress  
jammed into a criticism-proof  
jack-in-the-box.”**

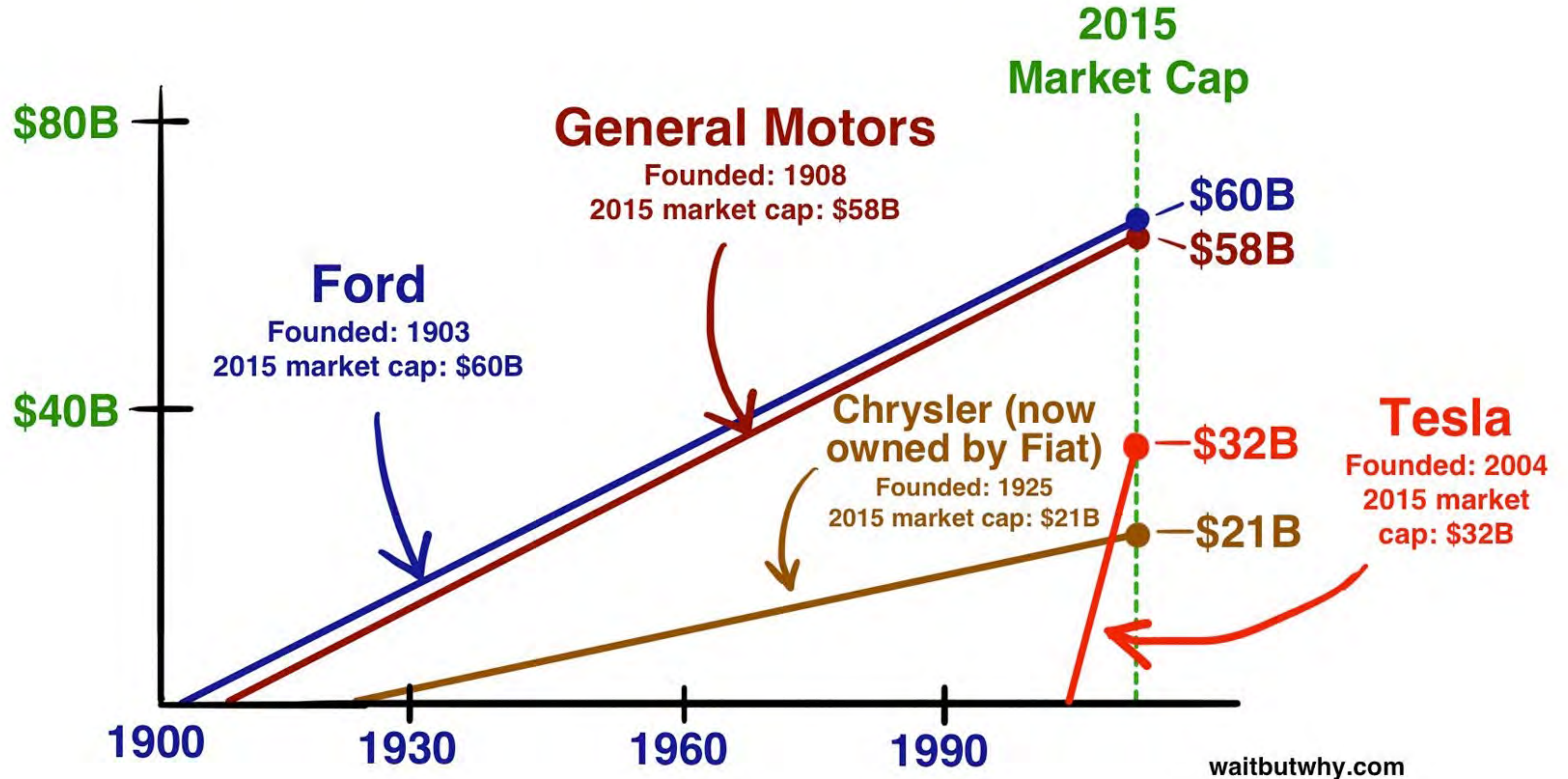
**- JILL LEPORE**

[newyorker.com/magazine/2014/06/23/the-disruption-machine](http://newyorker.com/magazine/2014/06/23/the-disruption-machine)

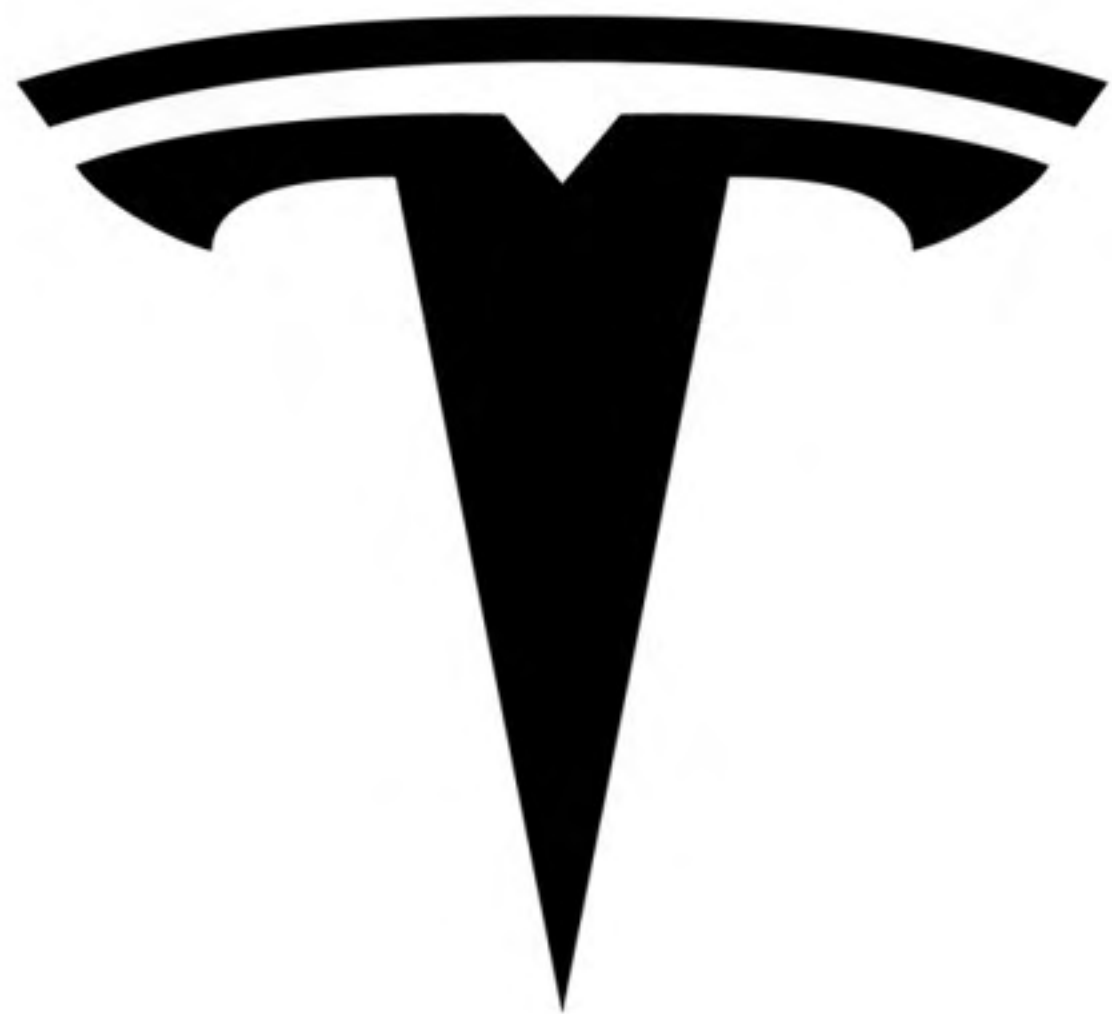




# Tesla's Founding and 2015 Market Cap Compared with the American Big Three







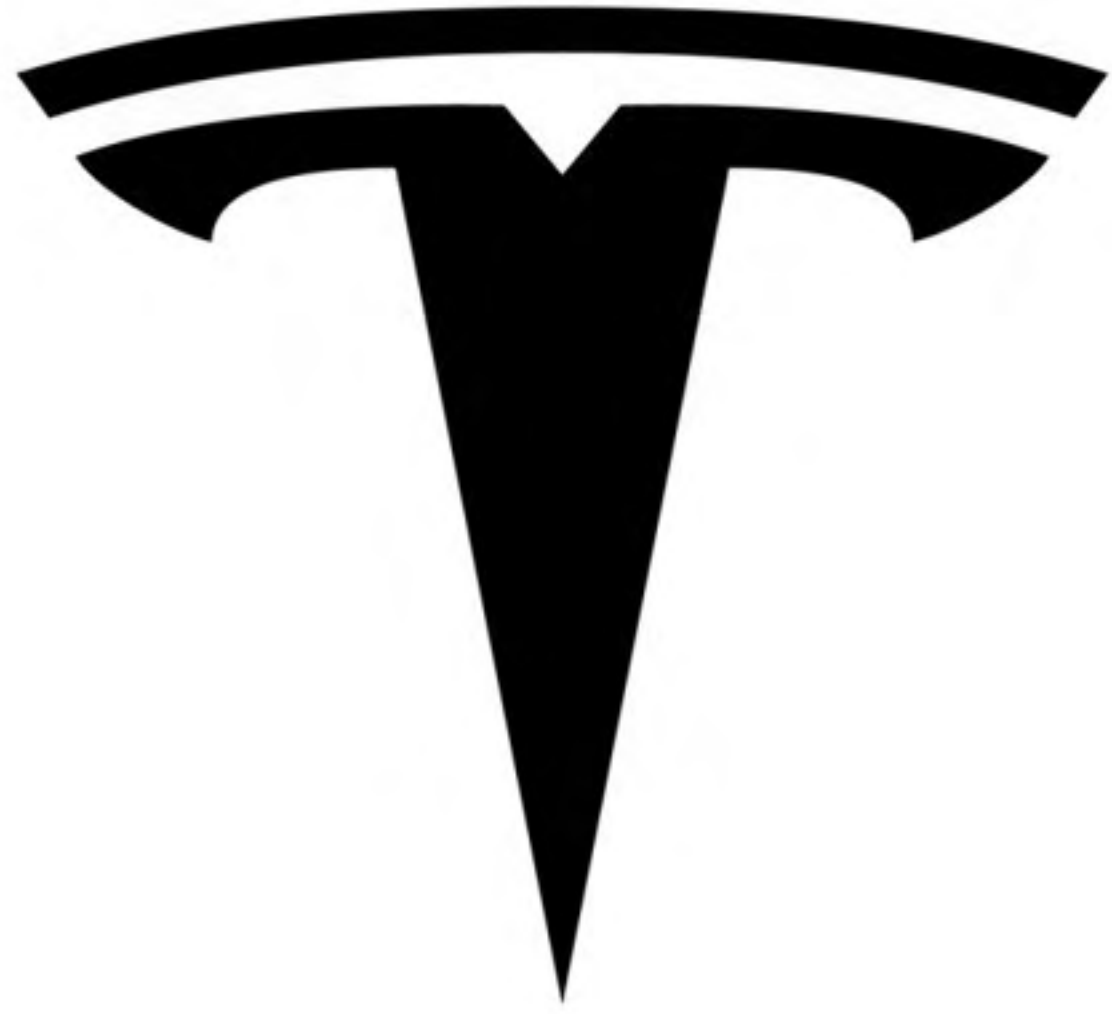
TESLA

**\$32B cap**



**\$58B cap**





TESLA

**90 cars / day**



**90 cars / minute**