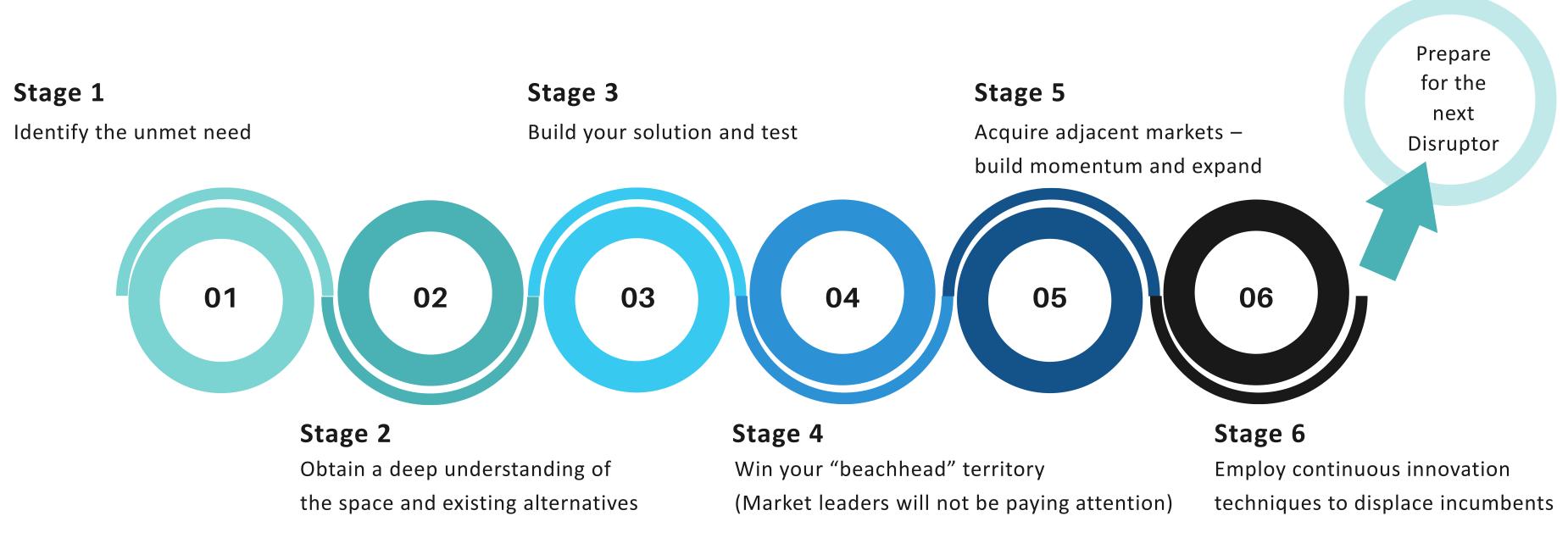
Disruptive Innovation



Discontinuous Innovation is radical or disruptive innovation. A product, service, or process that dramatically transforms an existing market by introducing a groundbreaking concept or technology, leading to the creation of new markets and fundamentally changing the way consumers engage with a product or service.

