

# Optimize, Innovate, Disrupt

	Optimization	Innovation	Disruption
DEFINITION	Introducing incremental improvements to sustain an existing product or service	Introducing emerging ideas and technologies into an existing category	Introducing new business models to reach new customer segments
CATALYZED BY	Unmet and emerging customer needs	New technological or cultural trends	Complacent incumbents & unserved segments
REQUIRES	Customer obsession and service design	Constant outside awareness of tech and culture	Courage to challenge the status quo
WATCH OUT	Know when to stop supporting an existing product	Be upfront if it's a stunt OR a scalable product	Plan for a long time to change behavior and capture market
EXAMPLE	Five-blade razor	Electric razor	Dollar Shave Club