## Twitter Thread by **Brad KaelIner - Stock Compounder**





Incumbents almost always prevail with sustaining innovation

In disruptive circumstances, the entrants are likely to beat the incumbents

H/t Clayton Christensen, The Innovator's Solution

The chart also shows that disruptors in one generation become always at work—meaning that disruptors in one generation become

## FIGURE 2-4

## Examples of Companies and Products Whose Roots Were in Disruption

~1870	Kodak Bell Telephone Merrill Lynch Ford Beef processing (Swift, Armour) Gwift, Armour) Catalog retailing (Sears, JC Penney, Mongtomery Ward)
~1950	Plastics (DuPont, Dow, etc.)
~1960	Sony Honda motorcycles McDonald's
	Minicomputers (DEC, Nixdorf, etc.)  Toyota, Nissan  Minicomputers  Black & Decker  Consumer power tools  Discount department stores (Kmart, Wal-Mart, Target)
	Ultrasound soft Japanese steel companies Intel microprocessor tissue imaging Steel minimills
~1980	Endoscopic surgery Southwest Airlines Credit scoring in consumer lending Boxed beef
	Flat-panel displays Fidelity (self-service Charles Schwab Vanguard index mutual finds investment management)
	Personal computers  Community colleges  Seiko  (Himont, etc.)  Roys 'R Us
	single-use camera glucose meters University of MCI, Sprint
	Microsoft Bloomberg Phoenix Embraer, Canadair Sun Circuit City, Canadair Microsystems Home Depot, Staples,
	Cisco Intuit QuickBooks (accounting) Computer Best Buy and TurboTax software MBNA Hyundai, Kia
	Veritas, Network Appliance  Galanz microwave ovens & air conditioners  Digital animation (Pixar et al.)  E-mail
	eBay Unmanned military aircraft Microsoft SQL database software ECNs Palm Pilot, RIM BlackBerry Concord School of Law Google Linux Amazon.com
~2000	Sonosite Ultrasound Digital printing Online Online JetBlue Salesforce.com 802.11 stockbrokers travel agencies