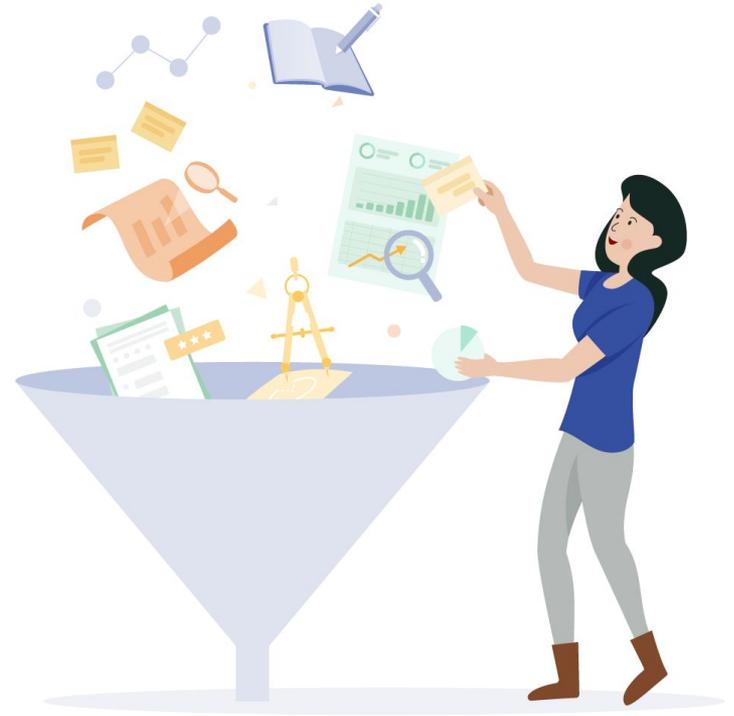


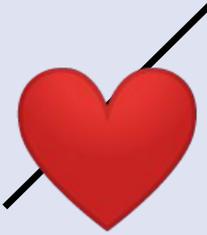
Simple over sexy

# Why complex challenges require simple solutions

**Jon Sadow**

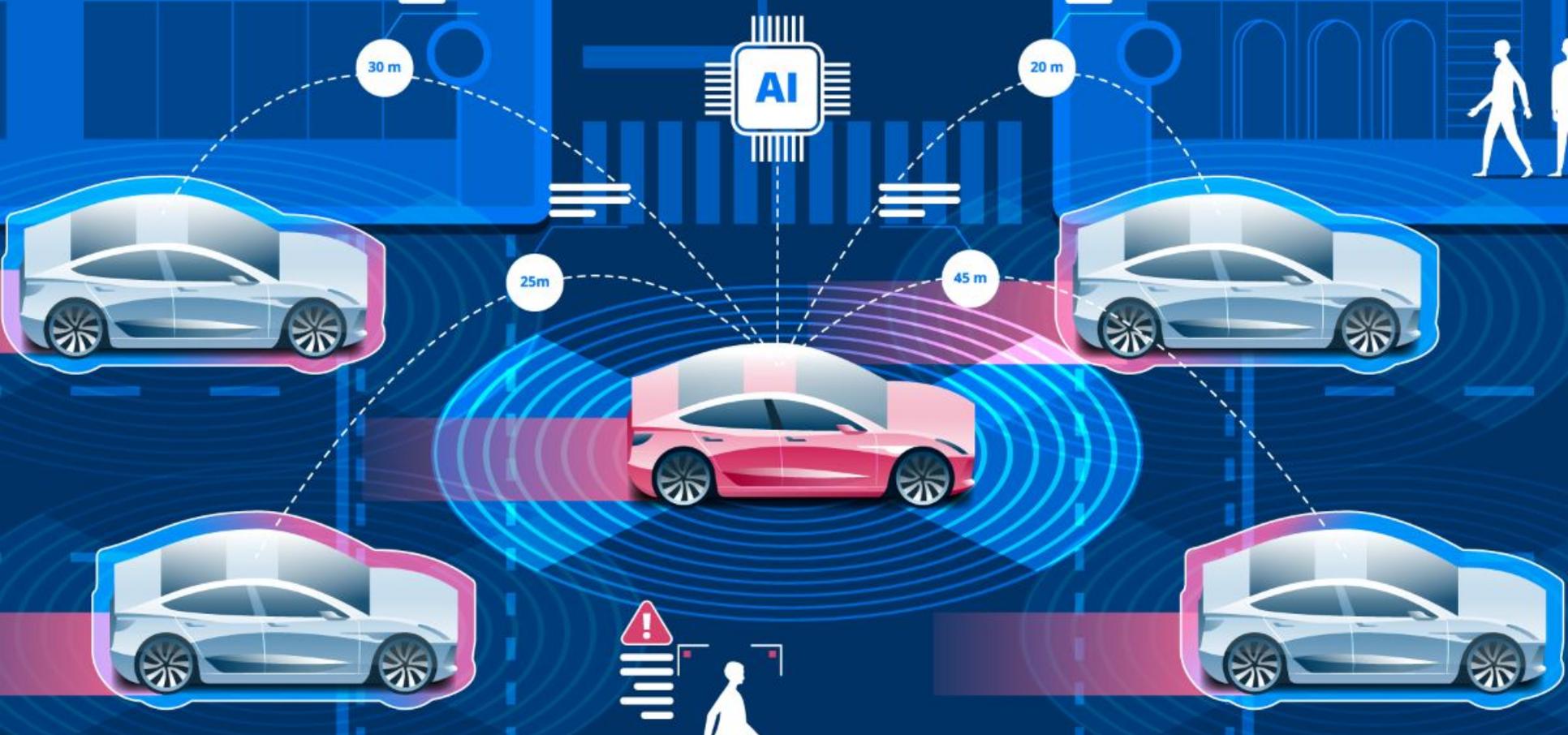
Co-Founder and Chief Product Officer



**WE** 

**SEXY**

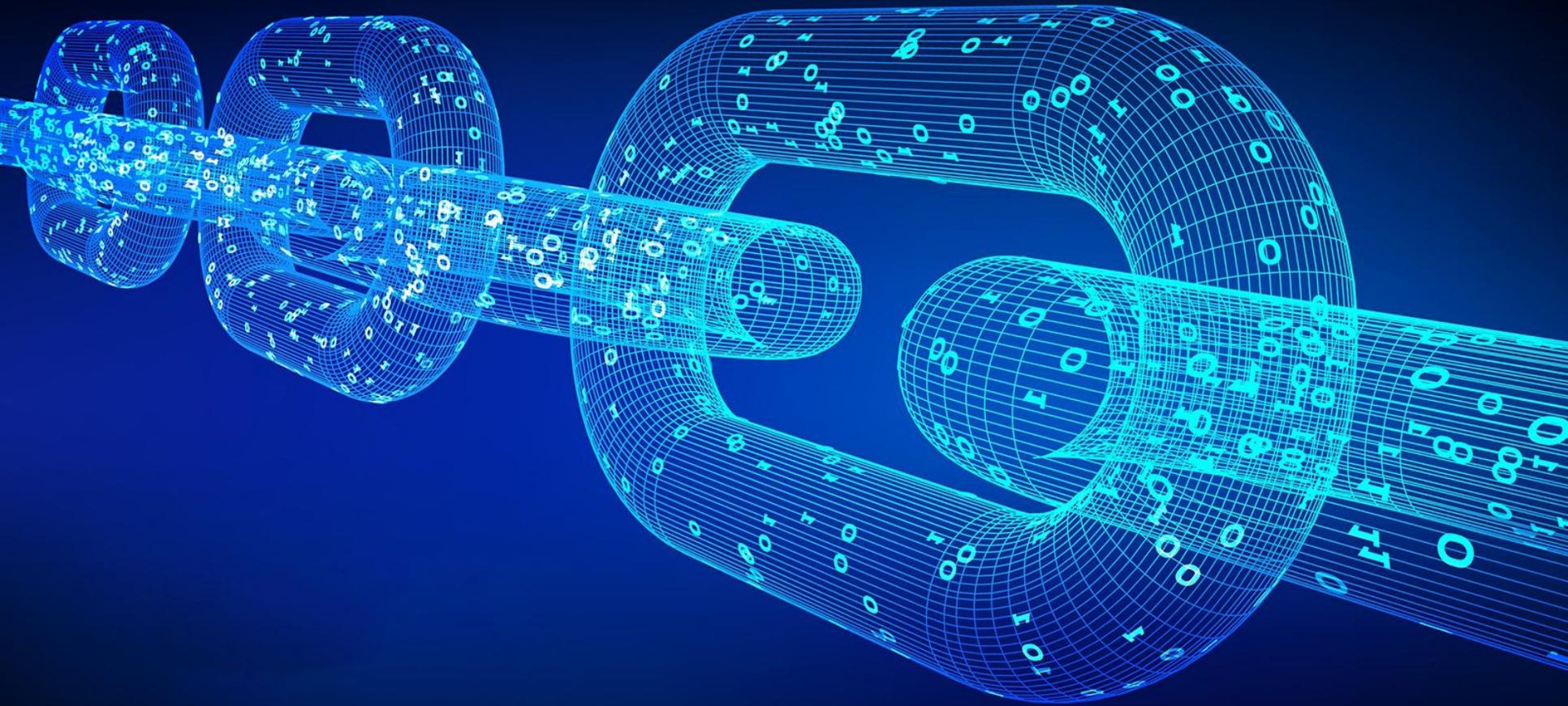
**TECHNOLOGY**



**AUTONOMOUS**

# ARTIFICIAL INTELLIGENCE





**BLOCKCHAIN**

**SEXY = DISRUPTIVE**

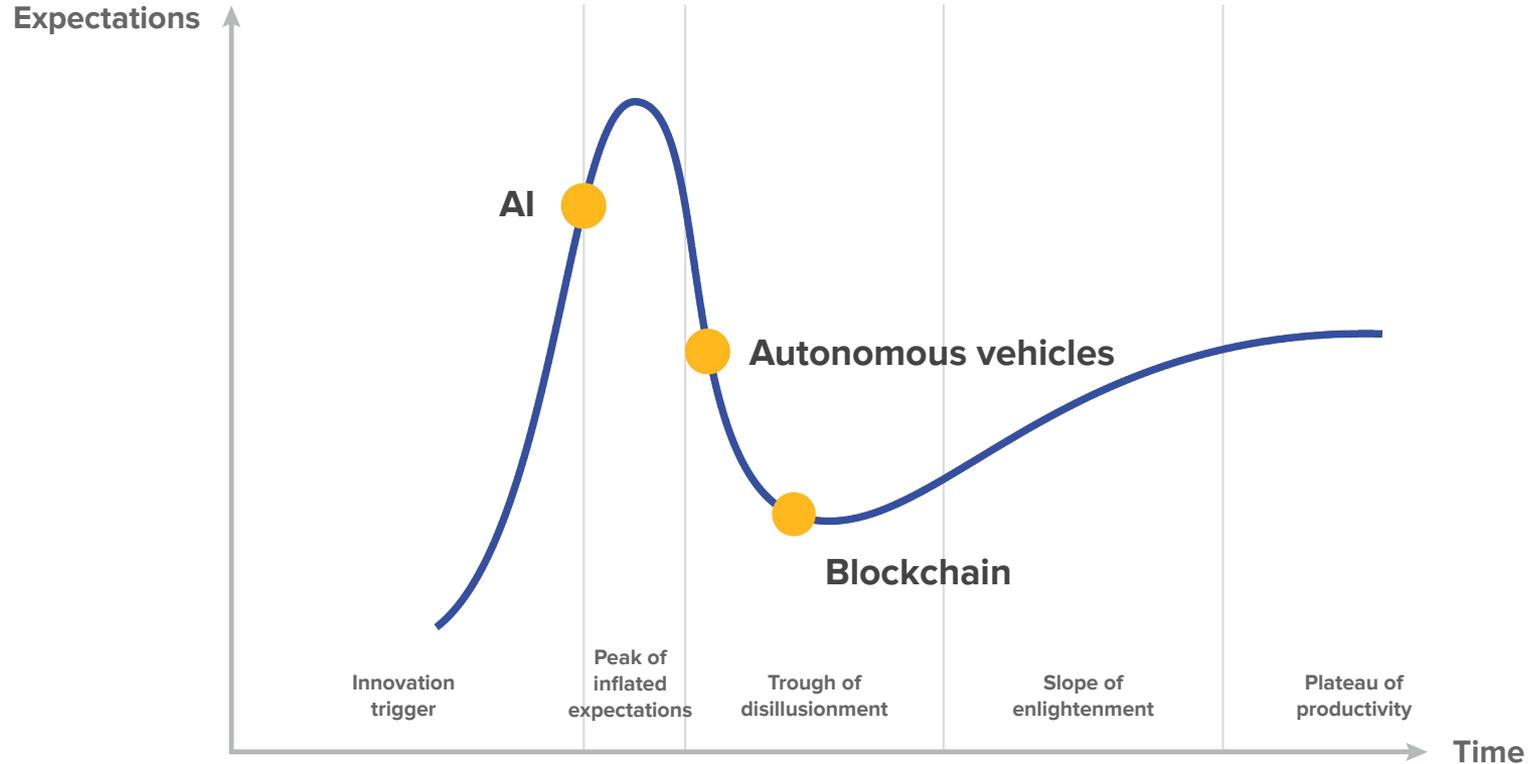
**DISRUPTION = GOAL**

**“Too frequently, [people] use the term [disruption] loosely to invoke the concept of innovation in support of whatever it is they wish to do.**

Many researchers, writers, and consultants use “disruptive innovation” to describe any situation in which an industry is shaken up and previously successful incumbents stumble. But that’s much too broad a usage.”

- Clayton Christensen, 2015

# Hype cycles teach us an important lesson about innovation



# in·no·va·tion

/,ɪnə'vāSH(ə)n/

A new idea, creative thoughts, or new imaginations in the form of device or method

# There are many ways to innovate!

## Sustaining innovations



- Improve performance
- Target existing consumers
- Create few jobs, if any
- Development neutral

## Efficiency innovations



- Do more with less
- Target existing consumers
- Eliminate jobs
- Negative development

## Market-creating innovations\*



- Simple & affordable
- Target new consumers
- Create jobs
- Enable development

\*Sometimes disruptive

To learn more visit [www.ChristensenInstitute.org](http://www.ChristensenInstitute.org)

# TESLA



# Tesla's First Master Plan

**“The strategy of Tesla is to enter at the high end of the market, where customers are prepared to pay a premium, and then drive down market as fast as possible to higher unit volume and lower prices with each successive model...”**

1. Build sports car
2. Use that money to build an affordable car
3. Use that money to build an even more affordable car
4. While doing above, also provide zero emission electric power generation options

**SEXY = DISRUPTIVE**

**DISRUPTION = GOAL**



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## So, what *is* our goal?

~~To disrupt.~~

~~To innovate.~~

**To create value.**

**SIMPLE**

---

**SEXY**

# Many of the biggest tech businesses began with a single, simple product

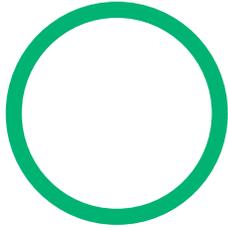
Pre 2000



Post 2000



**Solving problems is how we create value. Great solutions are:**



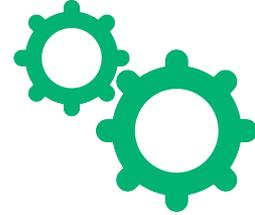
**Simple**

**+**



**Targeted**

**+**



**Feasible**

**“What’s your favorite non-electrified product? Why?”**



“...”

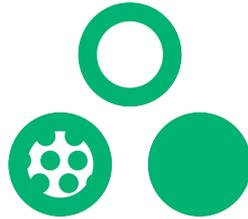
PM

# How you and your organization can think “simple”



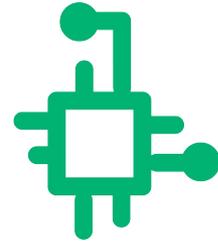
**Obsess over  
user insights**

+



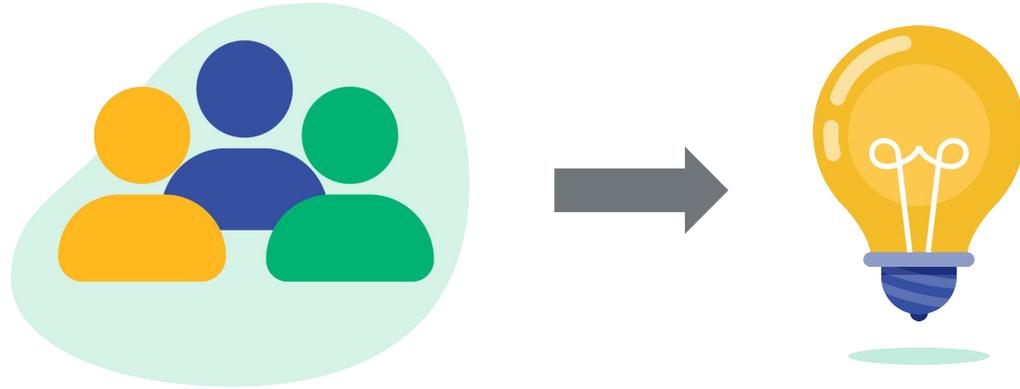
**Create diversity  
& egalitarianism**

+

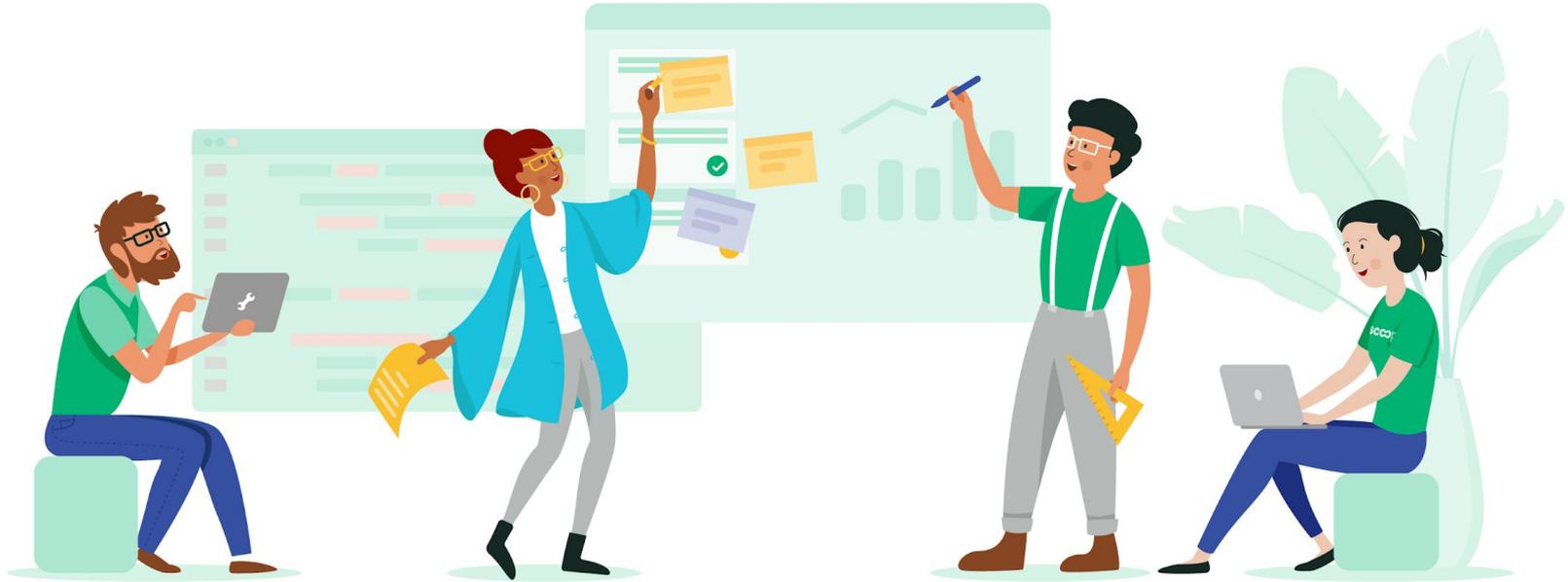


**Build “right-sized”  
technology**

**You must learn to see the world through your users' eyes**



# Harvest diversity everywhere: skills, backgrounds, demographics



**Thoughtfully justify the technology you use**



## A few awesome businesses to model after

∴ one medical

kindbody

stripe



PELOTON



PLAID

# Addressing complex problems with simple solutions

 one medical

.....

See a doctor today

kindbody

.....

Fertility clinics that aren't awful

 stripe

.....

Easy to accept a credit card



PELOTON

.....

Smarter stationary bikes



PLAID

.....

Connect to people's bank accounts

## Takeaways to remember

1

Value creation drives innovation; not the other way around

2

Diversity gives us leverage for unlocking the users' world

3

Technology is a means to an end – use it right!



## Jon Sadow

Co-Founder and Chief Product Officer  
Scoop

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