

# FINDING GROWTH

*in a  
Growth  
Starved  
World*



***Disrupt:** to cause (something) to be unable to continue in the normal way; to interrupt the normal progress or activity of (something)*

---

## How We Identify Truly Disruptive Innovators

### Three Categories

#### Low-End Disruption

A company that is attempting to meet demand from an existing market with lower-cost alternatives

#### Higher Quality Innovation

A company that is attempting to meet demand from an existing market with higher quality alternatives

#### New Market Creation

Demand from a new market that is not currently utilizing existing solutions, or demand for entirely new solutions



An opportunity for you to have a more positive equity conversation with your clients.

*Disruptive Innovators embrace one or more categories of disruptive innovation and in-turn transform their respective industries in some way.*

---

**LinkedIn**

The world's largest professional social network. Transformed the traditional recruiting process, allowing recruiters to target users based on their profiles, thus expanding the potential job candidate pool beyond active seekers.



**bioMérieux**

A world leader in the field of in vitro diagnostics, bioMérieux is present in more than 150 countries. They provide diagnostic solutions which determine the source of disease and contamination.



**Amazon.com**

The largest Internet-based company in the United States. Amazon.com started as an online bookstore, but soon diversified, selling a variety of consumer goods. They also produce proprietary consumer electronics and provide cloud computing services.





At Manning & Napier, current market conditions have prompted us to look for companies with growth-drivers that are not tied to the broad economy. As always, we are committed to flexible, active investing as market environments change, and as new opportunities are presented. For more information and resources on Disruptive Innovation, visit [go.manning-napier.com/Disruptive](https://go.manning-napier.com/Disruptive).