

# How to Think Like a Disruptor



Porter Erisman  
Infosys Finacle Conclave  
November 14, 2019  
Dubai



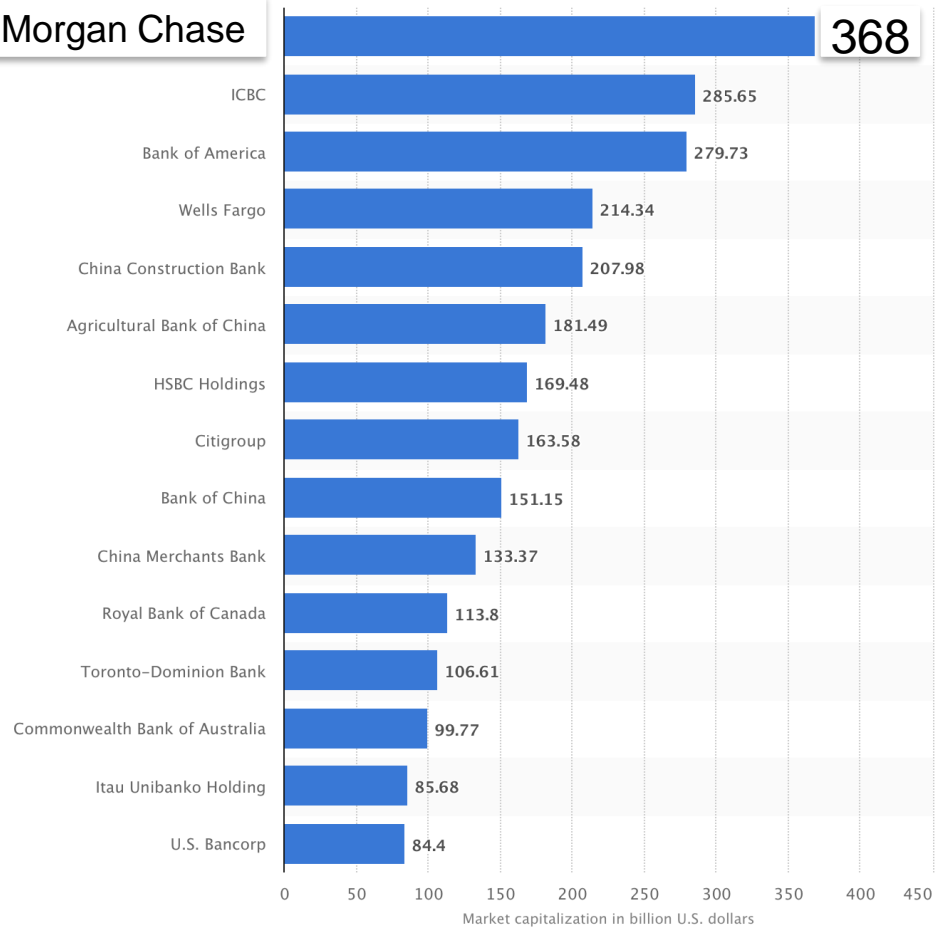




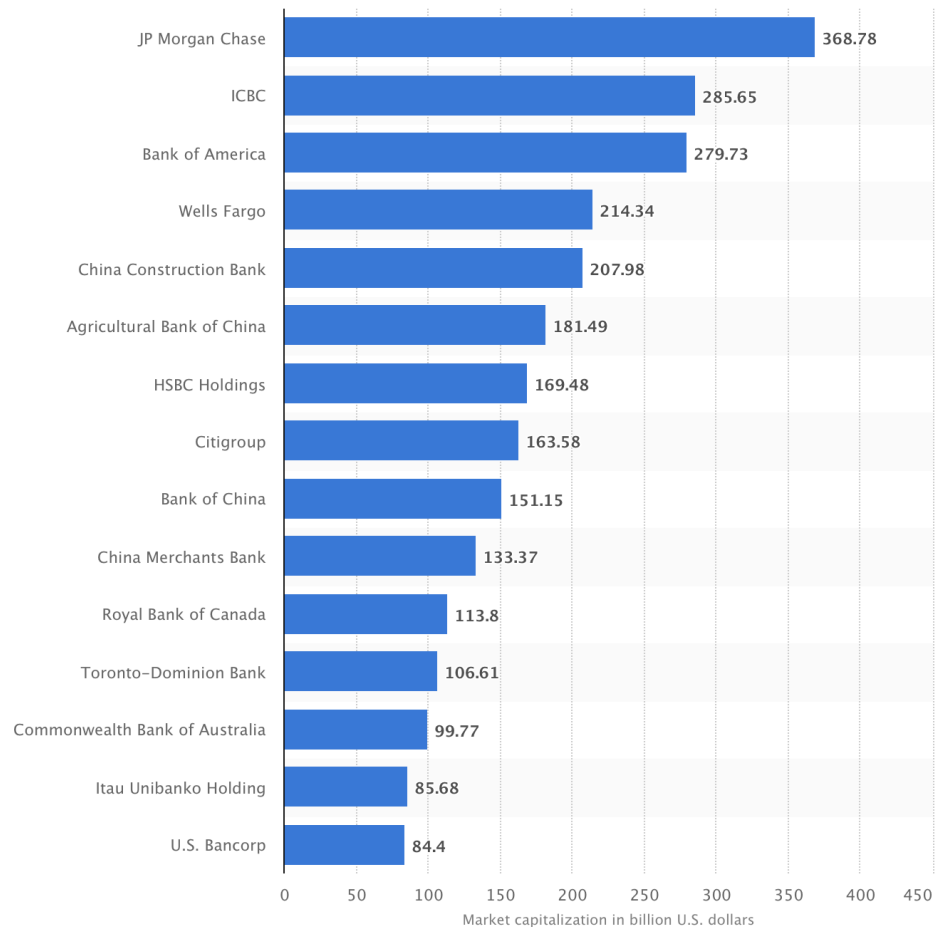




## JP Morgan Chase

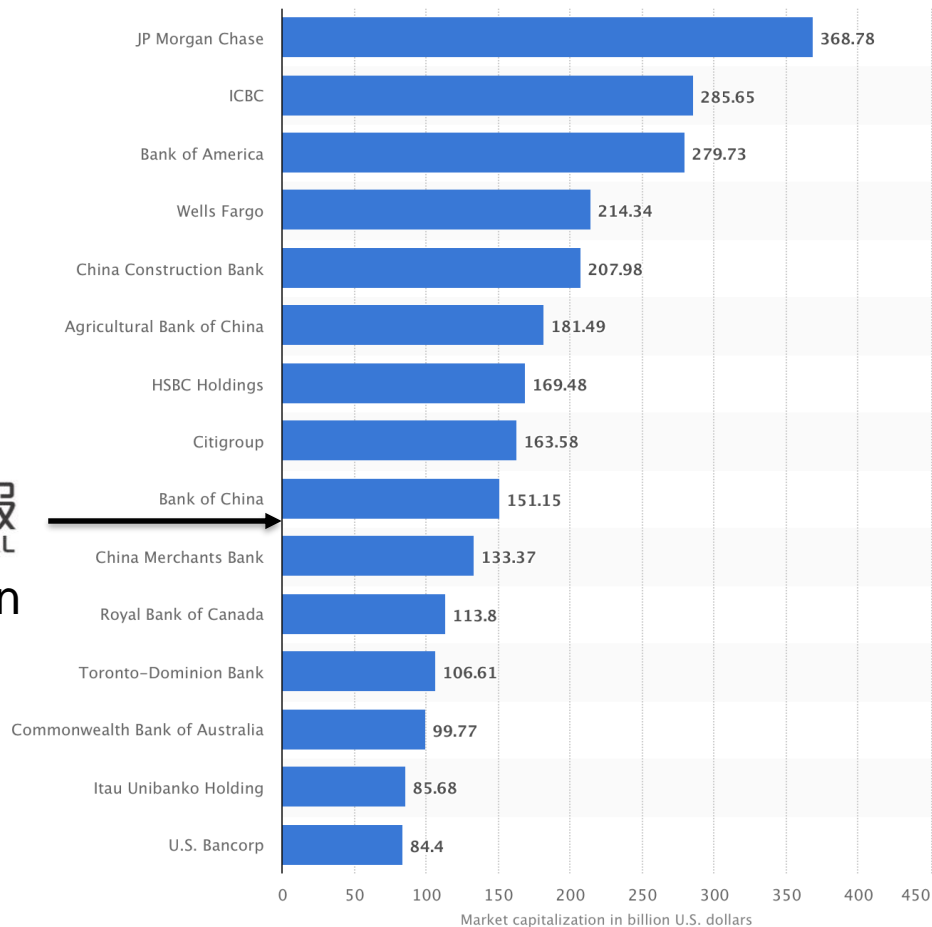


 **Alibaba Group** → **470 billion**



 **Alibaba Group** → **470 billion**

 **蚂蚁金服**  
**ANT FINANCIAL**  
**150 billion**







**It's still not too late!**

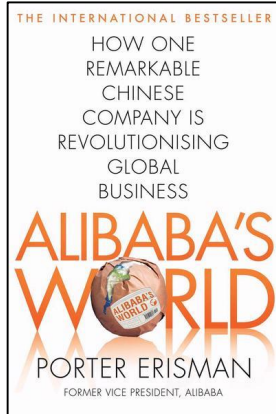
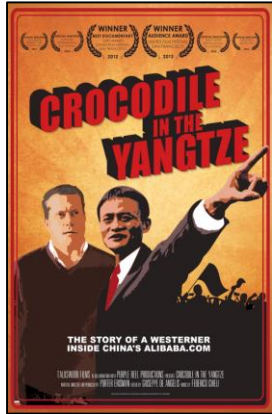
# Today's Talk

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- The inside story of Alibaba's rise
- Where the next fintech disruptors may come from
- How to think like a disruptor

# Please allow me to introduce myself...

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## Battle 1: Alibaba vs Global Sources



<a href="#">?</a>	
25,437	buy
63,884	sell
5,287	cooperation
from 188 countries	
<b>Total number of Responses</b>	
<b>395,077</b>	

• Dear Users: Some categories in Biz Opportunities, Company List and Sample House have been adjusted. Sorry for the inconvenience caused. [Click here](#) for details!

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### What's new at BizClub?

[?](#) Alibaba is pleased to announce a new feature for our BizClub users. Mr. Conrad David Brillantes, author and trade consultant with more than twenty years experience in international business, has agreed to write a regular column providing free trade information and advice for our users.

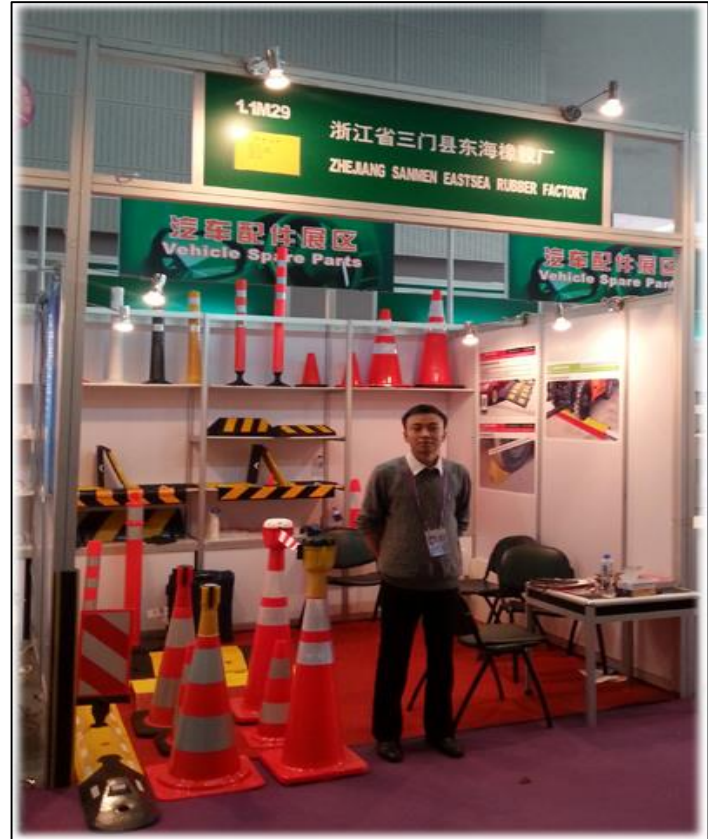
So, if you have any biz related questions, [have a look now!](#)

.....[MORE](#)



# Alibaba.com: a B2B trading community

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It's better to be the  
head of a chicken  
than the tail of a  
phoenix...





# Bringing the Human Experience Online

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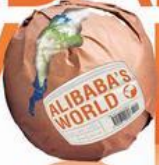




THE INTERNATIONAL BESTSELLER

HOW ONE  
REMARKABLE  
CHINESE  
COMPANY IS  
REVOLUTIONISING  
GLOBAL  
BUSINESS

# ALIBABA'S WORLD



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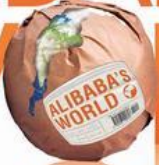
FORMER VICE PRESIDENT, ALIBABA

Learn from your  
competitors,  
but never copy them

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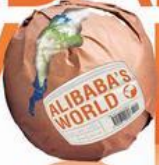
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# Embrace change

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## Embrace the tough choices



## Battle 2: Alibaba vs eBay



VS.



*“Ebay is a shark in the ocean,  
Alibaba is a Crocodile in the  
Yangtze River.”*

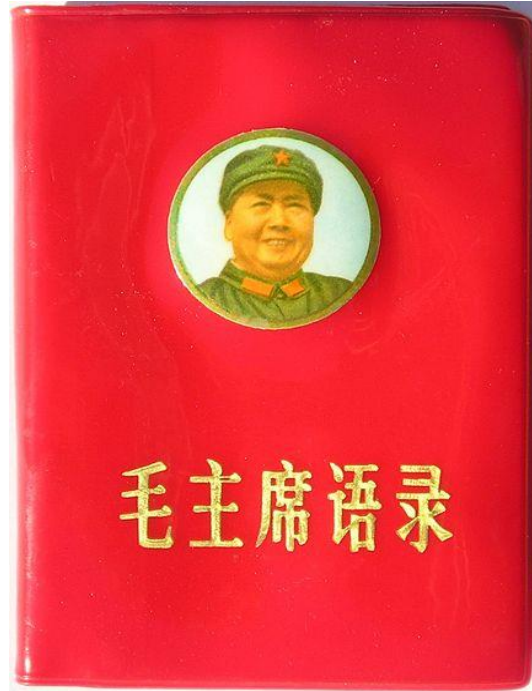
*If we fight in the ocean, we’ll lose.  
But if we fight in the river, we’ll  
win.”*

*--Jack Ma*



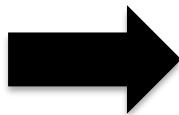
# The China collectibles market...

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# Evolution of the “China Model”

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淘宝网®  
Taobao.com



# Taobao: A Better Website for China





政策聚焦

淘寶公告欄

聚焦熱點

談規說則

消保專區

誠信防騙居

賣家地盤

活動專區

賣家交流

賣家之聲

經驗暢談居

網商論劍

創業先鋒

淘寶雜談

淘寶小而美

我的淘寶

淘寶故事居

淘寶官方

掌門: 🧡 linyan164528

護法: 🧡 amy8604

🧡 person2388



找回真正屬於自己的一條路

每個人都有一個夢想，這是活著本身的一種意義所在，從小到大，有過無數個大大小小的夢想。老師誇我畫畫好，我就夢想著當一個畫家，爸爸說我字

20歲我的淘寶旅程

今年，我正當20歲的花季，很多人羨慕20歲的年紀，我也是的，同時卻總是倍感壓力。總覺得20歲過後，歲月那家夥會很快的追趕著我，讓我現在還沒一

創業艱辛 成功一定到來的

一個空姐的淘寶夢

淘寶開店日記 第一季：菜鳥上

當淘寶遇上寶生病

又到一年秋收了，馬上摘山茶油

再戰淘寶 兩個月收入2萬

有人願做你的小馬一生一世嗎

我和淘寶有個三年之約

誠心去做，耐心去等

中國美院大一在校生開店自述

一切，只是因為愛情

這一次真正的做了自己

申請通道

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話題征集

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淘國大事

淘寶故事

名人屋

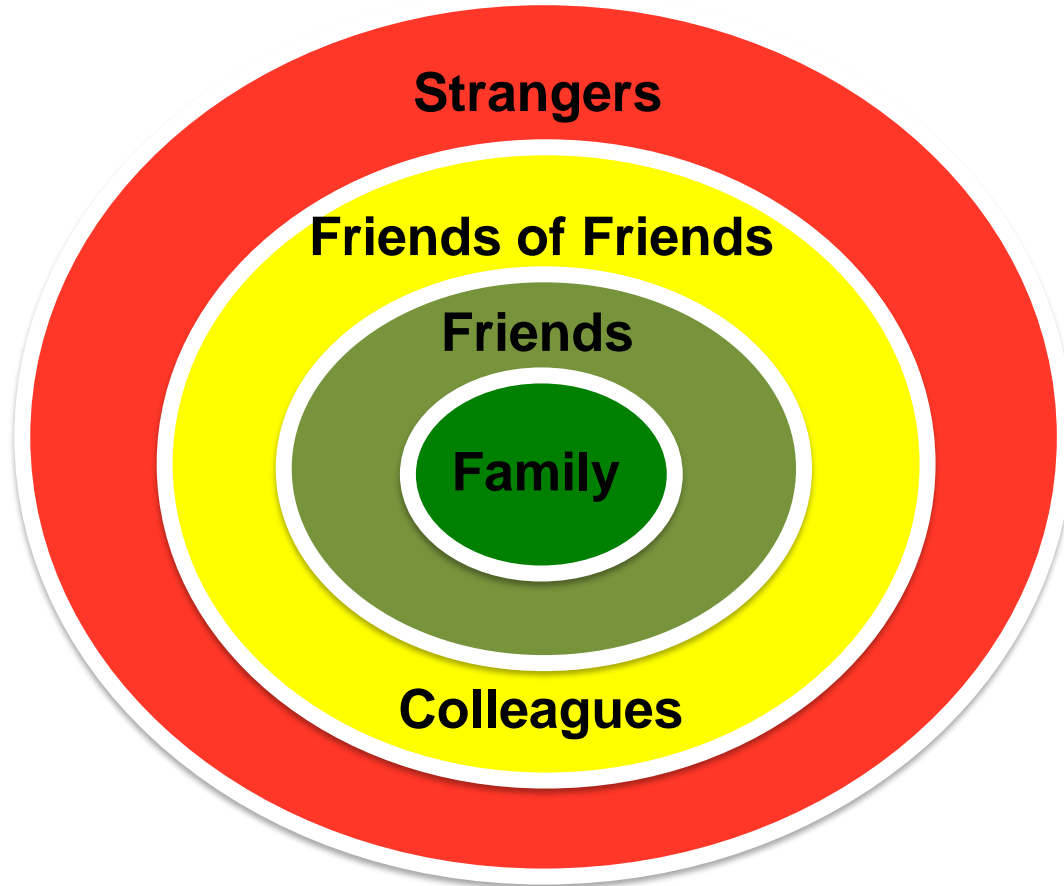
故事連載

話題/征文

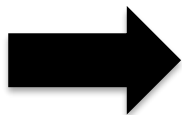
心情故事



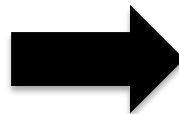
# Circles of Trust



# Evolution of the “China Model”



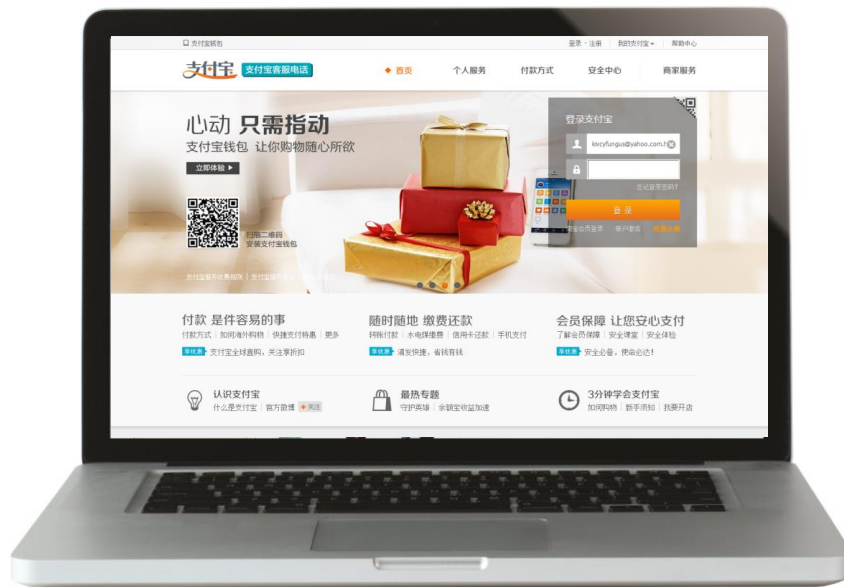
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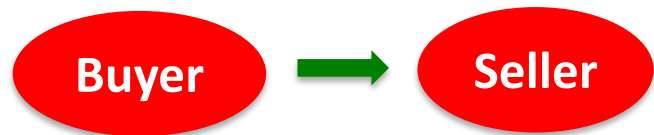
天猫 TMAIL.COM™



# Key Ingredient: AliPay's Escrow Payment



**PayPal™** VS



Direct Payment



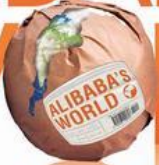
Escrow



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## Use your competitor's size against them



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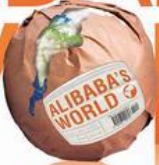
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Free is, sometimes,  
a business model

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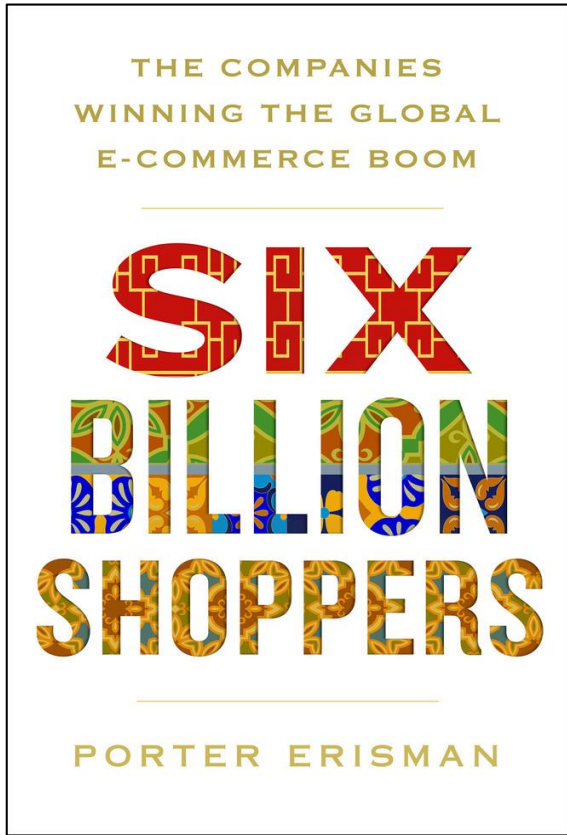


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## Start with the customer and work backwards





To understand the history  
of finance, study the US.

To understand the future,  
study China.







# 42

# COFFEE BREWERS

*42*

scan code  
no cash acceptable



WHITE	
FlatWhite	¥ 21
Latte	¥ 27
Mocha	¥ 31
BLACK	
Americano	¥ 14
Espresso	
FILTER	
42 Daily Special	
OTHER	
42 Espresso	

















THE COMPANIES  
WINNING THE GLOBAL  
E-COMMERCE BOOM

---

**SIX  
BILLION  
SHOPPERS**

---

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China is quickly  
becoming a cashless  
society

A bank...

...in every pocket



A bank  
A shopping mall  
A credit card  
An insurer  
A wealth manager  
A brokerage

...in every pocket



THE COMPANIES  
WINNING THE GLOBAL  
E-COMMERCE BOOM

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**SIX  
BILLION  
SHOPPERS**

---

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In emerging markets,  
e-commerce and fintech  
will be more creative  
than destructive



THE COMPANIES  
WINNING THE GLOBAL  
E-COMMERCE BOOM

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**SIX  
BILLION  
SHOPPERS**

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Visionaries don't  
complain about  
problems, they solve  
them

THE COMPANIES  
WINNING THE GLOBAL  
E-COMMERCE BOOM

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**SIX  
BILLION  
SHOPPERS**

---

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The greater the problem,  
the greater the opportunity

THE COMPANIES  
WINNING THE GLOBAL  
E-COMMERCE BOOM

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**SIX  
BILLION  
SHOPPERS**

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Start with the future  
and work backwards

THE COMPANIES  
WINNING THE GLOBAL  
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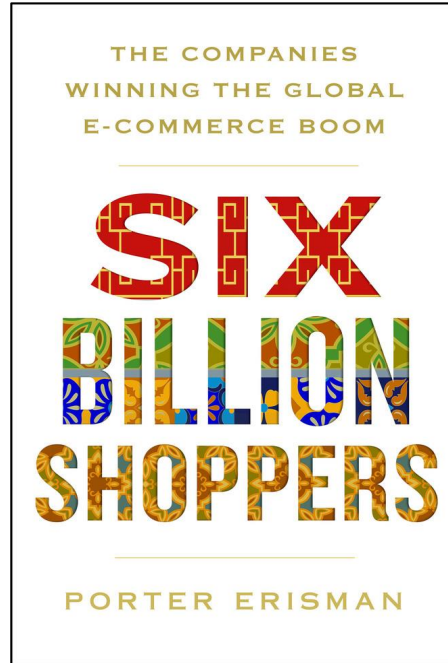
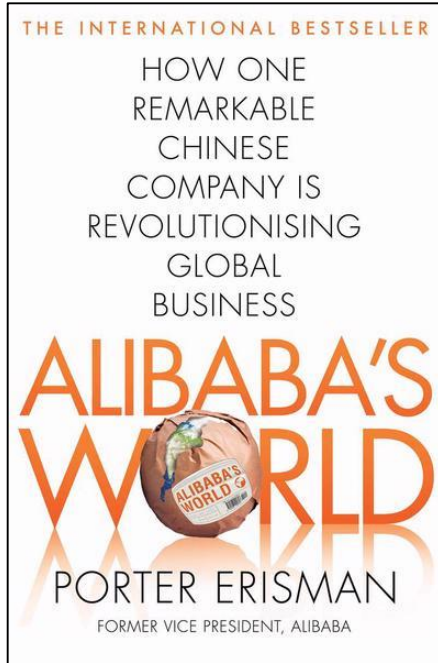
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**SIX  
BILLION  
SHOPPERS**

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Dream Big,  
Really Big



Thanks!  
谢谢

Porter Erisman

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