

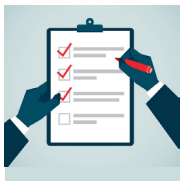
Epistle from an Editor's Enclosure



Disruptive Technology Relocate a well-established Product and Engender Benchmark in Industry



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“Disruption” portrays a method whereby a tiny corporation with smaller amount capital is capable to effectively confront well-known present company. Harvard Business School professor Clayton M. Christensen coined the expression “disruptive technology”. In 1997 in one of his best-selling books, “The Innovator’s Dilemma,” Christensen split new technology into two categories: “sustaining” and “disruptive”. Sustaining technology relies on incremental upgrading to a previously established technology. Disruptive technology lacks enhancement, regularly has recital troubles for the reason that it is new, appeals to a limited audience and may not yet have a demonstrated practical relevance. In this write-up we will emphasize on certain heads which make readers a familiar with Curtain Raiser to Disruptive technologies, sectors affected by disruptions technology, examples of disruptive technology, true disruptive brands, Investing in Disruptive Technology, Controversy with a theory and finally how India is going to be benefitted.

KEYWORDS Disruption | Technology | Innovation | Industry | Market | Product

The march past of new-fangled technologies and scientific penetration is unyielding and is recounting on numerous facades. “Disruptive” has a technological consequence that’s not as trouble-free as “a large adjustment to the way people accomplish things.” Technology is the sum of techniques, skills, methods, and processes utilized in the fabrication of goods or services or in the execution of objectives, such as scientific search. The conception of troublemaking technology is very much associated with “breakthrough”. The foremost dissimilarity is that a breakthrough does not automatically reinstate redundant technology, at the same time as ‘disruptive technology ‘interprets that a definite artifact or even commerce is no longer used.

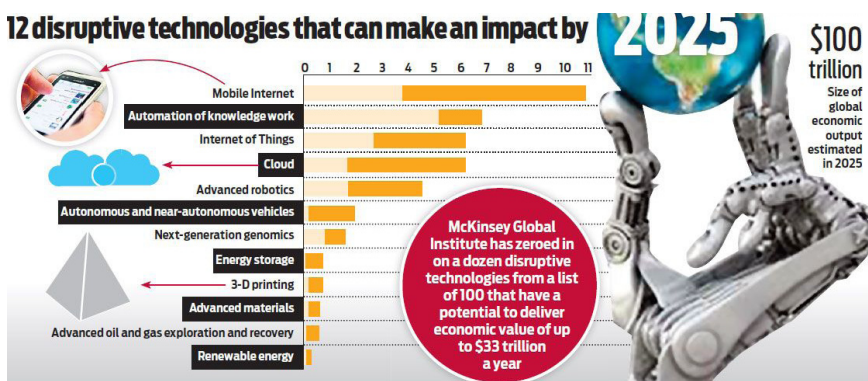
Disruptive technology is an expression that’s been flipped about in the precedent few years to illustrate apps, gadgets, innovations, and processes that transform how we carry out things.



Disruptive technology is the know-how that affects the normal operation of a market or a manufacturing. It displaces a deep-rooted product or technology, creating a new diligence or bazaar. Disruptive technology is an improvement that appreciably alters the manner that consumers, industries, or businesses manage. A disruptive technology brushes away the systems or behavior it reinstate for the reason that it has attributes that are noticeably finer.



Recent disruptive technology examples include e-commerce, online news sites, ride-sharing apps, and GPS systems. In preceding circumstances, the automobile, electricity service, and television were disruptive technologies.



Source: McKinsey Global Institute

Fig-1: Impact of Disruptive Technologies

It is well versed from a figure that disruptive technology puts a great impact on a society and navigates the world market in future. Thus disruptive technology is an innovation that significantly alters the way consumers, industries and businesses function. The perfect example would be the internet. Applying it to our classification beyond, it entirely changed the way consumers, industries and businesses function. Why compel all the way to a shop when one can just order online? Why cold-call when you can just setup a website and let it do the work for you?

The above questions will be answered very systematically in our coming heads and defended with an industry based examples.

Curtain Raiser to Disruptive Technologies

Disruptive Technology is technology that disrupts the way populace presently does things. A disruptive technology is one that displaces a time-honored technology and shakes up the industry or a ground-breaking product that creates a totally new industry. So it is very much clear those disruptive technologies, nonetheless, are innovations that significantly transform the way organizations and industries function. It's not only going to strengthen businesses to improve the way they manage operations but somewhere helps in retain the market shares or fall into irrelevancy. Some technologies and innovations that make available the feeling of humdrum at this moment have in reality spectacularly changed the face of how things are prepared. Examples like Google Docs, Airbnb and car sharing either could be Ola or Uber or Zoom cars apps changed how working, travel and transport gets prepared within just a few short years.



Fig 2: Talks about Controlling Environment with Technology

There are certain changes depicts in a coming days which are being seen around the world, and there is so much growth happening under this huge umbrella of disruption Technology.

- Cars disrupted the horses and entire animal ride eliminated for a good cause.
- Desktop publishing disrupted dedicated typesetting machines and film stripping.
- Digital cameras disrupted film cameras, and have gobbled into film movie cameras.
- E-learning revamped the whole way of teaching and Learning, such as MOOCs

- Email disrupted fax machines.
- Film-based typesetting disrupted hot lead.
- Internet mug-up deeply into print journalism
- LED Bulbs Disrupted the power consuming bulbs
- Over-the-Top (OTT) provided via a high-speed Internet connection which evaporates a markets of a cable or satellite provider
- Smartphone's are profoundly into digital cameras, and disrupted many specific handheld devices like calculators. A lot of people no longer still put on wristwatches.
- Streaming video disrupted movie discs and impacted theaters.
- Videotape disrupted film-based pornography

First of all being disruptive is not mechanically a function of a technology it is a modest fragment of a line of attack which was introduced to the market. A moment ago, there has been a lot of buzz surrounding emerging and disruptive technologies. A lot of these innovations engross up-to-the-minute technologies such as artificial intelligence (AI), robots, blockchain, internet of things (IoT), 3D printing and biometrics, just to name a few which will be covered in a below discussions

Sectors Affected by Disruptions Technology

The well-regarded Austrian economist Joseph Schumpeter think up the expression “creative destruction” in the 1940s to reveal the way technological improvement improves the lives of countless people, but only at the disbursement of a smaller few. Creative destruction transpires throughout the industrial revolution when machinery and improvements to the manufacturing process such as the assembly line pushed out craft and artisan production. While the economy as a whole benefited from such improvements, those craftsmen who were displaced saw their jobs destroyed, never to return.

We have observed that disruptive technology can potentially shake up an entire industry or better yet, generate a new industry by itself and significantly alter the way we live, work and think. With the exponential advancement of tech, we will see massive disruptions in the following sectors:

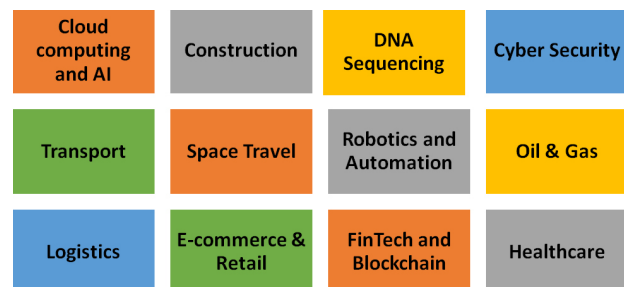


Fig-3: Massive Technological Disruptions in various Sectors



Examples of Disruptive Technology

Disruptive Strategy enables one to make innovation a reality. Disruptive technology is a smidgen that changed or swayed the whole world of technology. Some of the examples of disruptive technology are electronic commerce, applications for ride sharing, GPS system and online news sites. In their own times, the automobile, electricity service, and television were disruptive technologies.

- i. Advanced materials, like non-material and other materials distorted on the genetic level, look like they are going to be the next big thing. Materials that are self-healing, self-cleaning, and that remember their original shape even if they're bent.
- ii. Autonomous (self-driving) cars are changing the way we see driving, shopping, travel and everything else. Learn more about self-driving cars here on *Gas?*.
- iii. Battery storages or storing energy generated from renewable energy sources is accommodating for homes, business and vehicles. Building this industry will change how all energy systems move into the future. Battery storage innovation gives us the opportunity to leave fossil fuel industries, quite literally, in the dust.
- iv. Bitcoins are transferred from person to another just like cash. But they are recorded in a public ledger known as Blockchain and Distributed Ledger Technology (DLT) are verified by a pool of users called miners who get an incentive for being involved
- v. Blockchain is the technology behind Bit coin. It is a decentralized distributed ledger that records transactions between two parties. It moves about transactions from a centralized server-based system to a transparent cryptographic network. It uses peer-to-peer consensus to record and authenticate transactions, removing the need for manual confirmation.
- vi. Cell phones had disrupted the telecom industry by making us call anywhere anytime.
- vii. Cloud computing is proving out to be a vital disruptive technology in the business world. It displaced many resources that would conservatively have been located in-house or provided as a traditionally hosted service.
- viii. Email transmuted the way we communicating, essentially displacing letter-writing and disrupting the postal and greeting card industries.
- ix. Genomics is playing with genes in both plants and animals are going to change how science and medicine

is done, for better or worse. "[DNA] Sequencing systems could eventually become so commonplace that doctors will have them on their desktops." The contemporary uses of genomics for genetically-modified foods, but this could potentially be a promising field for other applications.

- x. Social networking has had a foremost impact on the way we commune and in particular for personal use has disrupted telephone, email, instant messaging and event planning.
- xi. The personal computer (PC) displaced the typewriter and forever changed the way we work and communicate.
- xii. The laptop computer and mobile computing made a mobile workforce possible and made it possible for people to connect to corporate networks and collaborate from anywhere. In many organizations, laptops replace desktops.

Disruptive Innovation Examples

In business hypothesis, a disruptive innovation is basically an innovation that crafts a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances. The various disruptive examples are mentioned below:

- a. **Artificial Intelligence (AI):** AI describes machines or computers that emulate the human brain's cognitive functions to learn and solve problems. These machines are becoming increasingly capable, which means they could replace humans in certain industries. Artificial intelligence (AI) is symptomatic of the Fourth Industrial Revolution and is the most important of several disruptive technologies which includes blockchain. AI used AI Optimized Hardware. Deep Learning Platforms. Robotic Process Automation. Text Analytics and Natural Language Processing (NLP). Some of the industries that will get disrupted by AI the most are healthcare, Customer Service and Experience, logistics, retail, cube security, transportation and marketing. Artificial Intelligence is making a speedy transition from future technology to one that surrounds us in our daily lives. From taking faultless pictures to predicting what we can articulate subsequently in an email, artificial intelligence is being incorporated into the products and services we bring into play every day to convert our lives for better but how can this emerging technology affect our future work.
- b. **Cloud:** It perhaps, is one of the best examples of disruptive technologies during the present day.







- c. **Crypto currency:** Popular crypto currencies such as Bit coin, Ethereum and BitGold have disrupted the banking and payment services systems industry. Much experience that blockchain currency will sooner or later replace the traditional currency and banking institutes.
- d. **E-commerce:** The world of ecommerce is the perfect example of disruptive technology. It used to be just commerce but with the entry of mobile devices, social media and online payment platforms, the concept of commerce has evolved into something completely new. The traditional business model has now changed because of new technology that has made it possible to do things in a new way.
- e. **Electric vehicles:** Electric Vehicles (EVs) are a potentially disruptive technology that we deem will make over the automotive industry. Like disruptive technologies before it, the electric vehicle has the potential to transform its industry and a multitude of associated industries. Battery storage is not the only storage technology that will disrupt. For hot climates phase-change cooling (solids turning to liquids - think Ice) will be widely available soon, and for cooler climates heat storage (think extremely large hot water tanks) will moderate the energy usage of buildings (and is already happening in Europe).
- f. **Internet of Things (IoT) :**Internet of Things (IoT) has been identified as a disruptive technology because of its potential to penetrate every aspect of our lives and generate new business opportunities.
- g. **Online learning:** Online Learning platforms and courses are poised to disrupt higher education. The industry has seen plenty of innovation over the last 100 years that has iterated on the classic four-year university model, such as two-year colleges or companies like Minerva Schools. But these innovations are, for the most part, sustaining innovations that haven't toppled anything. They're still catering to people who consume higher education, and the top universities have remained unchallenged for decades
- h. **Smart phone:** Smartphones and their accompanying app business model disrupted laptops as the primary way consumers use the internet. Nowadays, well over half of website visits come from mobile phones instead of desktop computers. But even more prominently, smart phones and their app marketplaces completely changed how we interact with online services and products, which gave rise to many services that Previously didn't exist. Smartphones help exemplify some nuances about the disruption concept
- i. **Video Streaming:** Video streaming on platforms like Hulu and HBO might seem like an obvious improvement over cable and Blockbuster. By having a close look, one can see how radical this disruption really was. It took the entire entertainment industry by surprise, quickly rising from the bottom of the market as a low-cost way for people to watch shows and movies to ultimately disrupting the cable industry and driving video rental stores into the ground.
- j. **Virtual Reality:** Virtual reality is not merely for gamers; it could dislocate how business is carrying out. While gaming and entertainment are expected to prompt much of the virtual reality growth, automobile manufacturers, retail outlets and interior designers will benefit from this technology
- k. **Web-based TV:** Streaming TV, such as Netflix, has disrupted the cable industry. Not only is it economical, but it has permitted customers to leave out commercials and watch programs on their own time. Netflix is not the only game in town, though — cable companies also compete with platforms like Hulu and Sling TV
- l. **QR Code:** Today, we introduce QR codes as a standard print on all available sensor types. As our customer installations continue to grow in size and complexity, we are introducing QR-codes to add flexibility and make it easier for customers to scale their solutions.
- m. **4G Cloud Connectors:** 4G Cloud Connectors report cellular signal strength to give customers a more accurate indication of the robustness of the installation. This change is purely visual and does not affect the quality of the CCON cellular performance.
- n. **Wi-Fi:** As disruptive technologies go, Wi-Fi may have set a record for going from “not existing” to “ubiquitous” the fastest
- o. **Deep learning:** Artificial intelligence has been slowly developing for many years, but deep learning represented a leap forward in machines learning to learn. Deep learning systems attempt to mimic the human brain via layers and layers of artificial neurons arranged in a “neural network.”






True Disruptive Brands

Disruptive innovation means to reinvent a technology, business model, or simply invent it all together. There are many great examples of disruptive brands. Some of them are explained below:

Brand	Product creating Niche	True Disruptive Brands	Technological Impact on a society as a whole
	<p>It is the world's largest accommodation sharing site.</p> <p>Airbnb, Inc. operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities. It is based in San Francisco, California. The platform is accessible via website and mobile app</p>	<p>Unlike a hotel though, an Airbnb is unique because most likely you are renting someone's home or an interesting venue like a tree house, tent, or cottage. This creates a one-of-a-kind experience that differs greatly from your traditional hotel rental. Airbnb can best be thought of as a 'disruptive innovation'.</p>	<p>Airbnb has increased room availability, resulting in reduced prices for consumers, especially during high peak times. These effects are more prominent in larger cities.</p>
	<p>Amazon.com, Inc. is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.</p>	<p>Amazon is seen as one of the world's most disruptive companies because people love it so much they forget they've even paid for some of its services.</p> <p>By disrupting the way people shop, Amazon has created economic ripple effects that go far beyond the customer's wallet. Amazon, directly and indirectly, impacts inflation, jobs, and investment.</p>	<p>People rate as being disruptive or creative</p> <p>Amazon is the largest and most successful retailer in the western world because they built the best customer experience. Customers 3 core things but Only low price is mentioned things when they buy products online: ... Low Price: Consumers want to pay as little as possible for a product.</p>
	<p>Bitcoin is a cryptocurrency invented in 2008 by an unknown person or group of people using the name Satoshi Nakamoto. The currency began use in 2009 when its implementation was released as open-source software.</p> <p>Bitcoin is a decentralized digital currency, without a central bank or single administrator, that can be sent from user to user on the peer-to-peer bitcoin network</p>	<p>To put it in a sterile phrase, bitcoin is a disruptive technology. Disruptive technology as "new ways of doing things that disrupt or overturn the traditional business methods and practices.</p> <p>Bitcoin uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by</p>	<p>Reduces High Reliance on Fiat Money. As a decentralized currency, Bitcoin is free from any economic and political issues that often can affect traditional currencies. That's where Bitcoin is designed to be a digital currency that can be an alternative for authorized or fiat money.</p>
	<p>Facebook, Inc., is an American technology conglomerate based in Menlo Park, California. It was founded by Mark Zuckerberg, along with his fellow roommates and students at Harvard College, who were.</p>	<p>Facebook can be considered disruptive because it changed the way we interact with people, and find out news about people. How often do you find yourself meeting someone in person and starting a conversation with?</p> <p>These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that have a real impact on society. The Influence of Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more</p>	<p>Facebook has done something no other organisation in human history has been able to do: provide instantaneous communication between over 2 billion people. It's not just about communication, either. Facebook has allowed people to form groups, communities, play games and start businesses</p>
 	<p>iPhone, the world's most powerful personal device</p> <p>iPhone 12 mini and iPhone 12 are splash, water and dust resistant and were tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 metres up to 30 minutes).</p>	<p>iPhone from Apple, that was first released in June 29,2007, has created a wave in the smartphone industry with its stunning and incredible features.</p> <p>People struggle with the original iPhone as a disruptive innovation because it was a relatively expensive phone but we need to take a closer look at what the iPhone was.</p>	<p>All of the smartphone operating systems at the time had grown up from PDA's, pagers and regular mobile phones.</p> <p>Apple products have shaped our society in a totally different way. Apple products are still improving and being created. The ipod touch, iphone, and ipad have all been a big impact on society. Now you can read books on the products search the web, play games, text and make phone calls.</p>
	<p>Netflix, Inc. is an American over-the-top content platform and production company headquartered in Los Gatos, California. Netflix was founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.</p>	<p>It is a classic example of disruptive innovation that used a new business model and technology to disrupt an existing market. Netflix is a disruptive innovation because it revolutionized how people get their daily dose of entertainment</p>	<p>By the introduction of cheap prices, HD quality and a new perspective of TV shows everybody wanted to move on from their usual TV channels and DVD movies.</p>

	<p>Siri is a virtual assistant that is part of Apple Inc.'s iOS, iPadOS, watchOS, macOS, and tvOS operating systems.</p>	<p>Siri is a faster, easier way to do all kinds of useful things. Set alarms, timers and reminders. Preview your calendar.</p> <p>Siri can do it all without you ever have to pick up a device. Based on your routine, Siri can even anticipate what you might need to help you breeze through your day.</p> <p>Siri also offers numerous pre-programmed responses to amusing questions</p>	<p>All of these are forms of artificial intelligence, but strictly speaking, Siri is a system that uses artificial intelligence, rather than being pure AI in itself.</p>
	<p>SpaceX designs, manufactures and launches advanced rockets and spacecraft</p> <p>Space Exploration Technologies Corp. is an American aerospace manufacturer and space transportation services company headquartered in Hawthorne, California. It was founded in 2002 by Elon Musk with the goal of reducing space transportation costs to enable the colonization of Mars</p>	<p>SpaceX seems a disruptive innovator, introducing commercial practices and vertical integration to what has been hitherto a for-government-only</p> <p>Space Exploration Technologies Corp. (SpaceX) is an American aerospace manufacturer and ... As of December 2020, SpaceX has used two separate first-stage boosters, B1049 and B1051, seven times each.</p>	<p>The organization also has the technical capabilities to help SpaceX or other space travel companies to achieve their space travel mission. But let's not jump to the conclusion that NASA is more superior than SpaceX because the latter has the capabilities to deliver some surprises too.</p>
	<p>Spotify Technology S.A is a Luxembourg-based holding company who owns Spotify AB, a Swedish audio streaming and media services provider, founded in 2006 by Daniel Ek. Spotify is headquartered in Stockholm, Sweden, with offices in 17 different countries around the world.</p>	<p>Though Spotify did not pioneer this disruptive innovation, it is the first time mainstream media is exposing the American public to it. And we know it's disruptive because it is a business model, fundamentally advantaged in one of the characteristics we value in completing the job-to-be-done.</p>	<p>Spotify utilizes AI through their predictive recommendation engine which enables them to curate personalized playlists such as "Discovery Weekly" and "Release Radar." The engine is built upon a combination of collaborative filtering, natural language processing and audio models to create a personalized list of thirty</p>
	<p>Tesla, Inc. is an American electric vehicle and clean energy company based in Palo Alto, California. Tesla's current products include electric cars, battery energy storage from home to grid scale, solar panels and solar roof tiles, as well as other related products and services.</p>	<p>Here's what might really upend the auto industry. In the fall of 2014 an investor contacted HBS professor Clayton Christensen with a friendly challenge. During its 10-year history Tesla has made just 59,500 cars, most of which cost upwards of \$100,000.</p>	<p>Tesla is accelerating the world's transition to sustainable energy with electric cars, solar and integrated renewable energy solutions for homes and businesses.</p>
	<p>Twitter is an American microblogging and social networking service on which users post and interacts with messages known as "tweets". Registered users can post, like and retweet tweets, but unregistered users can only read them</p>	<p>Twitter is disruptive because all of a sudden it is much easier to interact with people and let them know what you're doing. It turns out that it's so easy that even celebrities are using it to reach out to their fans, where previously this would be done through PR campaigns.</p>	<p>The Twitter platform allows the famous users to get information to fans in an efficient manner. It is also a fantastic way of promoting events, new releases, or even interviews that are available online. Once a piece of information is published on Twitter it is then available for millions of people to see.</p> <p>Twitter is still more relevant than ever. Its power lies in the way it has completely transformed how we talk and find out about important issues – and, more importantly, how we take action on them.</p>
	<p>Uber Technologies, Inc., commonly known as Uber, is an American technology company. Its services include ride-hailing, food delivery, package delivery, couriers, freight transportation, and, through a partnership with Lime, electric bicycle and motorized scooter rental.</p>	<p>Uber is a transportation company whose mobile application connects consumers who need rides with drivers who are willing to provide them. The company was founded in 2009 has enjoyed fantastic growth (it operates in hundreds of cities in 60 countries and is still expanding). It has reported tremendous financial success (the most recent funding round implies an enterprise value in the vicinity of \$50 billion). And it has spawned a slew of imitators (other start-ups are trying to emulate its "market-making" business model).</p>	<p>Uber is clearly transforming the taxi business in the United States. But is it <i>disrupting</i> the taxi business?</p>



	<p>Wikipedia is a free online encyclopedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation.</p> <p>Wikipedia was launched on January 15, 2001, by Jimmy Wales and Larry Sanger; Sanger coined its name as a portmanteau of “wiki” and “encyclopedia”.</p>	<p>By the standards of a traditional encyclopedia, it's awful: the articles aren't always written by experts, there's no traditional editing process or oversight, important subjects are treated only in outline while frivolous ones get detailed articles, etc. But it's free and it's online, and it was good enough for many users. Anyone who really wanted a traditional encyclopedia wouldn't be interested in Wikipedia. But it turns out there are tons of people who wouldn't even buy a traditional encyclopedia who use Wikipedia regularly</p>	<p>Wikipedia is increasingly used by people in the academic community, from freshman students to distinguished professorship, as an easily accessible tertiary source for information about anything and everything, and as a quick “ready reference”, to get a sense of a concept or idea.</p>
	<p>YouTube is an American online video-sharing platform headquartered in San Bruno, California. The service, created in February 2005 by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—was bought by Google in November 2006 for US\$1.65 billion and now operates as one of the company's subsidiaries.</p>	<p>It is a disruptive medium in itself, but more interestingly it has become a platform upon which other disruptions are launched. The point is that YouTube has both incredible reach to its audience, and is an innovative vehicle for some of the world's foremost innovators.</p>	<p>YouTube has led to the creation of many jobs and income. YouTube began as a platform where you could upload spontaneous videos you captured by being in the right place at the right time. Now, people are dedicating their lives to creating content specifically for uploading.</p>
	<p>Salesforce.com, Inc. is an American cloud-based software company headquartered in San Francisco, California.</p> <p>It provides customer relationship management service and also provides a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.</p>	<p>Salesforce is a company specializing in software as a service (SaaS). They offer a simple, low-cost, cloud-based system, initially intended to service small and medium-sized businesses now disrupting the leading providers of customer relationship management software. CRMs are no longer hosted on internal servers.</p>	<p>Salesforce's growth strategies lie in investments by focusing on Cross-Selling and Upselling, extending existing service offerings, reducing customer attrition, expanding and strengthening the partner ecosystem, international expansion, targeting vertical industries, expanding into new horizon markets.</p>

Note: The above mentioned company's logo is used for giving glimpse and defends the disruption technology mindsets. Intention is to make reader acquaint with a knowledge and pedagogical change companies introduce to create a niche in a market.

Some Examples of Country Involve in Disruptive Technology

Disruptive innovations be inclined to be shaped by outsiders and entrepreneurs in startups, rather than existing market-leading companies. The business environment of market leaders does not allow them to shadow disruptive innovations when they first arise, for the reason that they are not profitable enough at first and because their development can acquire scarce resources away from sustaining innovations (which are desirable to compete against current competition). The country as a whole is playing a very important role as ease-of-doing is definitely helpful in materializing the same.

- Sweden started a new project called Uniti. An ingenious electric car designed to disrupt the automotive industry and to forge a new path for enlightened people. This car is built from the interior and focuses on the user's experience.
- India has the second largest data and AI talent pool after the US. The AI Task Force set up by the Ministry of Commerce and Industry recently submitted its recommendations, urging both the government and private sector to find common ground to boost the AI sector.
- China is playing the long game by extending its global reach, promoting its own political model, and investing in the technologies of the future.

- The **Dutch** solution-driven approach and can-do mentality makes it the just right incubator for innovations. The **technology** firms are at the forefront of developing solutions for the world's toughest challenges. In a short amount of time, the **Netherlands** has become a hotbed for **tech** businesses.
- Amsterdam's startup ecosystem where the unicorn FinTech company Adyen was born. Adyen is now evaluated at \$2.3 billion and it provides payment solutions for Netflix, Uber, Spotify, and Airbnb. Besides, many Silicon Valley companies themselves have headquarters in the city, including Google, Uber, and Cisco.

Disruptive Technology in Indian Perspectives

India has set an ambitious target of growing into a \$1 trillion digital economy by 2025. It could be possible with disruption technology only. India aspires to become a global AI and data analytics hub, fast catching up with global AI leaders China and the US. India generates a huge amount of digital data that makes it a good test bed for AI and data analytics solutions. With Aadhaar, we have the world's largest biometric database — of over one billion citizens. It is any technological development that fundamentally shifts the way people do things - and thus the businesses that serve those activities. For example:

- PCs ended the whole business of people writing on paper and handing it off to a “word processing team.”
- Mobile phones largely eliminated landlines - in Bombay, eliminating the 11 year queue for landlines.
- Electric lights eliminated a large demand for whaling for whale-oil lamps.
- M-Pesa (mobile banking) has had a similar effect on banking and loan-sharking.

How Can Disruptive Technology Shape the Future?

1. Not only can disruptive tech change our lives, it's pretty easy to see how this technology is going to play a huge role in renewable energy and climate change mitigation. Some of these technologies, such as crypto-currency and web-based TV, are already mainstream, but are expected to evolve. Other technologies are in development and will eventually enter the mainstream world, but it's unclear exactly when. Regardless, businesses should be prepared and become educated on new technologies. No one wants to be the next Blockbuster who failed to implement new technologies and became irrelevant as Netflix flourished.
- Next-generation nuclear (fission) has potential to disrupt the global energy mix but seems unlikely to create significant impact by 2025 given the time frames of current experiments and pilots.
 - Fusion power also has massive potential, but it is even more speculative than next-generation nuclear fission in terms of both technological maturity and time frame. *f*
 - Carbon sequestration could have a great impact on reducing carbon dioxide (CO₂) concentration in the atmosphere, but despite sustained R&D investment it may not become cost-effective and deployed at scale by 2025.
 - Advanced water purification could benefit millions of people facing water shortages, but approaches with substantially better economics than currently known approaches may not be operating at scale by 2025.
 - Quantum computing represents a potentially transformative alternative to digital computers, but the breadth of its applicability and impact remain unclear and the time frame for commercialization is uncertain.

Controversy with a Theory

Those were largely “pro-people” disruptions, but this is not always the case. Disruptive technology is not always good - robotics, for example, is eliminating manufacturing jobs. Unfortunately, disruption theory is in danger of becoming a victim of its own success. Despite broad dissemination, the theory's core concepts have been widely misunderstood and its basic tenets frequently misapplied.

Let us Sum-Up

Thus from the above write-up the term ‘disruptive technologies’ is a delicate one, for the reason that so many technologies construct market shocks and catalyze escalation. In order to accomplish cutting-edge innovation within a company while creating a lifelong business advantage, the latter should aspire to achieve both revolution and evolution. In other words, disruptive innovation and sustaining innovation do not essentially require being alternative to one another, but rather complementary measures. Generally, if the technology is troublesome enough there shouldn't be much trouble monetizing it in some ways, and so the company should be able to succeed. Nevertheless, a disruptive technology in itself does not guarantee success. It's possible to have a disruptive technology mismanaged in execution, allowing new players to take over the incumbent. So just to sum-up fast

- Disruption is a procedure, not a product or service, that occurs from the periphery to mainstream
- innovative firms don't seize on with mainstream customers until quality catches up with their standards
- invent in low-end (less demanding customers) or new market (where none existed) footholds
- Success is not a prerequisite and some business can be troublemaking but fail

Nevertheless, the value of innovation can scarcely be overvalued. Startups tend to succeed while implementing something innovative. That means that being a disruptive tech company is more about flexibility, complexity, and speed, rather than financial sustainability.

Finally I would say that Guru Mantra is no technology remains fixed. Technology starts, develops, persists, mutates, be idles, and declines, just like living organisms

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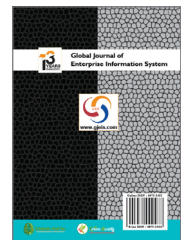
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