

# Architecture for Value Creation

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# Internet as a disruptive innovation

Disruptive innovations are disruptive not because they are superior but because they are inferior (in conventional criteria).



Why did such inferior (slow, unstable, insecure) technology, as the internet prevail?

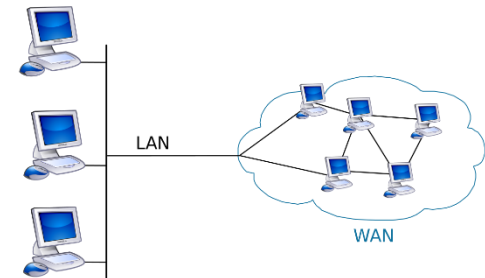


It was superior in unconventional ways and good enough in conventional ways...



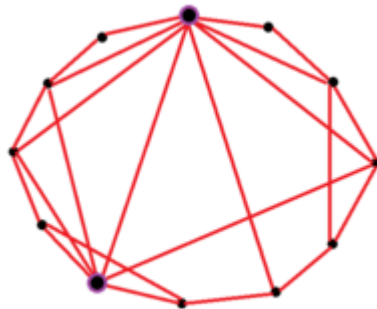
# What was so attractive?

Connectivity  
Economy  
Creativity !!



# Internet as a platform for creativity

Network effect of innovation



# What design features enabled them?

Interoperability	—	Openness
Economy	—	Best effort
Creativity	—	Autonomy

rough consensus and running code...





## The future

- ◆ Security is of prime importance...
- ◆ Need to be mindful of the diffusion patterns of innovation to ensure success
- ◆ For the Bright Internet to be the next disruptive innovation, it has to be more secure than the current internet, while being good enough in connectivity, economy and creativity.
- ◆ Perhaps we can test it by rough consensus and running code...