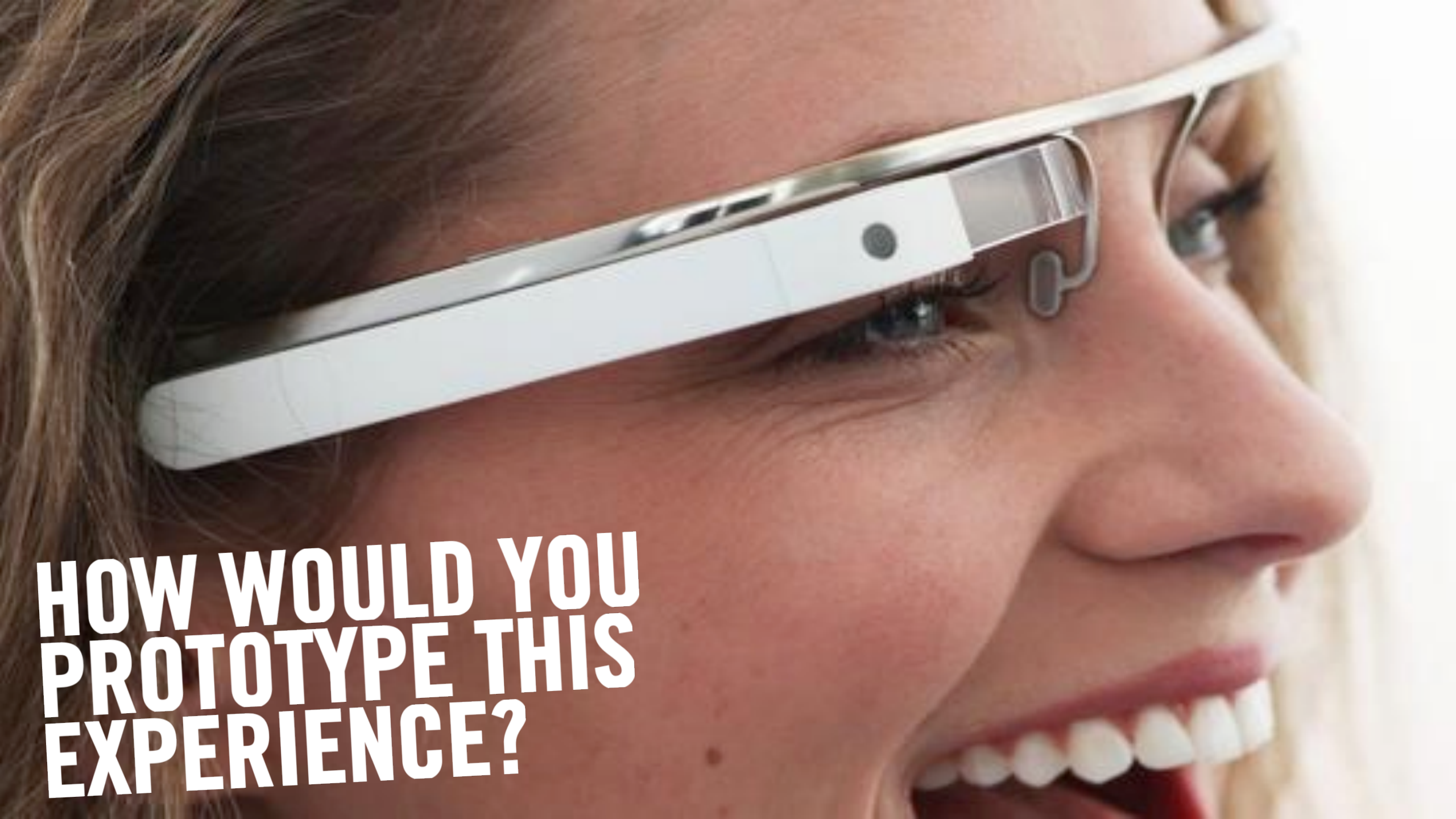


**Rapid Prototyping X**

# **THE ART OF DISRUPTIVE INNOVATION**

**TOM CHI, CO-FOUNDER, GOOGLE X**



**HOW WOULD YOU  
PROTOTYPE THIS  
EXPERIENCE?**



SHEET PROTECTOR



COAT  
HANGER



PICO PROJECTOR



NETBOOK



## Prototyping Rule #1

Find the quickest path to experience.

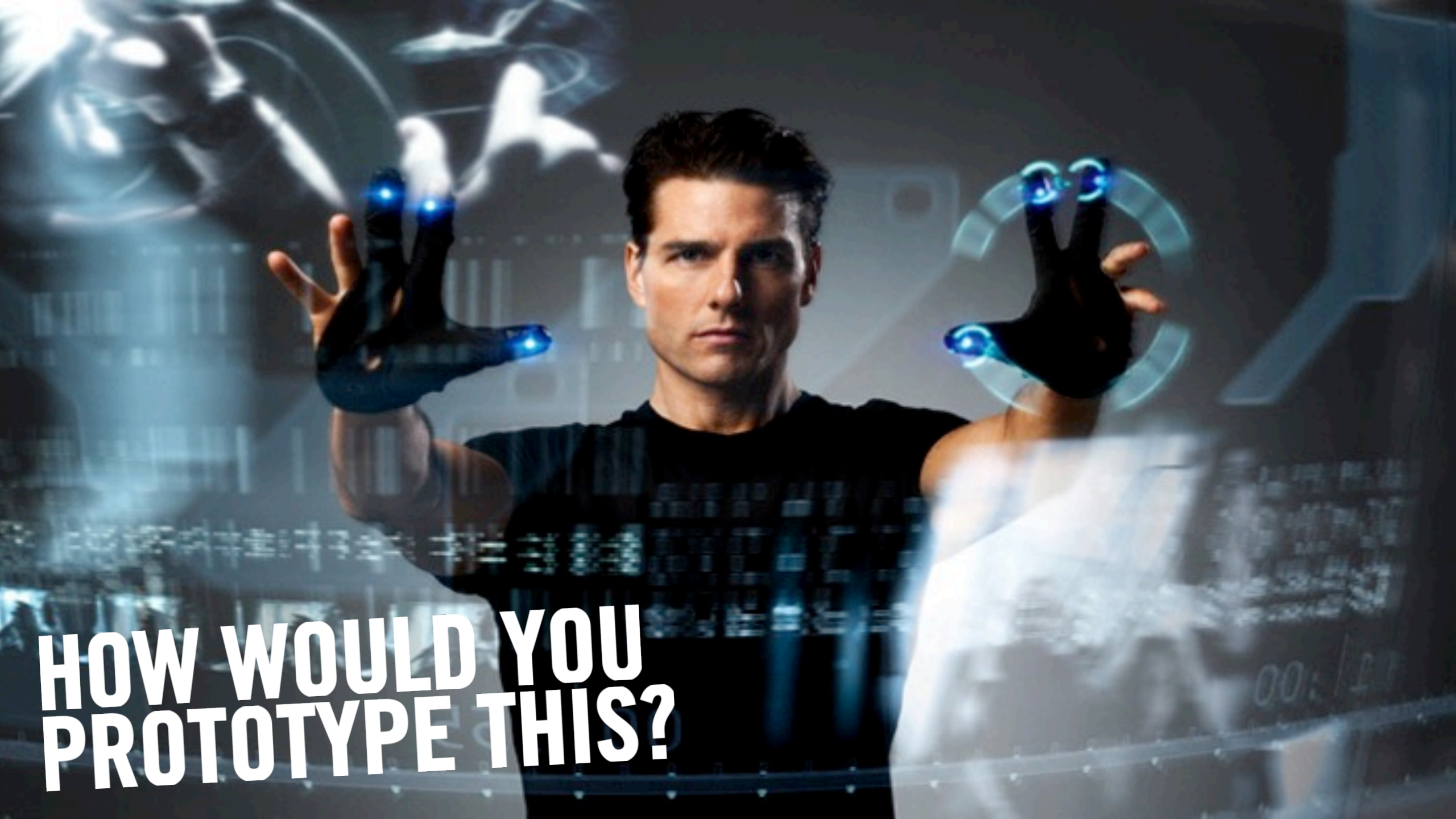
## Prototyping Rule #2

Doing is the best kind of thinking.

The background features a series of overlapping, three-dimensional geometric shapes. On the left, there are several hexagonal prisms in shades of yellow, orange, red, and purple. To the right, a large, light green cube is partially visible. The overall composition is dynamic and colorful.

**ANOTHER  
EXAMPLE**





**HOW WOULD YOU  
PROTOTYPE THIS?**



COAT HANGER

FISHING LINE

WHITEBOARD

HAIRBANDS

## Prototyping Rule #3

Conjectures → Experiments

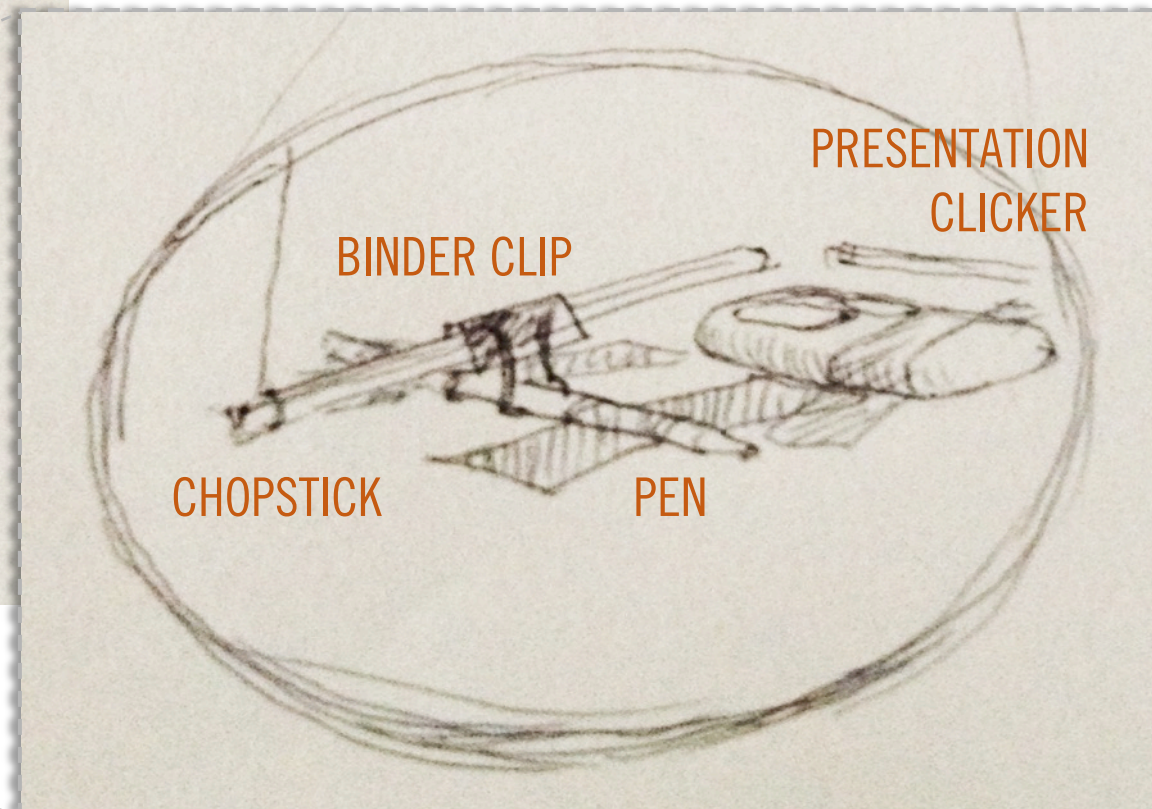
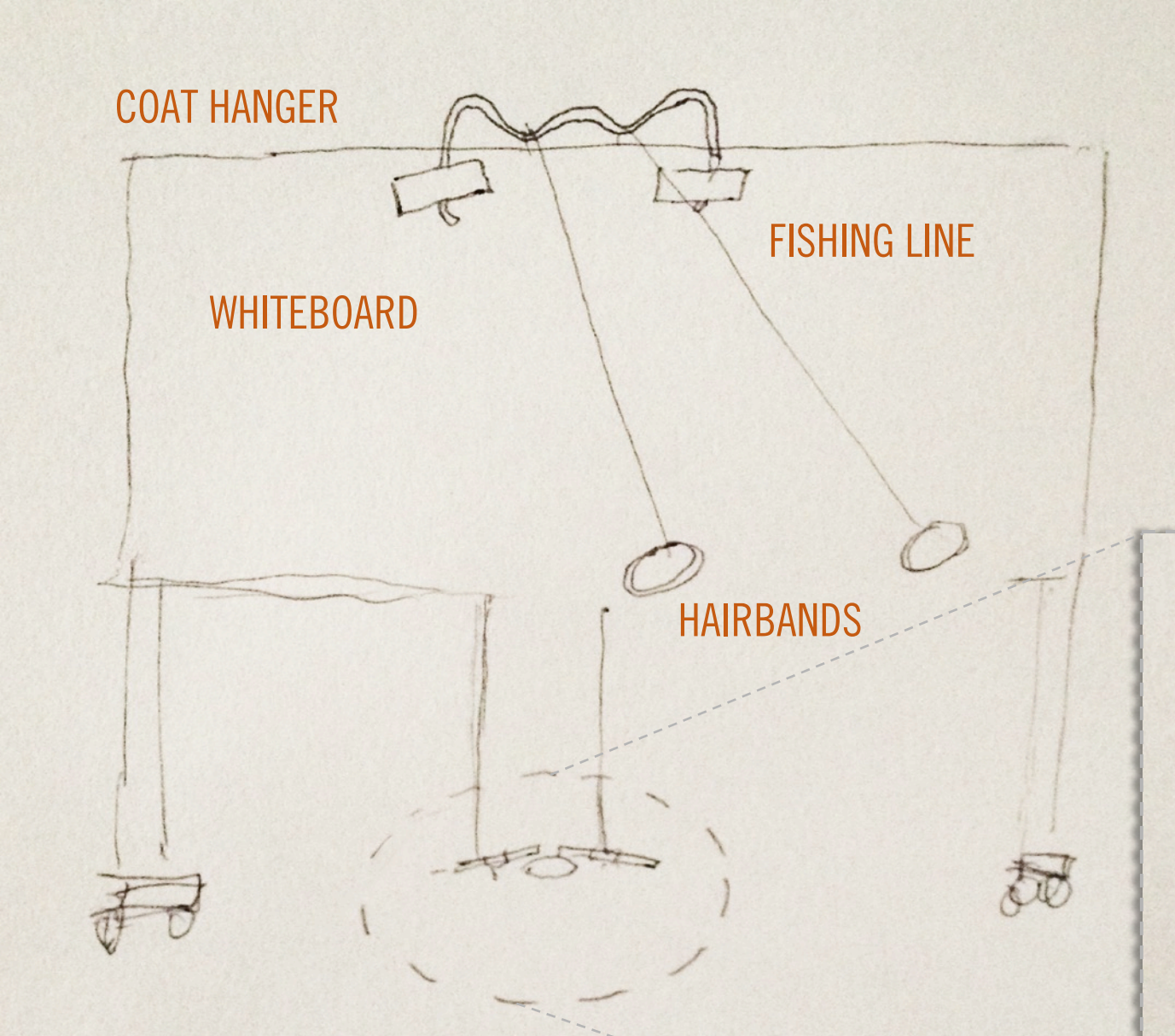
Actuals → Decisions

PRESENTATION  
CLICKER

BINDER CLIP

CHOPSTICK

PEN





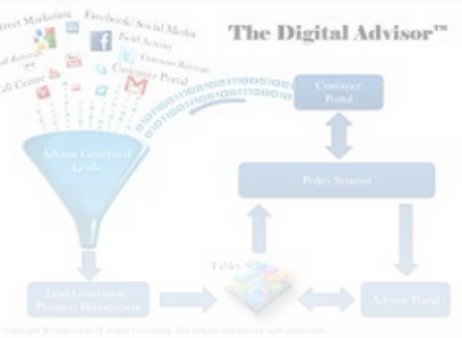
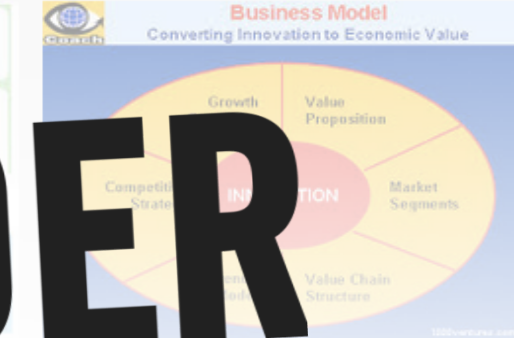
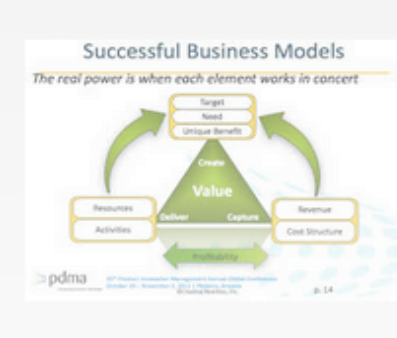
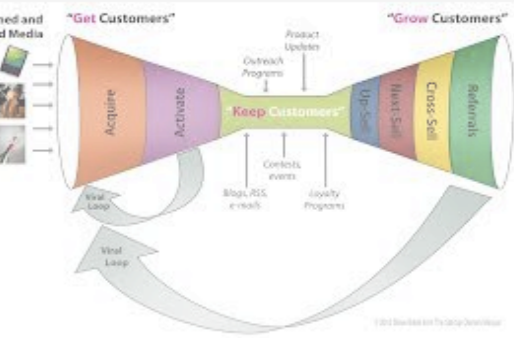
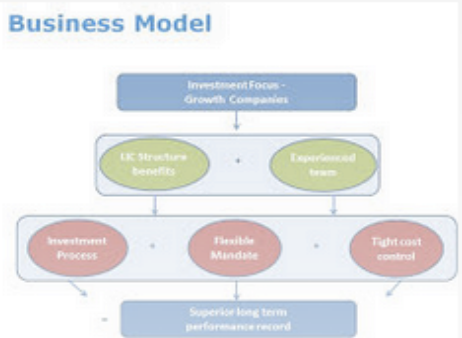
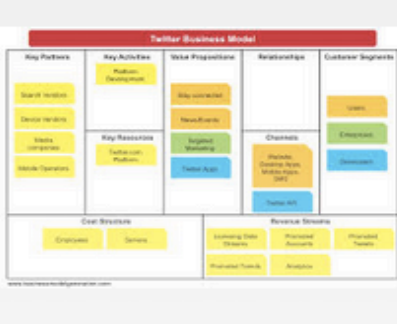
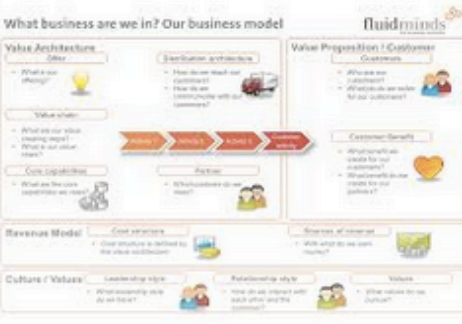
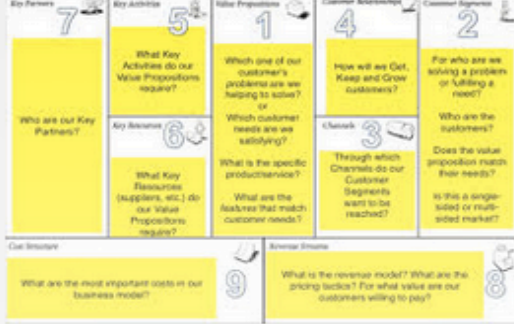
**LAST  
EXAMPLE**



Environment-Strategy-Structure-Operations (ESSO) Business Model Development



Simple Business Model Framework

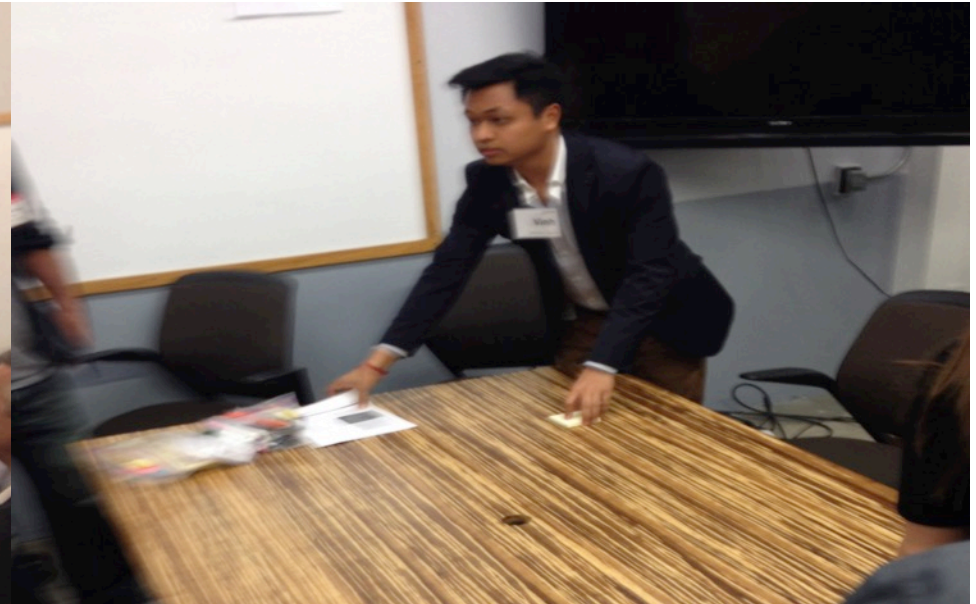


SCHNEIDER  
ELECTRIC



# EXECUTIVE RETENTION PROTOTYPE.

**Prototyping Rule #4**  
Reason in Time & Space



**6 MONTHS PRE-PROMOTION  
PRIOR**



**POST-PROMOTION**

**1 MONTH  
AFTER**





**SO WHAT JUST  
HAPPENED THERE?**



# RATE-BASED GOALS

Say the things  
you try have a  
**5% chance of  
success...**

**By the time you try 20 things,**

**→ 64% chance of success**

**By the time you try 50 things,**

**→ 92% chance of success**

**SO TO MAXIMIZE THE  
RATE OF LEARNING,  
WE DRAMATICALLY  
MINIMIZE THE  
TIME TO TRY THINGS**



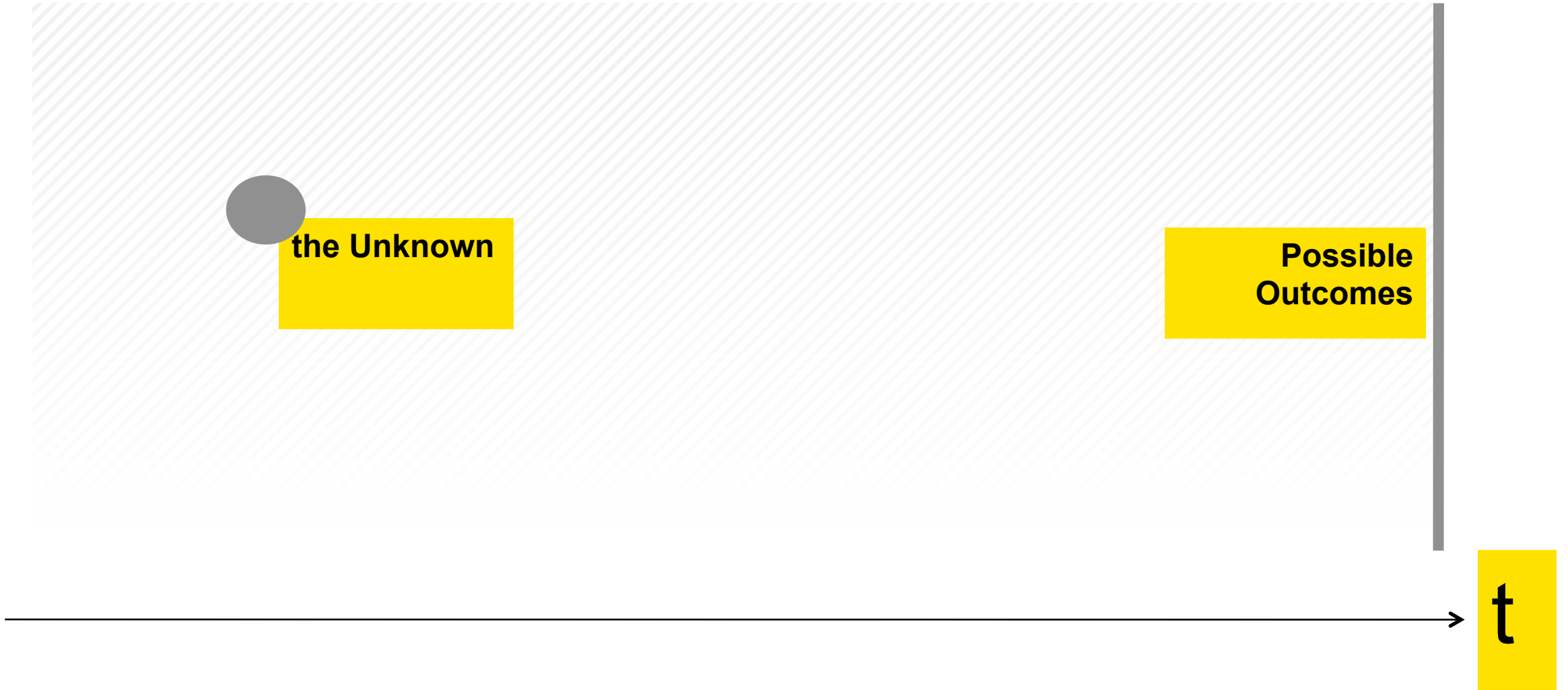
**DON'T GUESS.**  
**LEARN.**

**DON'T “FAIL.”**  
**LEARN.**



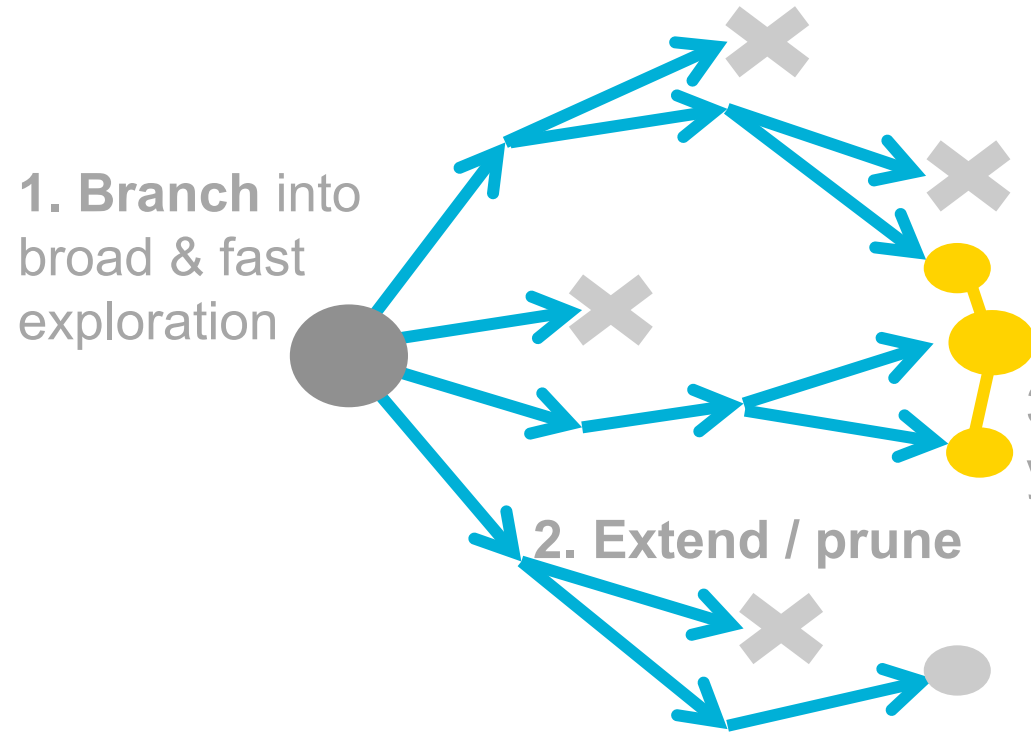
# HOW DO YOU FIND A PATH...

→ from **THE UNKNOWN** to a **HIGH-QUALITY OUTCOME**?



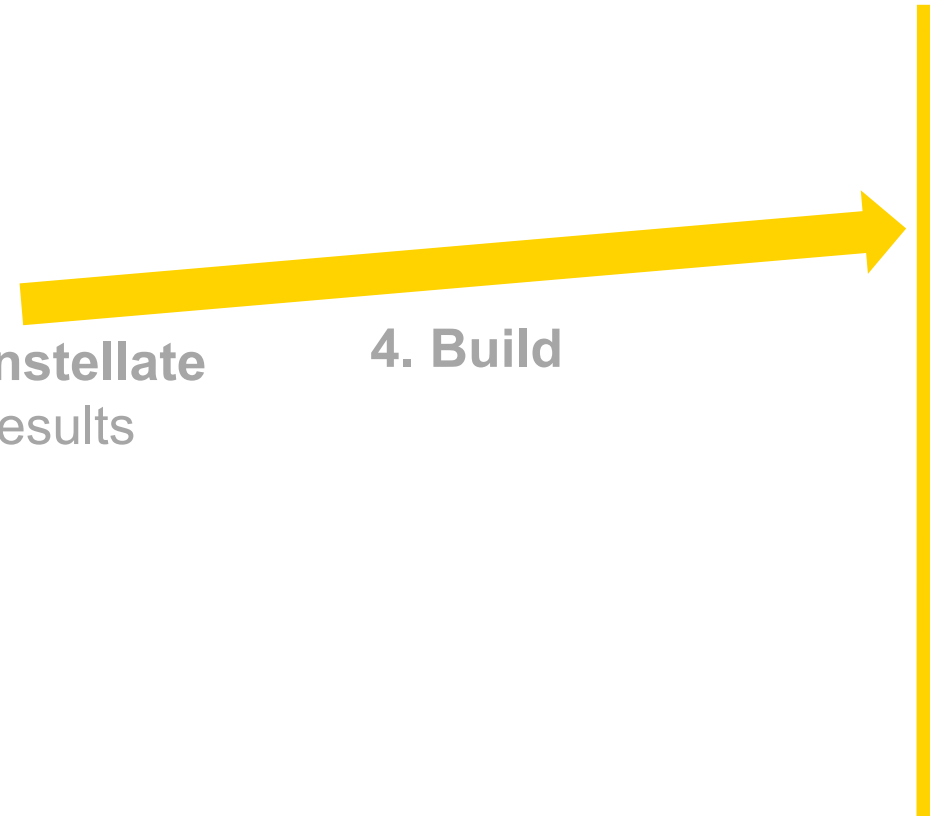
## RESEARCH

→ maximize *rate of learning*



## DEVELOPMENT

→ drive *efficiency/quality*



# ALL TOGETHER.



Building fast is exciting, but far more important is to understand **WHY** we build.

We live in a world that is ever accelerating, and we must consciously choose what exactly we accelerate.

The tools and techniques described can be applied toward building a more sustainable, connected world with greater empathy and love, or it can amplify the unconscious ways in which we already live.

**THE CHOICE IS OURS.**



# THANKS.



**@thegoodtomchi**  
**tom@tomchi.com**