

FB GETS OUTED BY IG

Historical examples of how visual innovation has built billion dollar companies by unbundling incumbent platforms

In the example below the disruptor succeeded by unlocking emotion-driven behavior shifts, while the prevailing thinking was focused on the absence of an invention.

Incumbent  Disruptor



Innovation Shift

The phone is now the camera

Shift to Mobile from desktop
Shift to phone camera from regular camera

Prevailing Thinking at the time

Its a feature not a product

Feature not a company. Facebook can build it.
Twitter and google+ much more of a threat.
Facebook owns Unreachable advantage through owning the social graph.
Investors: built Vs invented. Nothing invented here!

Non-Obvious Opportunity

Unlock The Creative Self in The User

Low-end users suffering from feature bloat on Facebook
Photos vastly simplify content creation
But by far the most non-obvious opportunity was found in the psychology blueprint endemic in visual expression:

Outcome

Pictures are self expression



Instagram bought for \$1 billion, 2 years in and with 13 employees.



Now arguably the most important product in Facebook portfolio.



SNAP DISAPPEARS IG

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Innovation Shift

The Camera is now Software

Big shift in camera phone availability unlocks teens at scale
Visual innovation exponents (Moore's law takes hold) result in unbounded opportunities

Prevailing Thinking at the time

Its a feature not a product

Built vs invented - again - nothing invented here!
Instagram and fb combination unassailable

Non-Obvious Opportunity

Unlock The Daring Self in The User

Teens in dire need of non-monitored digital space.
Disappearing content unlocks extreme emotion all driving unhealthy behavior.

"Stress of desire" driven by new found privacy

Outcome

Annonymity unleashes self expression

Went public 3 years after launching
Copied by instagram



TIK TOK EATS THEM ALL

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Innovation Shift

Video takes over

5g, chip processing power, and device ubiquity enable video innovation trigger

Prevailing Thinking at the time

Not another Social Graph!

Chinese video company will never beat YouTube
No SPACE for NEW social graph

Non-Obvious Opportunity

Unlock The Interest Graph

By using passive personalization learning algorithms, TikTok has built the interest graph.

Users do not need network effects to improve content relevance. The ALGOs do that!

Outcome

Passive Personalization is the engagement end-game

1.4b downloads and climbing
Daily usage almost double that of Facebook and snap

