



? Why should the consumers change their experience

Growth in Disruptive Categories

The new category requires totally new strategy
Learn how to sustain your growth momentum

Strategy is timeless **1**
Existing categories evolve, new ones establish, yet the concept of strategy remains the same.

Mature vs. new categories **2**
The successful strategies in existing mature markets can not work in the new evolving categories.

Ignite your first consumers **3**
The first consumers defines the DNA of your brand, target them wisely.

The chasm problem **4**
The chasm after exploiting the visioners is evitable, it's the thin line between success and failure.

Crossing the chasm **5**
The most difficult marketing problem; focus, concentration and patience are absolute must.

Do not forget the rest **6**
How to embrace all consumers to remain profitable for funding the new innovation cycle.