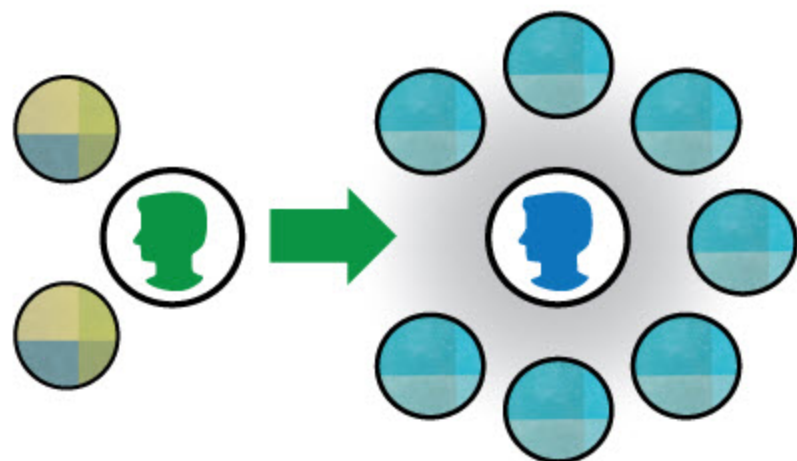
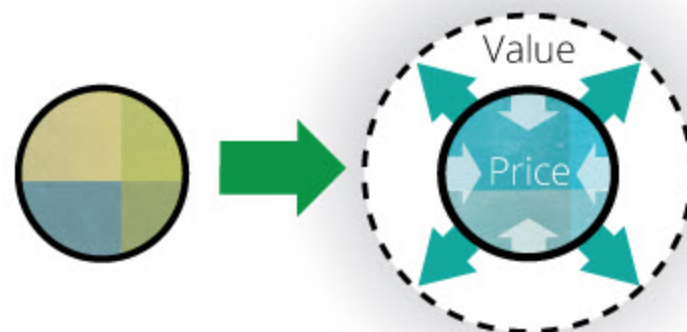


**Figure 1. Nine patterns of disruption**



**Harness network effects**



**Transform value/price equation**

**Expand marketplace reach**

Connecting fragmented buyers and sellers—  
whenever, wherever

**Unlock adjacent assets**

Cultivating opportunities on the edge

**Turn products into platforms**

Providing a foundation for others to build upon

**Connect peers**

Fostering direct, peer-to-peer connections

**Distribute product development**

Mobilizing many to create one

**Unbundle products and services**

Giving you just what you want, nothing more

**Shorten the value chain**

Transforming fewer inputs into greater value outputs

**Align price with use**

Reducing upfront barriers to use

**Converge products**

Making  $1 + 1 > 2$