

007

Nutze Lizenzmodelle  
Use license models

Vertausche vorhandene Rollen oder Aufgaben  
Exchange existing roles or tasks



Principle: reduce

Make something smaller as small as possible

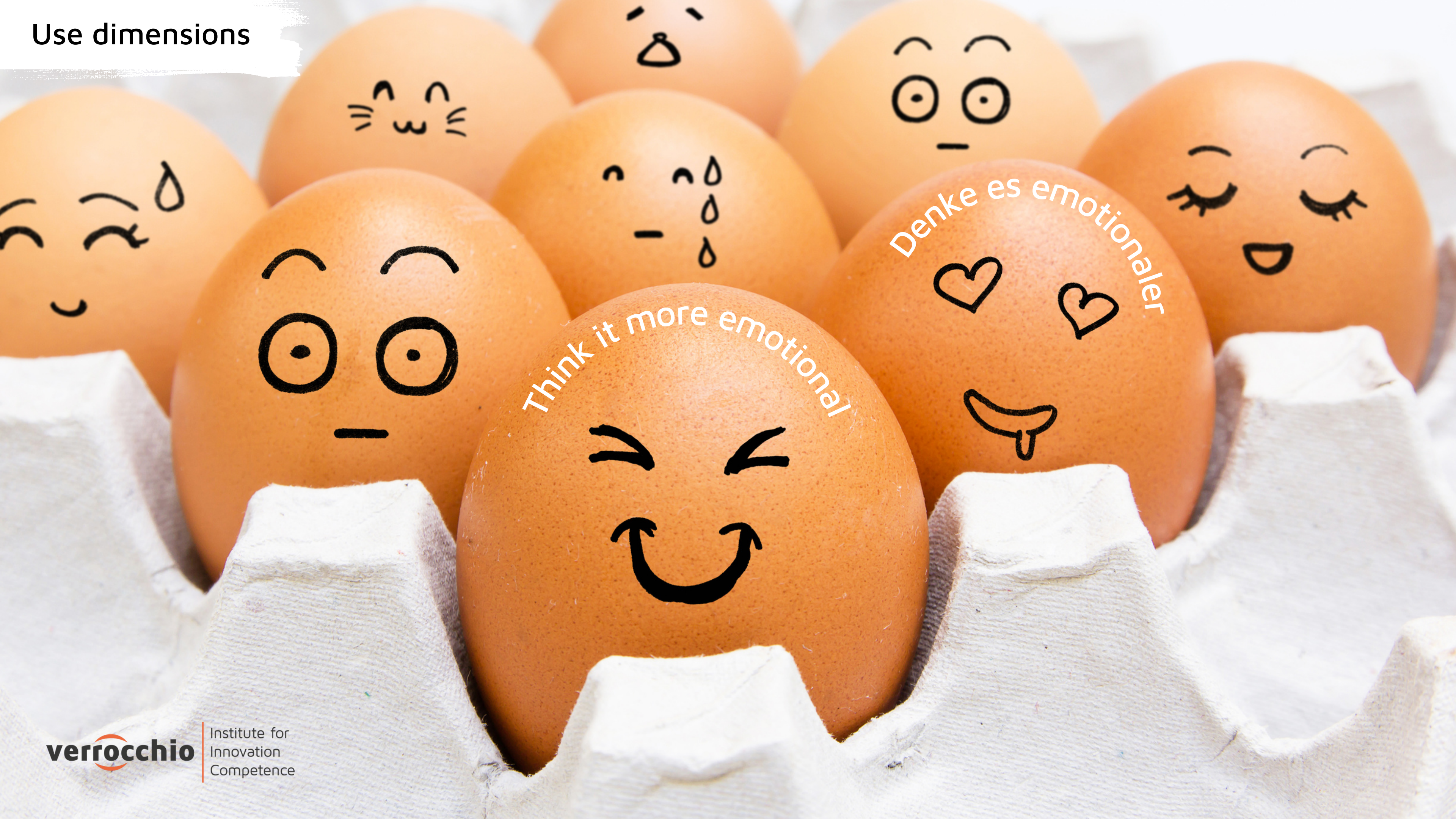
Verkleinere etwas so klein es geht



# Disruptive success levers

Let the customers do the work  
Lasse den Kunden die Arbeit  
machen

Use dimensions



Think it more emotional

Denke es emotionaler

Time



Denke es ohne Wartezeit (<10 Sekunden)

Think it without waiting (<10 seconds)



**verrocchio**

Institute for  
Innovation  
Competence

RESULT  
01010101010101 deconi human  
Global\_Tech  
command creation mode path retina path 01HG



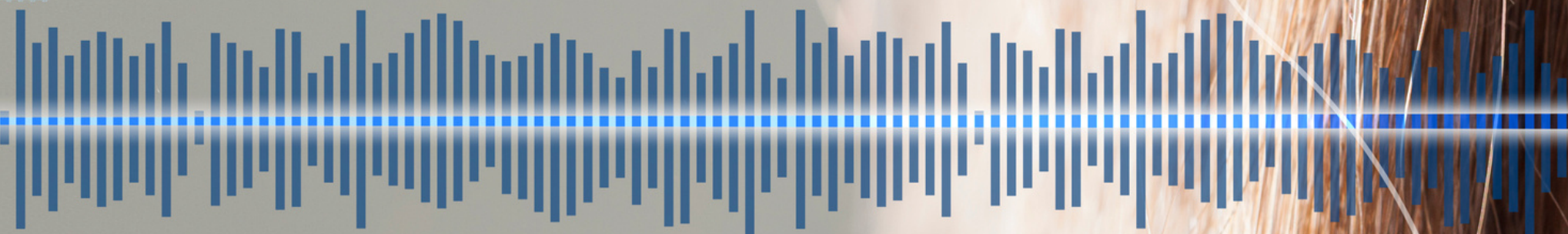
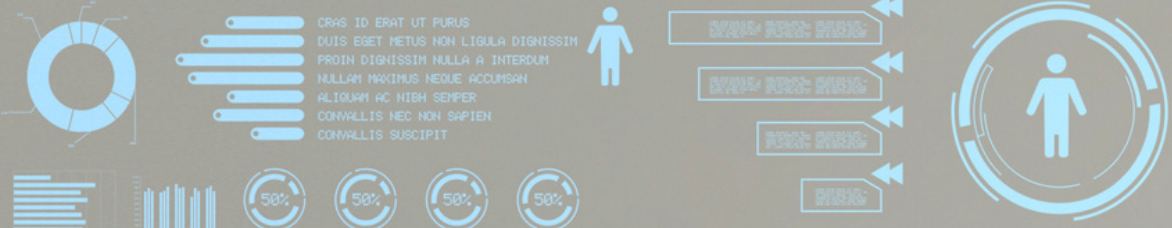
## Think of it as a platform Denke es als Plattform

```
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<script src="httpErrorPage.js" type="text/javascript"></script>  
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<td id="infoIconAlign" rowspan="2"></td>  
<td colspan="3"></td>  
</tr>  
</table>
```



RESULT  
01010101010101 deconi human  
Global\_Tech  
command creation mode path retina path 01HG





LOGIN: 0135542  
 PASSWORD: \*\*\*\*\*  
 RETINA SCAN ENABLED  
 AUTHENTICATION  
 PLEASE WAIT

◀ |||| ACCESS APPROVED |||| ▶

**Nutze Biometrische Identifikation**  
**Use Biometric Identification**

**Sei 100% transparent**  
**Be 100% transparent**



Time

Actively use the night  
Nutze aktiv die Nacht