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Disruptive Innovation and Memetics

*how to accelerate change and transformation in business modeling,
organization and development*

E-Leader Conference 2013
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Outline

- Part One - Overview of Theories
 - Disruptive Innovation: scope, definition, examples.
 - Memetics: scope, definition, examples.
 - Why do we create an interdependence between these two disciplines?
- Part Two - Evidence of Practices
 - What kind of benefits for business 'to use' memetics?
 - Disruptive projects: what kind of innovations?
- Summary



Part One

OVERVIEW OF THEORIES

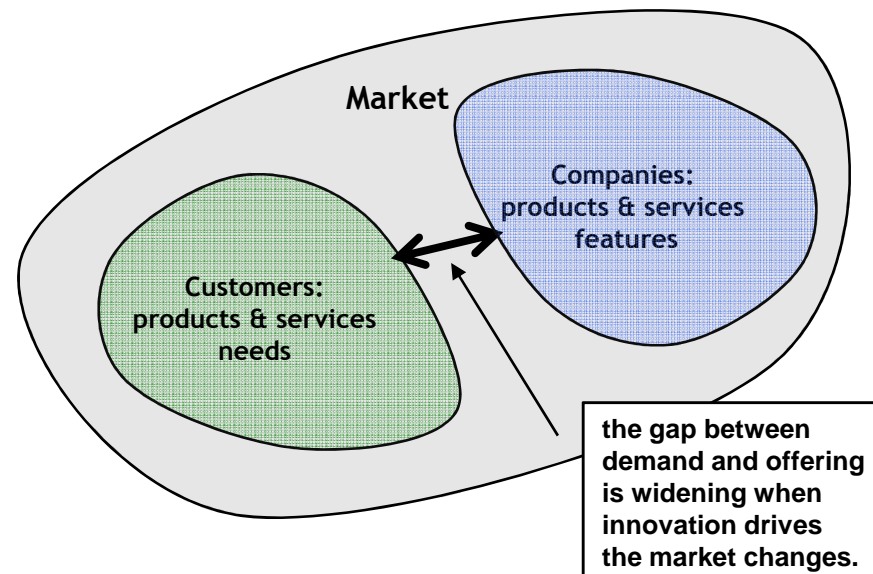


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Disruptive Innovation

Disruptive innovation, is a term coined by Clayton Christensen, and describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then moves up market, eventually displacing established competitors.

As companies tend to innovate faster than their customers' needs evolve, most organizations end up producing products or services that are too sophisticated, too expensive, and too complicated for many customers in their market.



Source: <http://www.claytonchristensen.com/key-concepts/>



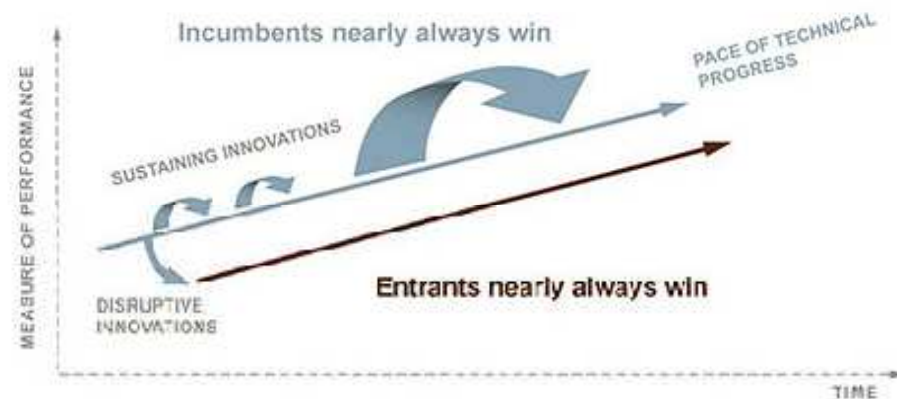
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Disruptive Innovation

Companies pursue these “sustaining innovations” at the higher tiers of their markets because this is what has historically helped them succeed.

By charging the highest prices to their most demanding and sophisticated customers at the top of the market, companies will achieve the greatest profitability.



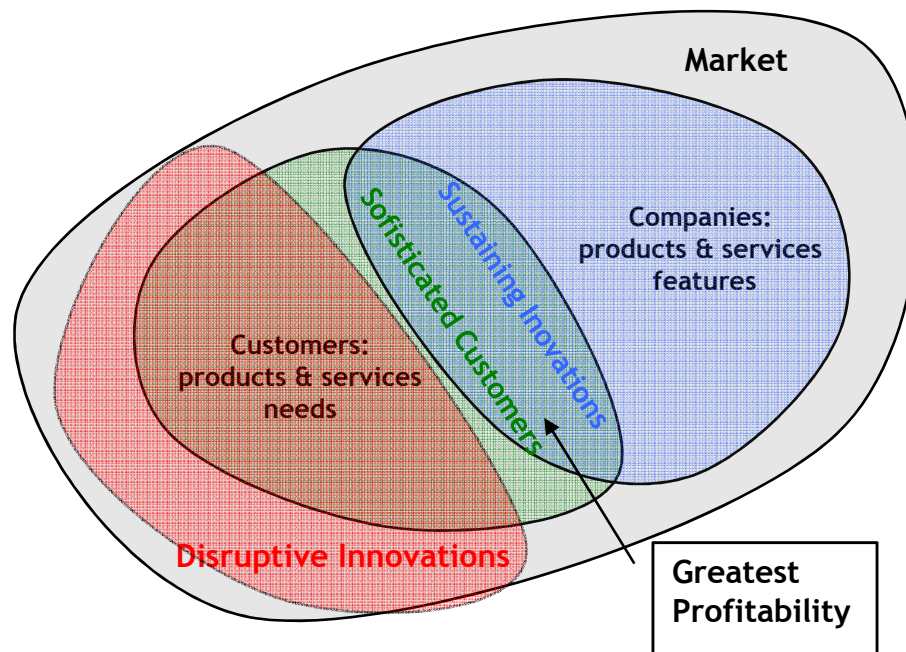
Source: <http://www.claytonchristensen.com/key-concepts/>



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Disruptive Innovation



However, by doing so, companies open the door to “disruptive innovations” at the bottom of the market.

An innovation that is disruptive allows a whole new population of consumers at the bottom of a market access to a product or service that was historically only accessible to consumers with a lot of money or a lot of skills.

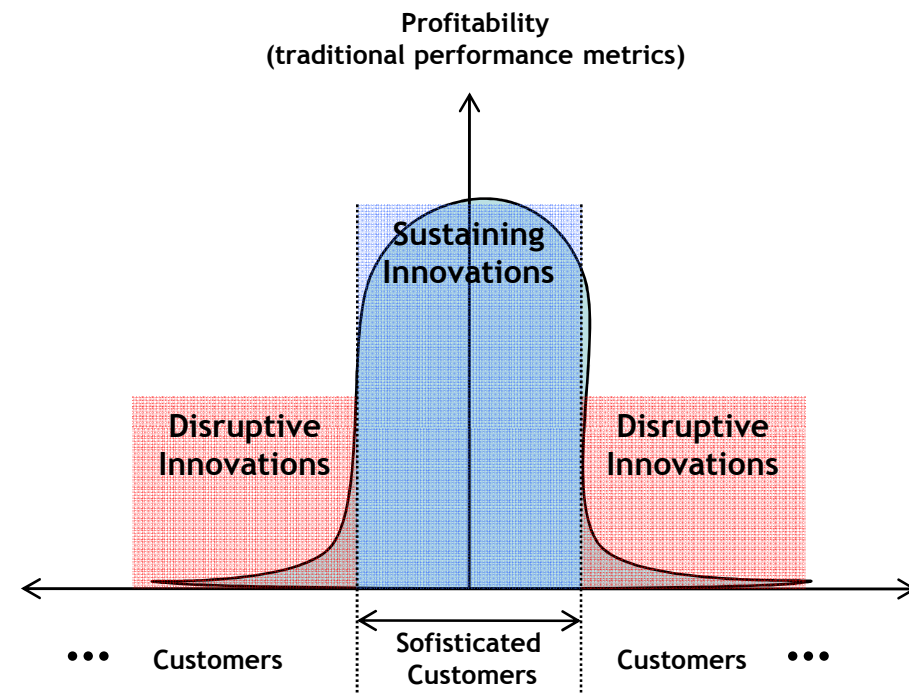
Source: <http://www.claytonchristensen.com/key-concepts/>



Disruptive Innovation

Characteristics of disruptive businesses, at least in their initial stages, can include: lower gross margins, smaller target markets, and simpler products and services that may not appear as attractive as existing solutions when compared against traditional performance metrics.

Because these lower tiers of the market offer lower gross margins, they are unattractive to other firms moving upward in the market, creating space at the bottom of the market for new disruptive competitors to emerge.



Source: <http://www.claytonchristensen.com/key-concepts/>

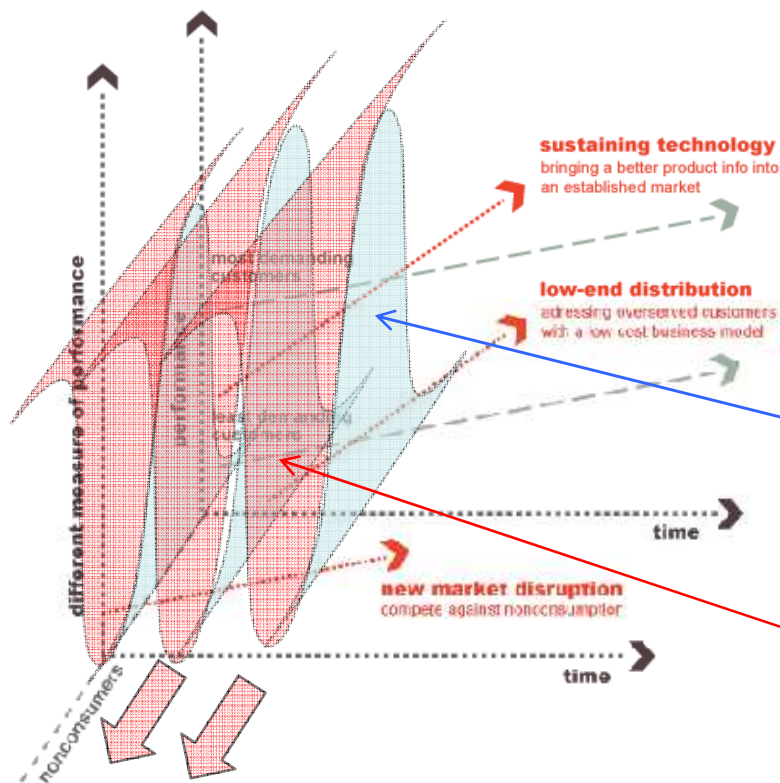


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Disruptive Innovation

- When and Where is possible to see disruptive innovation?



If we look at innovations' trend in time and space (i.e. penetration in given and/or new markets) we can see that the growth opportunities for **disruptive innovations** are greater than for **sustaining innovations**.

Sustaining innovations are closed in a customers range: rich, skilled and sophisticated ones.

Disruptive innovations can expand themselves in new markets and suggest new measures of performances.

Source: <http://www.provenmodels.com/595>



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Disruptive Innovation

Some examples of disruptive innovation include:

	Disruptor	Disruptee	
Disruptive Innovation in Products	Personal computers	Mainframe and mini computers	H A R D W A R E
	Mini mills	Integrated steel mills	
	Cellular phones	Fixed line telephony	
Disruptive Innovation in Services' Access	Community colleges	Four-year colleges	
	Discount retailers	Full-service department stores	
	Retail medical clinics	Traditional doctor's offices	

Source: <http://www.claytonchristensen.com/key-concepts/>



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The structure of objects that we use and the structure of the places that we frequent have been changed in a disruptive way...

does it influence our thoughts, our behaviors and our actions?

we will try to answer this question introducing Memetics...



What is Memetics

- Memetics can be simply understood as a **method for scientific analysis of cultural evolution.**
- Proponents of memetics suggest that memetics has the potential to be an important and promising analysis of culture using the framework of evolutionary concepts.

Source: Journal of Memetics - Evolutionary Models of Information Transmission



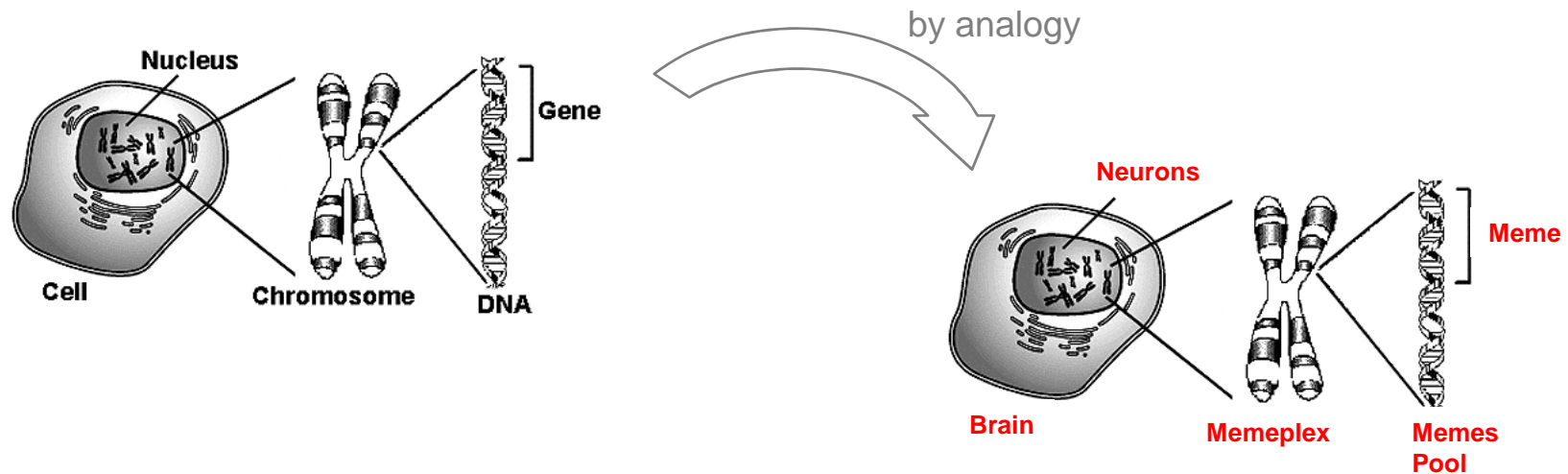
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Memetics

Richard Dawkins (1976, The Selfish Gene):

“...Examples of memes are tunes, ideas, catch-phrases, clothes fashions, ways of making pots or of building arches. Just as genes propagate themselves in the gene pool by leaping from body to body via sperms or eggs, so **memes propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation**”...



Source: <http://www.phoenix5.org/glossary/gene.html>

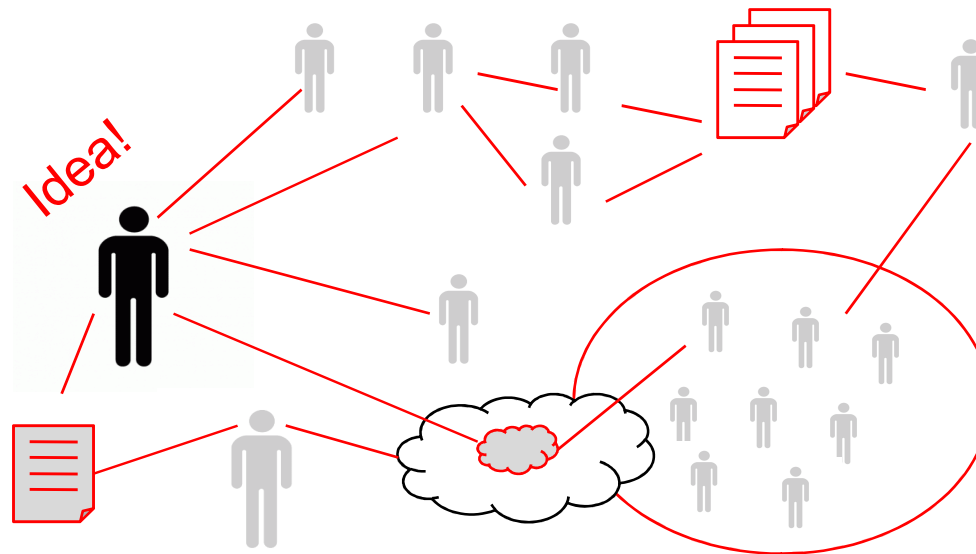


Memetics

Richard Dawkins (1976, The Selfish Gene):

“If a scientist hears, or reads about, a good idea, he passed it on to his colleagues and students. He mentions it in his articles and his lectures. **If the idea catches on, it can be said to propagate itself, spreading from brain to brain...**”

When you plant a fertile meme in my mind you literally parasitize my brain, turning it into a vehicle for the meme's propagation in just the way that a virus may parasitize the genetic mechanism of a host cell...”



Memetics

Susan Blackmore (1999, The Meme Machine):

“**Memetics has been used to provide new explanations of human evolution**, including theories of altruism, the origins of language and consciousness, and the evolution of the large human brain. The Internet can be seen as a vast realm of memes, growing rapidly by the process of memetic evolution and not under human control...”



Source: <http://www.susanblackmore.co.uk/memetics/about%20memes.htm>
<http://www.youtube.com/watch?v=zLp-edwiGUU>

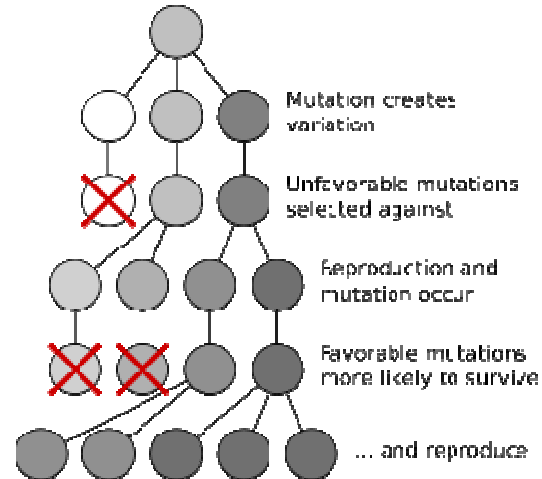


Memetics

Susan Blackmore (1999, The Meme Machine):

“Our minds and cultures are designed by natural selection acting on memes, just as organisms are designed by natural selection acting on genes. A central question for memetics is therefore ‘why has this meme survived?’. Some succeed because they are genuinely useful to us, while others use a variety of tricks to get themselves copied. From the point of view of the “selfish memes” all that matters is replication, regardless of the effect on either us or our genes”...

As well as the genes need of 'vehicles' to survive and evolve, so even memes need of 'vehicles' to survive and evolve...



The Cells are the genes' vehicles, the Solutions are the memes' vehicles.

Source: <http://www.susanblackmore.co.uk/memetics/about%20memes.htm>
<http://freethinkerperspective.blogspot.it/2012/07/how-natural-selection-selects.html>



Why do we create a interdependence between these two disciplines?

- Because “disruptive innovation” in the “market” has the same characteristics of a “disruptive evolution” in the “business eco-system”.
- Because we can apply memetics & D.I. rules and models to give an acceleration to the change and transformation solutions in many fields of human activities.
 - At school
 - In business
 - In politics
 - In lifestyle

Part Two

EVIDENCE OF PRACTICES

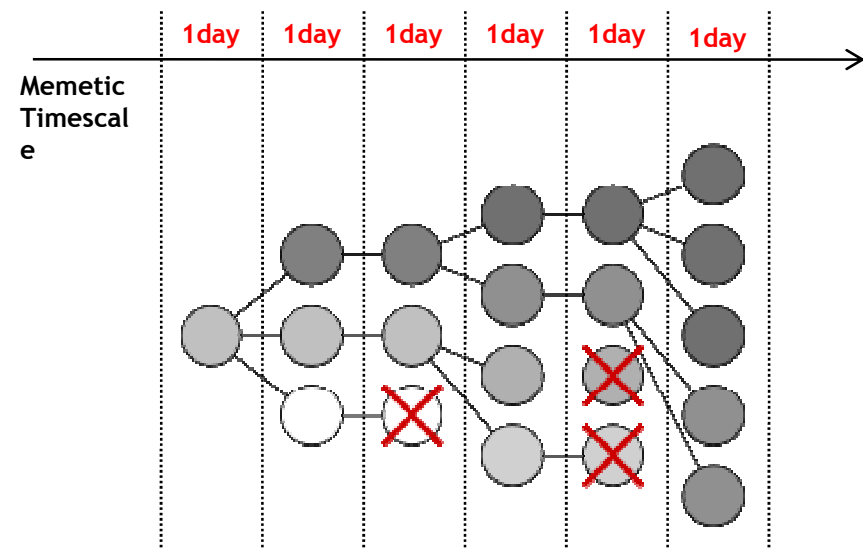


What kind of benefits for business 'to use' memetics?

Pascal Jouxte (2012, Effectiveness of Living):

“Let's turn our gaze to the everyday practices and we will demonstrate that the **Memetic Time is much faster than Genetic Time**.

When a practice takes place every day (like brushing your teeth or going to work), **the time of a generation of each daily practice is 1 day**. In this range this practice is born, lives, dies... it can change, and can test its effectiveness, and therefore, ensures its descendants...”



Source: <http://prezi.com/luqxz4kcofve/catalysez-la-metamorphose/>



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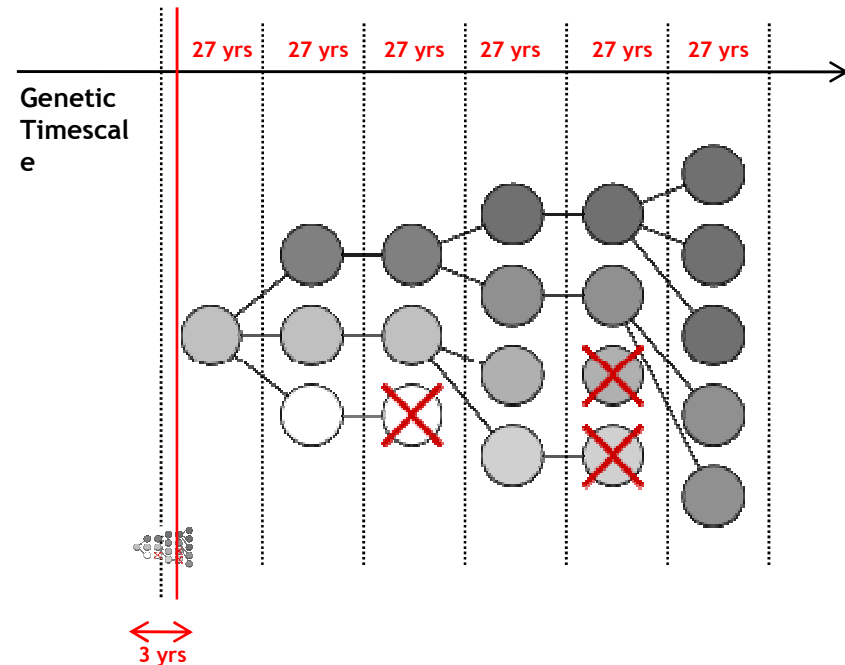
What kind of benefits for business 'to use' memetics?

Pascal Jouxte (2012, Effectiveness of Living):

“The average length between human generations is 10,000 days (\approx 27 years).

We can therefore say that **memetic evolution is 10,000 times faster than the genetic evolution of a human being.**

This means that **in 3 years we have gone through more than 1,000 generations of daily practices... and 3yrs to achieve the evolution of a company starts to become a reasonable time...**”



Source: <http://prezi.com/luqxz4kcofve/catalysez-la-metamorphose/>



The evidences

- We analyzed the following Solutions:
 - Kickstarter, My Morpholio, Rolling Jubilee, Connected the Film.
- In these practices we can see different ways to achieve changes and transformations in modeling, organization and development.
- **These projects requested from 1 to 3 years to “disrupt” their market boundaries...** and innovate the customers’ relationship with products and services.



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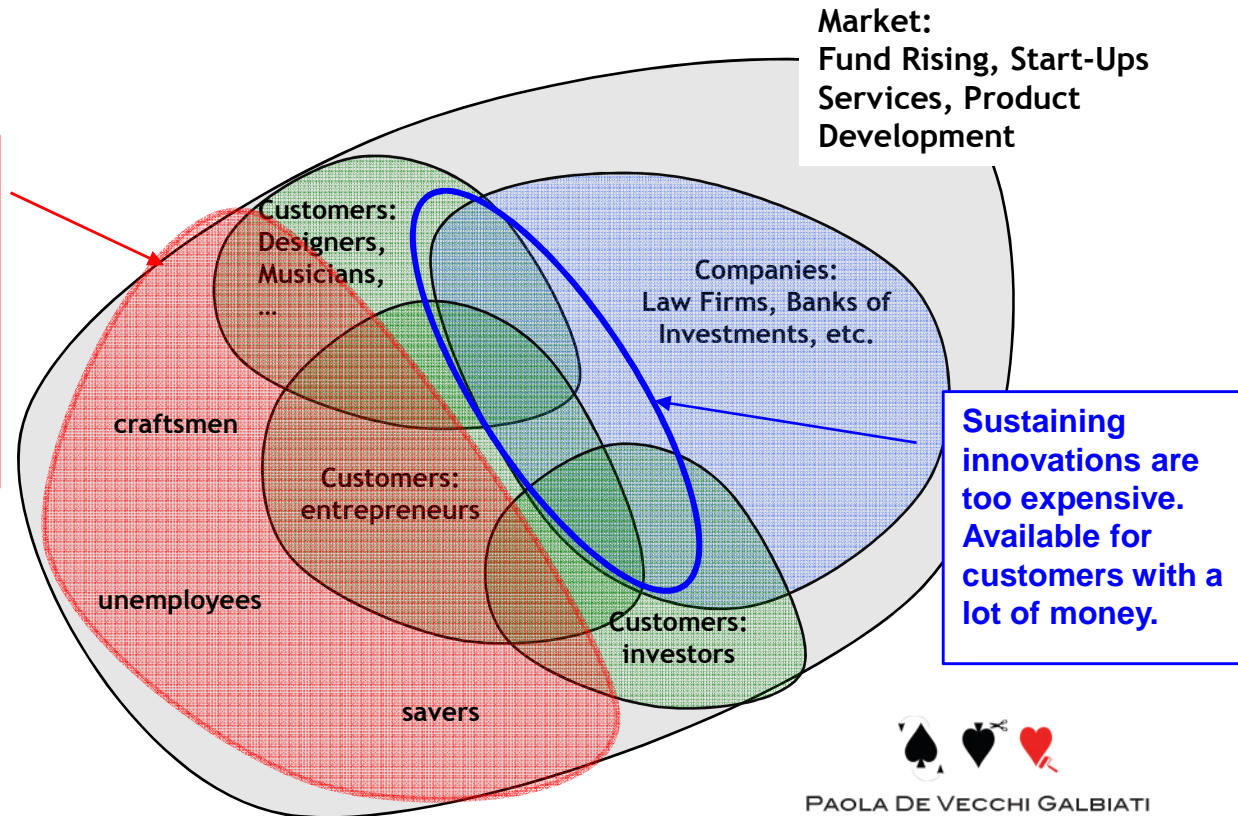
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KICKSTARTER

“Kickstarter is a new way to fund creative projects. The filmmakers, musicians, artists, and designers you see on Kickstarter have complete control over and responsibility for their projects. Kickstarter is a platform and a resource: anyone can launch a project on Kickstarter as long as it meets the guidelines.”

DISRUPTION OF START-UP AND FUND RAISING MARKET:

Since launch in 2009 till 2012, more than 4.1 million people have pledged over \$625 million, funding more than 41,000 creative projects.



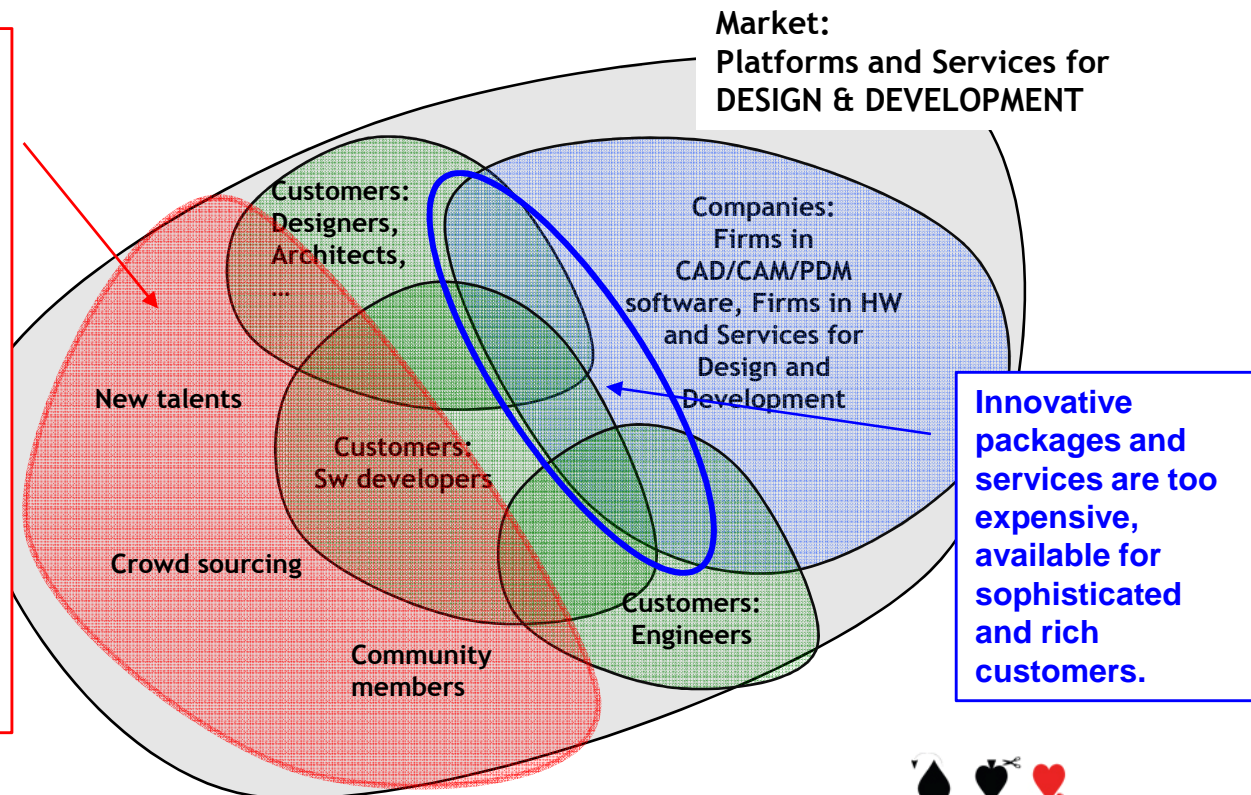
mymorpholio

*“The Morpholio Project is a group of applications that reinvent creative processes for designers, artists, photographers and any imaginative individual...
The Morpholio Project is both a set of utilities as well as a vibrant community.”*

DISRUPTION of TOOLS and SERVICES for DESIGN & DEVELOPMENT:

From the market bottom line the new ideas, new prototypes can emerge... young artists, designers and developers have a free chance to show their abilities, through:

- free APPs for drawing and reviewing projects;
- free cloud services for share technical solutions and suggestions with a skilled community.

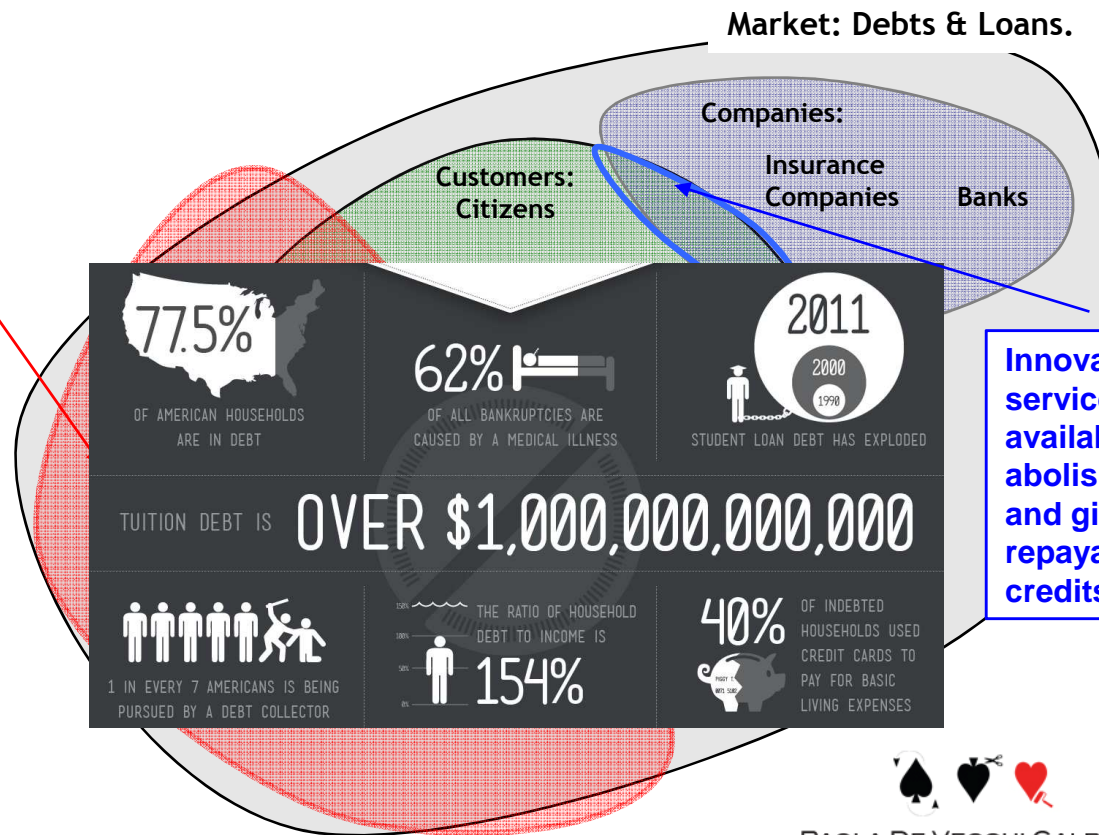


ROLLING JUBILEE

“The Rolling Jubilee intervenes by buying debt, keeping it out of the hands of collectors, and then abolishing it. They are going into this market not to make a profit but to help each other out and highlight how the predatory debt system affects our families and communities. Think of it as a bailout of the 99% by the 99%.”

DISRUPTION of TOOLS and SERVICES for DEBTS & LOANS:

Started in November 2012, Rolling Jubilee abolished more than \$1,119,209.20 of medical debts, making free 1064 Debtors... people by people bailout is spreading, in order to abolish the other debts pending on students and houses.



Innovative services aren't available to abolish debts and give non repayable credits.

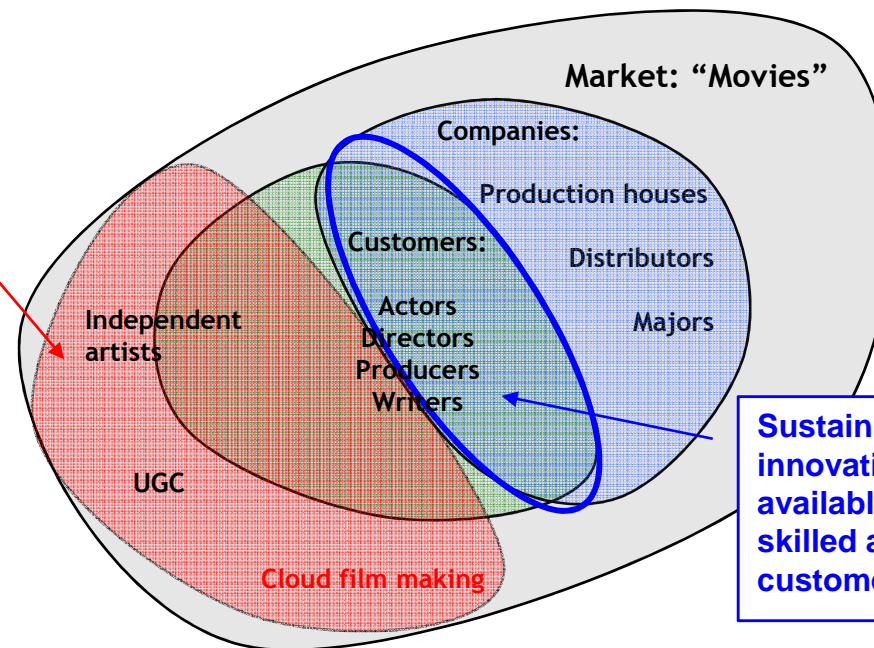




“Connected is not just a movie, it's a community that grows around the concept of interconnection between people and things ... through cloud computing, mobile device, it involves users in generating contents, based on collaboration and knowledge sharing. It moves people imagination and brings a chance to independent movies production and distribution.”

DISRUPTION of MOVIES PRODUCTION & DISTRIBUTION:

In just a few clicks, you can share the film through your networks (Twitter, FB, site, blog, email) and if someone downloads it, you earn ten percent of the revenue. It could be the future of independent film...



Sustaining innovations are available for skilled and rich customers only.



Summary

FINAL CONSIDERATIONS



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Summary

- Making disruptive innovation means widening the scope of our products and services and thus explore new needs and new demands from market and society.

Staying in our box we cannot see and then adapt our box to environment.

- Not all the disruptive actions are innovative, but their solutions pose a basis in order to rework theories and practices in a memetic perspective.

If we think about our box like a living entity, it will seem easier to guess that its mutations are closely linked to the surrounding environment.



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Summary

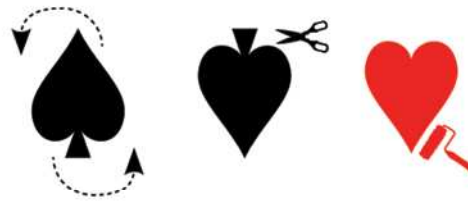
- Disruptive Innovation is like a new reference system to convey energy and skills to adapt our eco-cultural system (schools, companies, public offices) to following disruptions:
 - crisis of capitalism,
 - slowness of bureaucratic engine,
 - waste of financial systems,
 - high unemployment at all levels of professional.
- Memetics helps us to see ourselves as “observable entities” in a eco-cultural system. We can think about the evolution of human being as the evolution of the solutions we put in place in the past and we will try to implement in the future, looking to distinguish the toxic memes and encouraging the spread of useful memes.



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Thank you

