



GROW

with HubSpot



GROW SINGAPORE 2019

A New Species of Disruptor

Shahid Nizami | Managing Director, APAC



HubSpot













BMW

Hilton

Texting

Singtel

Western Union

CNA

Chan Brothers

ComfortDelGro



Tesla

Airbnb

WhatsApp

Circles.Life

TransferWise

Netflix

Klook

Grab

What about B2B?

JUST
CO

*Let's make
work better*

JustCoGlobal.com









Magento

Recruiters

PayPal

Photoshop

Conference Calls

IT Teams

Email

Offices



Shopify

LinkedIn

Stripe

Canva

Zoom

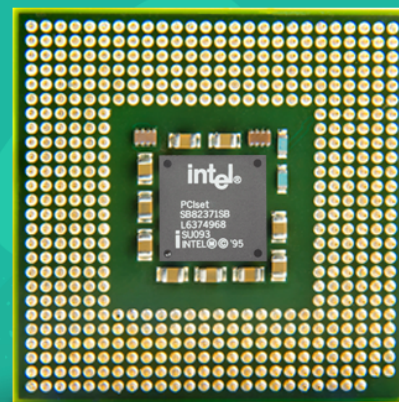
Zapier

Slack

JustCo

“Disruption”

"TECHNOLOGY" DISRUPTORS



NETFLIX


TransferWise

 **slack**

 **Spotify**[®]

 **airbnb**

stripe


CIRCLES.LIFE

Linked [®]

Grab

aws


JUST
CO




foodpanda

zoom



NETFLIX


TransferWise

 slack

 Spotify®

 airbnb

stripe


CIRCLES.LIFE

“EXPERIENCE”

DISRUPTORS

Linkedin®

Grab

aws

JUST
CO

Canva


foodpanda

zoom

How they sell is why they **WIN**.

1st Adaptation

The background features a dark blue top and bottom section. The central area is a gradient from pink to orange, overlaid with a faint, glowing DNA double helix. In the bottom right corner, there are several overlapping circles in shades of orange, yellow, and teal.



Incumbents

Product Market Fit



Incumbents

Product Market Fit

Experience Disruptors

Experience-Market Fit

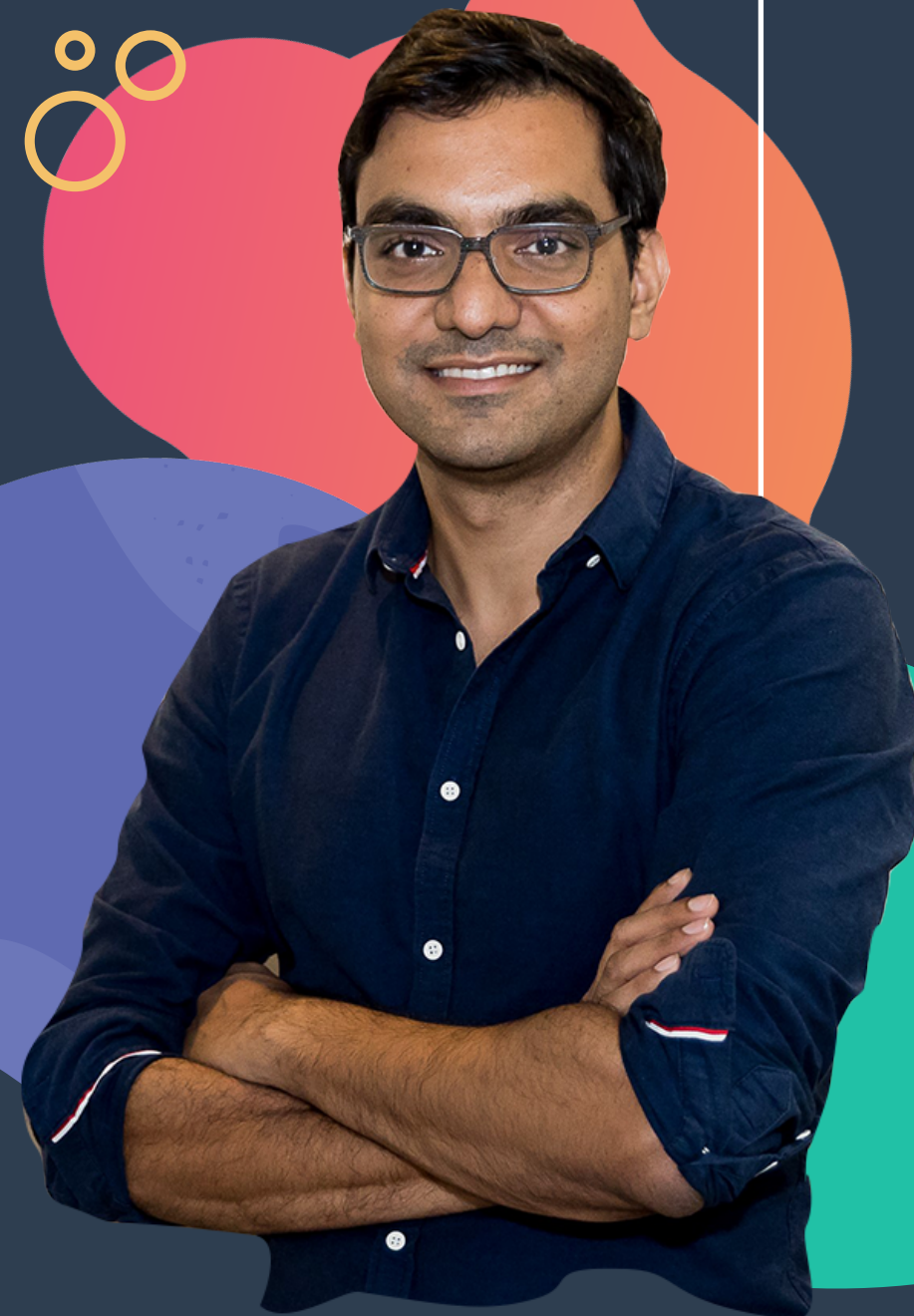


CIRCLES.LIFE

'Asia's first fully digital telco and consumer company'



Experience Market Fit



"For us, it's all about leading the customer through a frictionless journey with specific moments of delight. You can only do this with an agile digital platform operated by an insight driven customer obsessed team!"



Rameez Ansar | Co-founder, Circles.Life

1

Experience Market Fit



How they sell is why they **WIN**.

2nd Adaptation



Incumbents Friction-filled



Incumbents
Friction-filled

Experience Disruptors
Friction-less



Products for teams, from startup to enterprise

Try it free

2

Remove Friction



“Software should be
bought, not sold.”

Jay Simons | Atlassian President

2

Remove Friction



ATLASSIAN



2

Remove Friction

our model

Great product

×

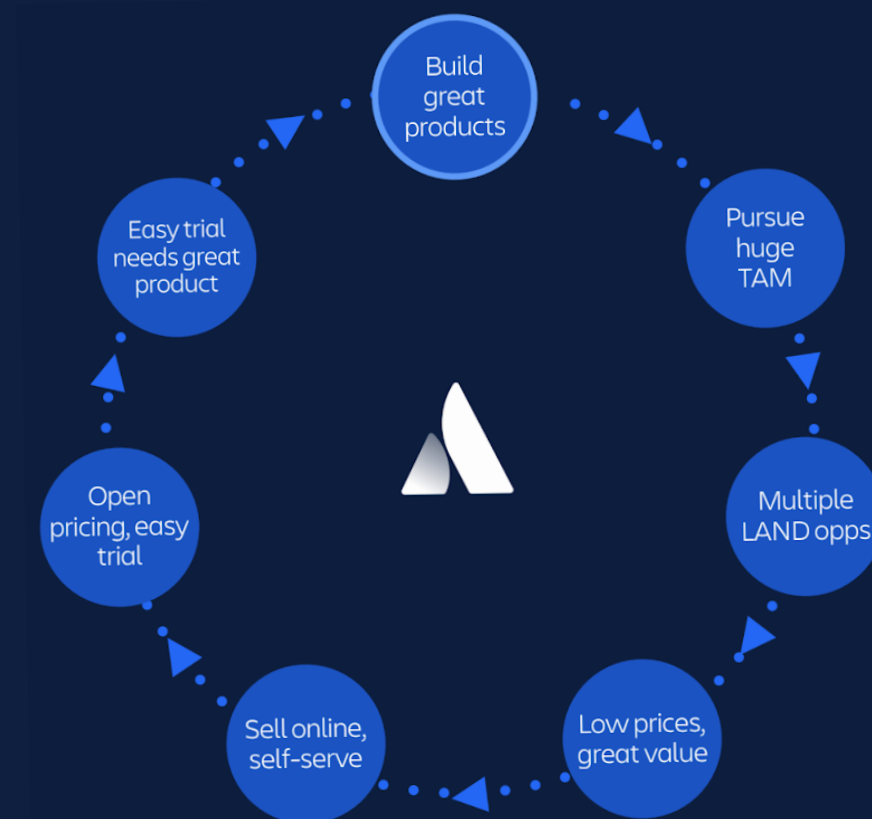
Low pricing

×

Low friction

=

High volume & efficiency



2

Remove Friction

How they sell is why they **WIN**.

3rd Adaptation

The background features a dark blue gradient. A central horizontal band has a red-to-orange gradient and contains faint, glowing DNA double helix structures. In the bottom right corner, there are several overlapping circles and organic shapes in shades of orange, yellow, and teal.



Incumbents Anonymous



Incumbents
Anonymous

Experience Disruptors
Personalised



NETFLIX

Reed Hastings | Netflix CEO

3

Personalise



“

**We avoid
psychographics...**

”

Reed Hastings | Netflix CEO

3

Personalise

NETFLIX



“

**We moved from personas
to use cases...**

”

Daniel Ek | Spotify CEO

3

Personalise



How they sell is why they **WIN**.

4th Adaptation



Incumbents
Sell to customers



Incumbents

Sell to customers

Experience Disruptors

Sell through customers



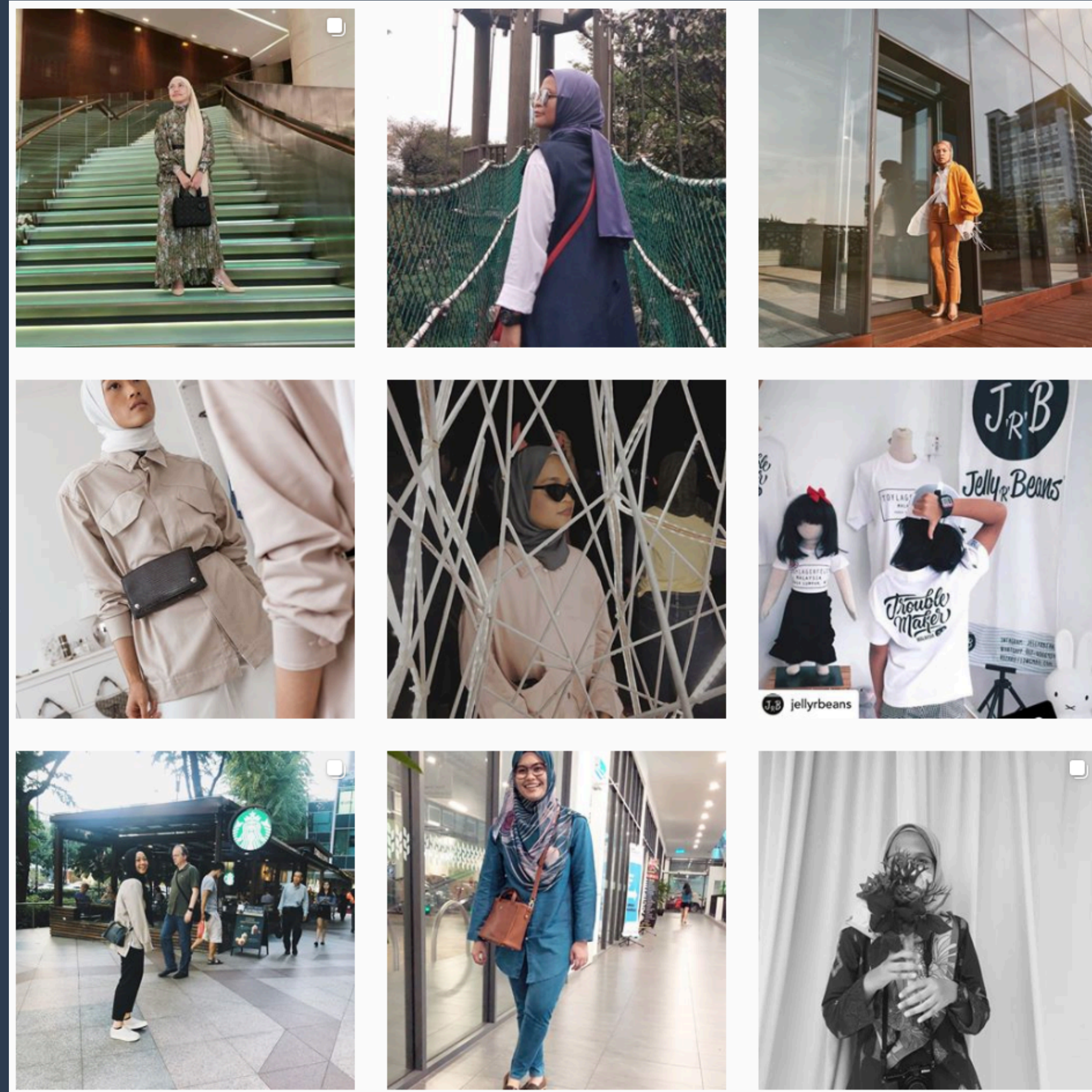
FASHION VALET

Vivy Yusof | Founder

4

Sell through customers

#fvootd
53,000+ posts



4

Sell through customers

How they sell is why they **WIN**.

5th Adaptation

The background features a dark blue top and bottom section. The central area is a gradient from pink to orange, overlaid with faint, glowing DNA double helix structures. The bottom right corner contains several overlapping circles in shades of orange, yellow, and teal.



Incumbents Business model followers



Incumbents
**Business model
followers**

Experience Disruptors
**Business model
busters**

WHY HAYLEE



100 Night Sleep Trial

5 minutes in a store OR 100 nights at your home? Take your time to decide if Haylee's the one or return it for FREE within 100 nights!

SHOW ME MORE



FREE Shipping & Returns

As early as 2 Hours, Haylee is shipped FREE to you in a compact box. Avoid the crowds and shop Haylee from the comfort of your home!

Also, returned mattresses are never resold, we donate the refurbished mattresses to local charity organizations.

SHOW ME MORE



10 Year Warranty

Our faith in Haylee's quality lasts a decade. Yours would too. Finally you can sleep like you've ever dreamed of.

SHOW ME MORE



🔍 Support

5

Business model busters

How they sell is why they **WIN**.

6th Adaptation

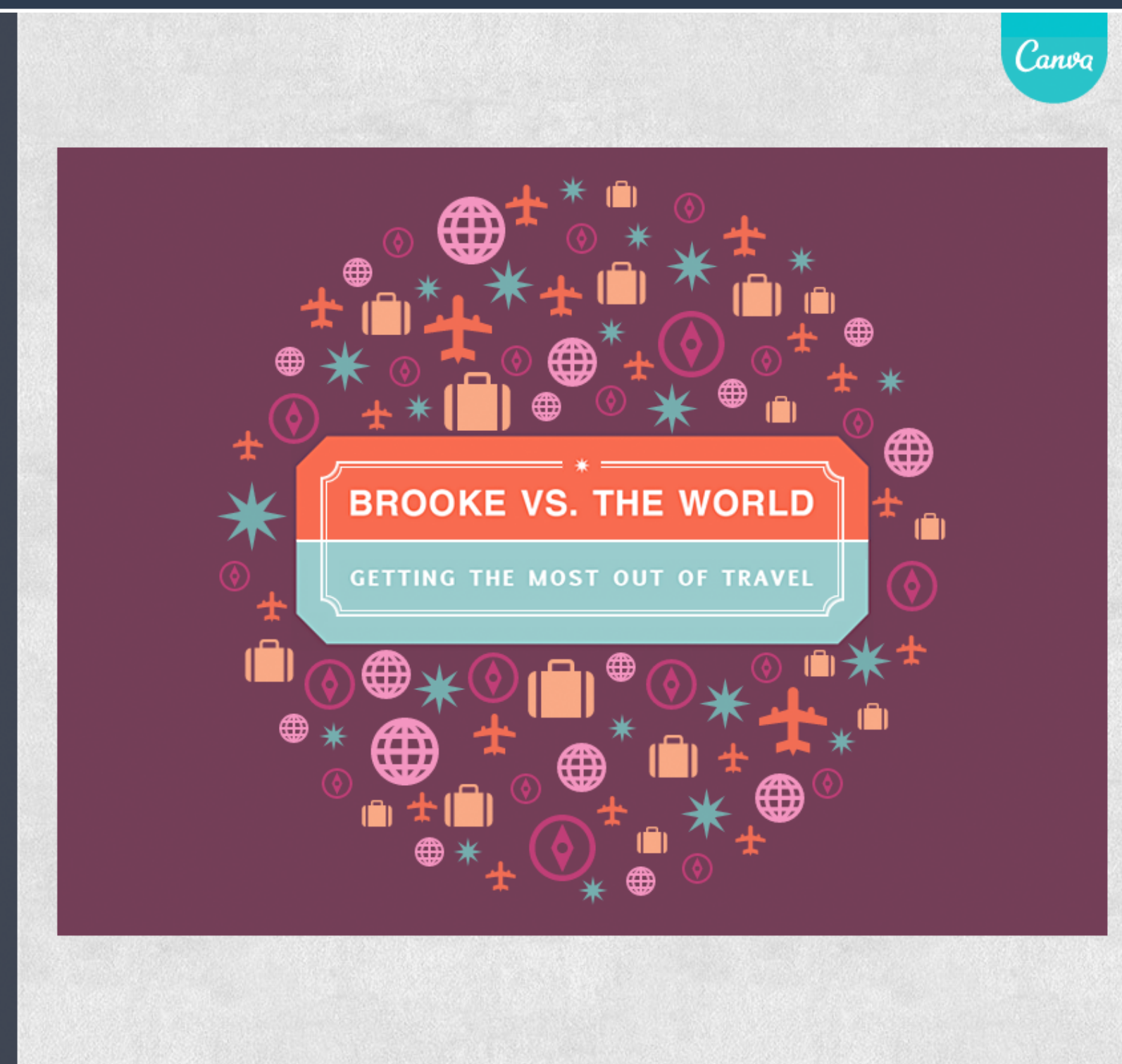
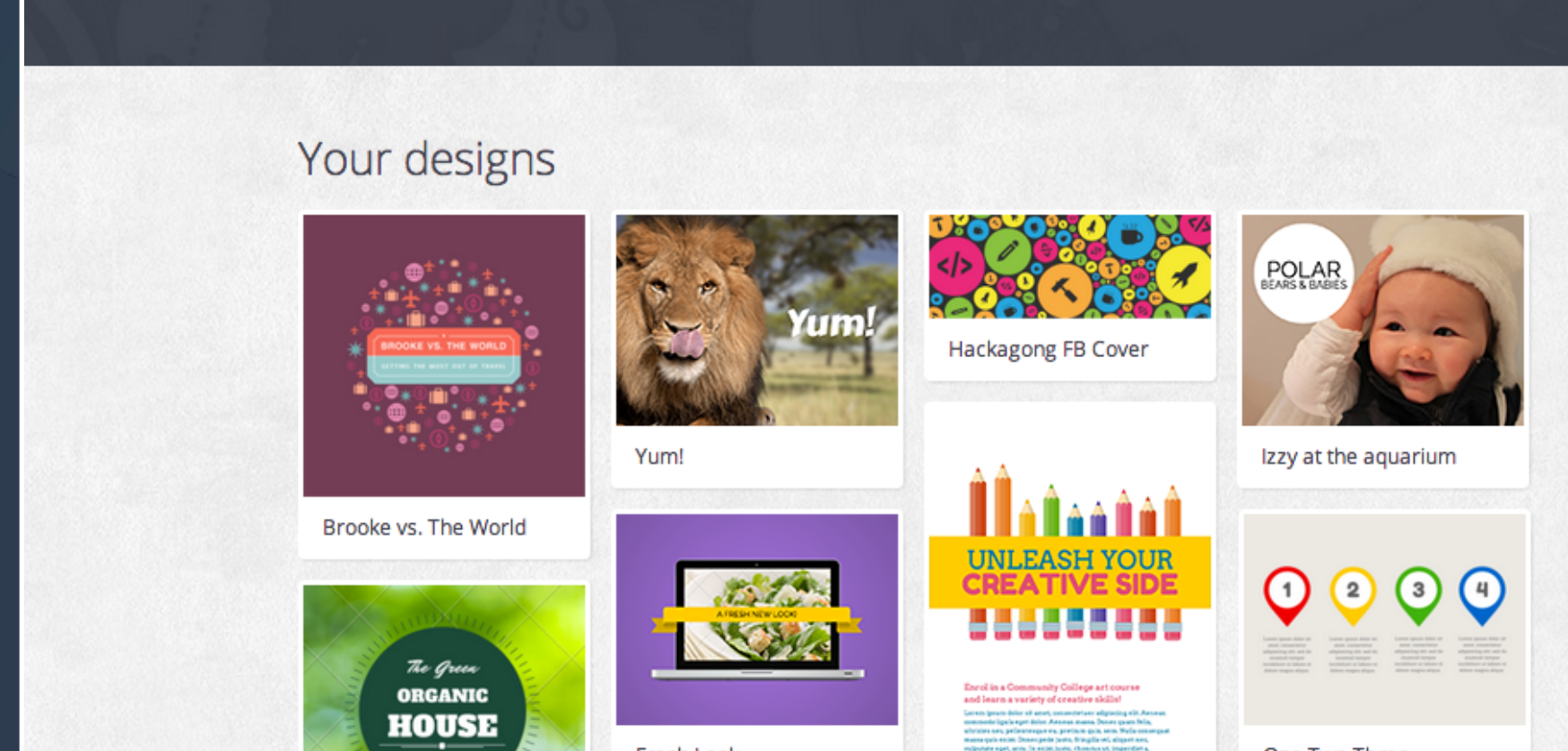
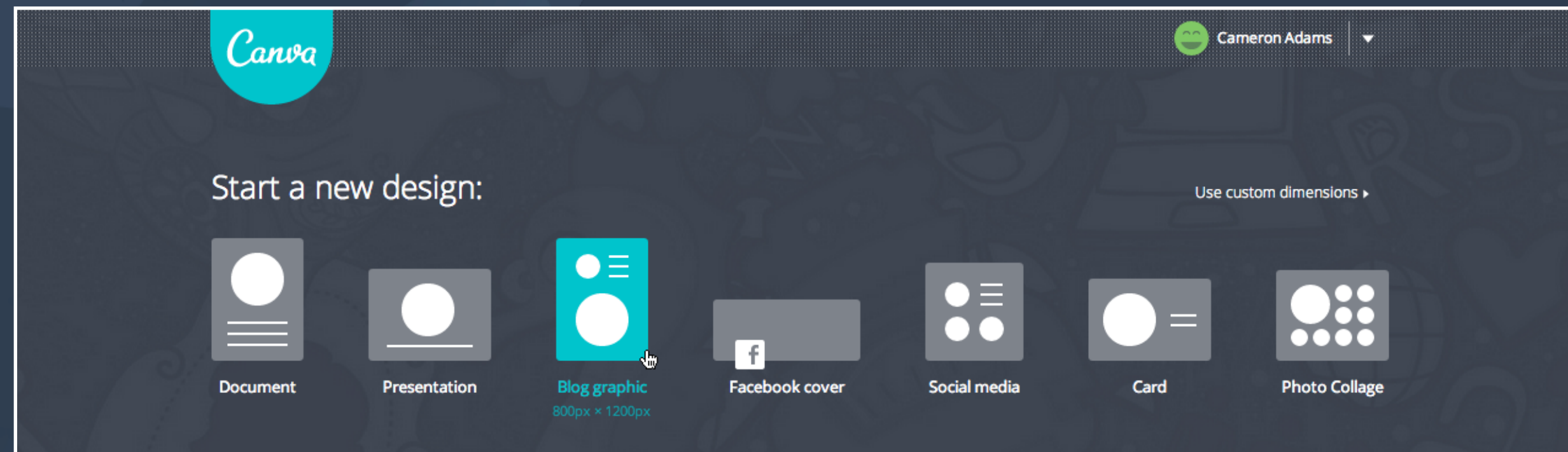


Incumbents
Difficult to use



Incumbents
Difficult to use

Experience Disruptors
Easy to use



6

Easy to use

Canva



Cameron Adams
CPO and Co-founder, Canva

6

Easy to use

HubSpot



Social

Create social post

Publishing Monitoring Reports



All networks

All campaigns

All users

All post types

Show Drafts

Month Week Day Today

October 2019



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
6	7	8 <div><div>in Alex Noperope - 12:45...</div><div>tw [HS] Nick Sergeant - 12...</div></div>	9	10	11	12
13	14	15	16	17	18	19

How to Become an Experience Disruptor

Experience Disruptor Superpowers

1 Get Experience-Market Fit

Experience Disruptor Superpowers

- 1 Get Experience-Market Fit
- 2 Remove Friction

Experience Disruptor Superpowers

- 1 Get Experience-Market Fit
- 2 Remove Friction
- 3 Personalise

Experience Disruptor Superpowers

- 1 Get Experience-Market Fit
- 2 Remove Friction
- 3 Personalise
- 4 Sell Through Your Customers

Experience Disruptor Superpowers

- 1 Get Experience-Market Fit
- 2 Remove Friction
- 3 Personalise
- 4 Sell Through Your Customers
- 5 Attack Your Business Model

Experience Disruptor Superpowers

- 1 Get Experience-Market Fit
- 2 Remove Friction
- 3 Personalise
- 4 Sell Through Your Customers
- 5 Attack Your Business Model
- 6 Make It Easy to Use (and to love)

How you sell is why you'll WIN.



Thank you

