

# Challenging the Market Leaders: Innovation, Creativity & Risk Taking

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# Setting the scene...

- 📍 Cant avoid disruption
- 📍 Lots of impetus for disruption
- 📍 At all levels, industries and organisations
- 📍 Need to manage disruption
- 📍 Disrupt or be disrupted

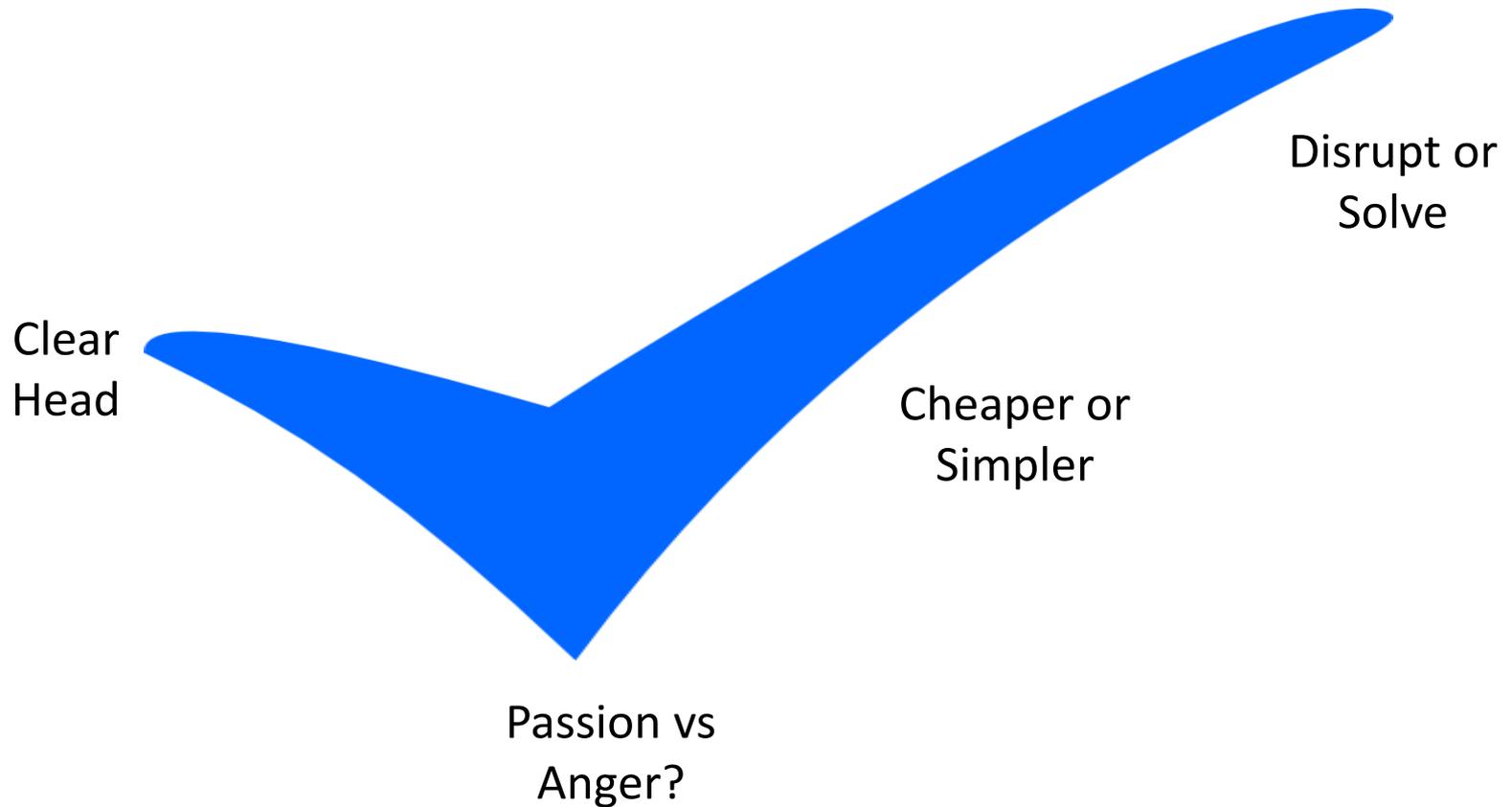


# What is followit?

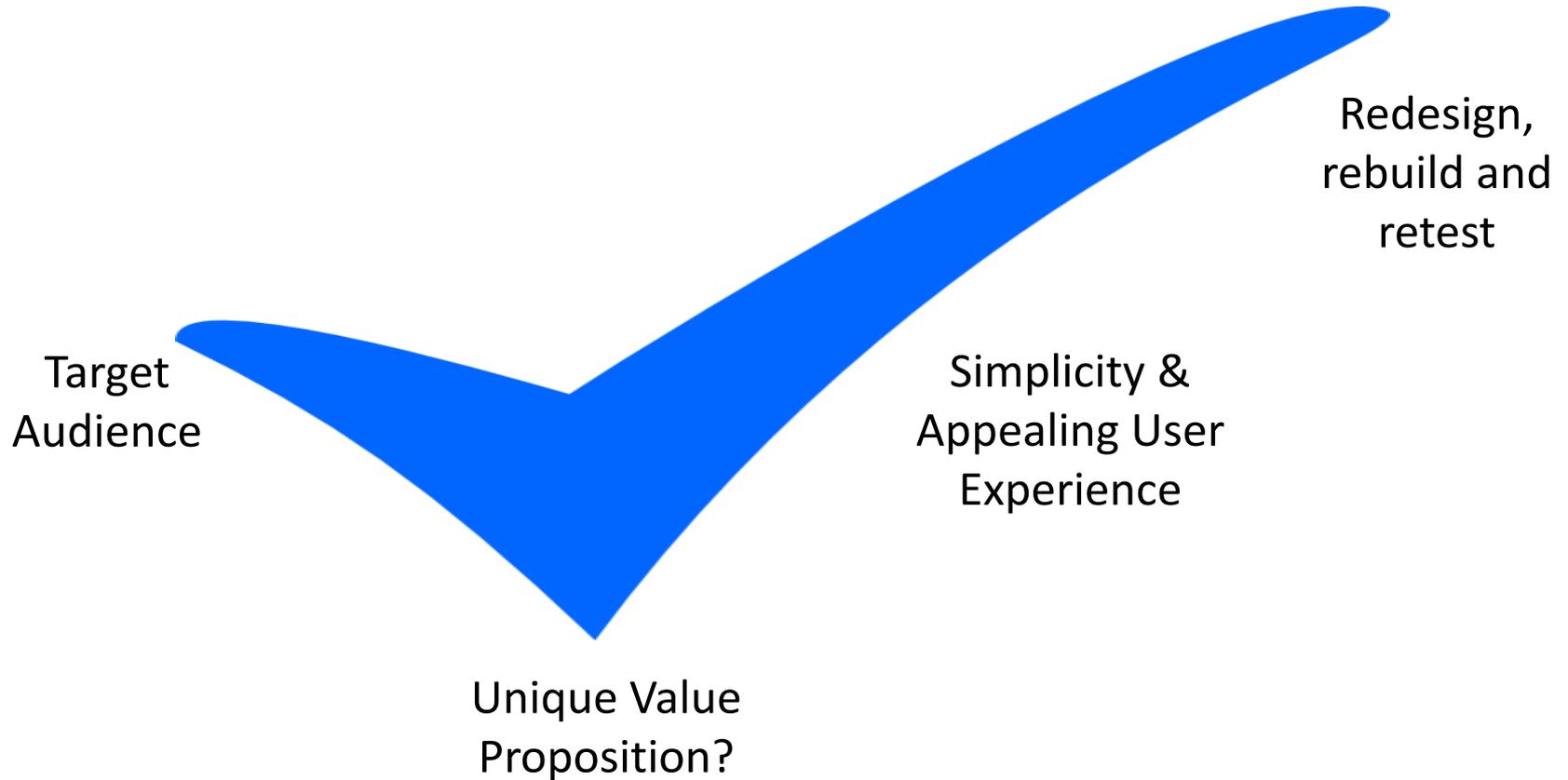
- 📍 followit is a social network for real estate.
- 📍 followit recognizes the current demand of consumers to follow what they want and receive information only on this in real time through their smart devices.
- 📍 followit delivers this to consumers through a very simple to use free app which enables owners, buyers and renters to follow a specific property, street, region, agent, agency or market, and just receive what they are looking for direct from agents pushing live information out via followit.



# Establishing an environment which encourages creativity and innovation...



# Rigorous testing against defined objectives...



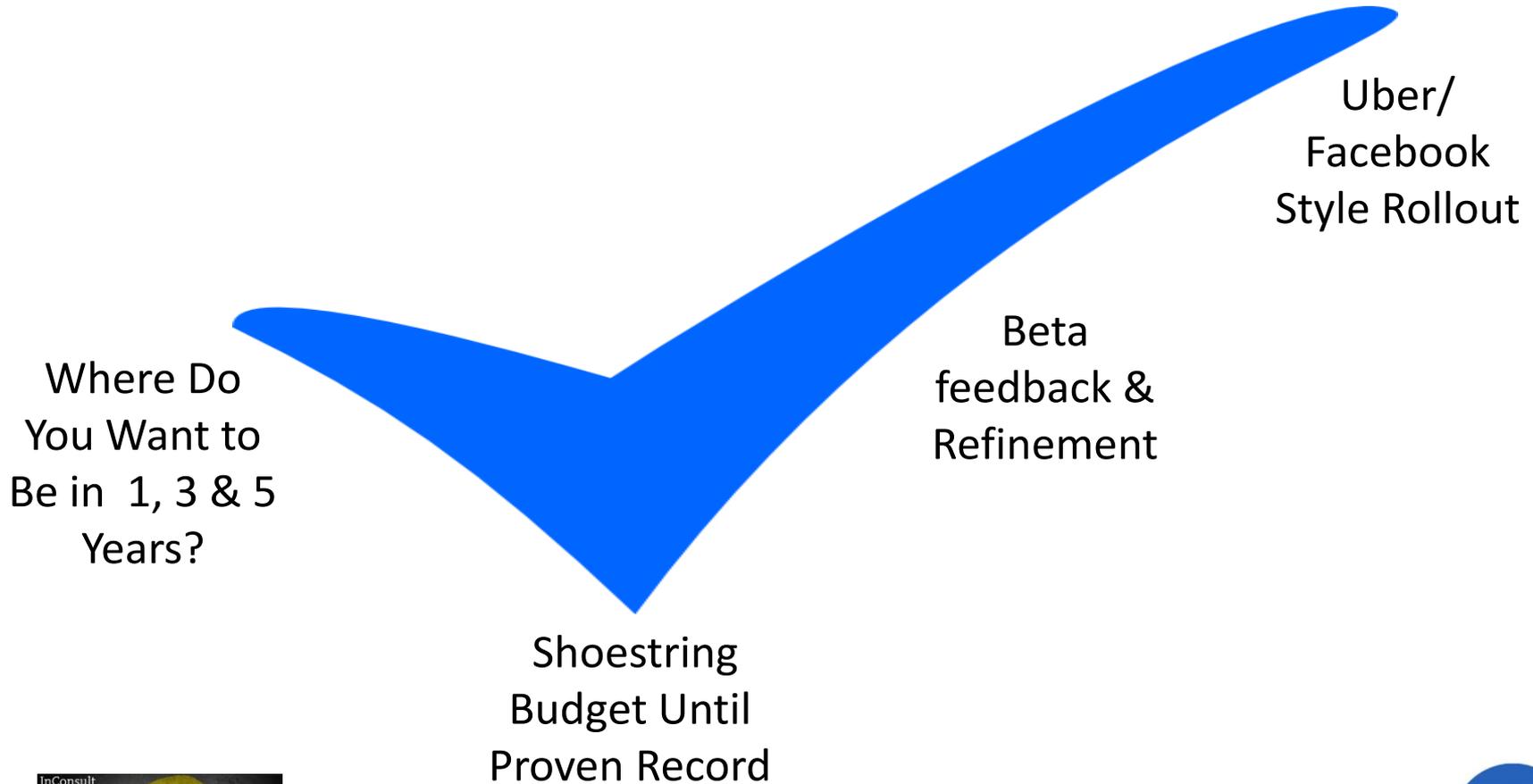
# Building a road map to go to market and the team to take you there...



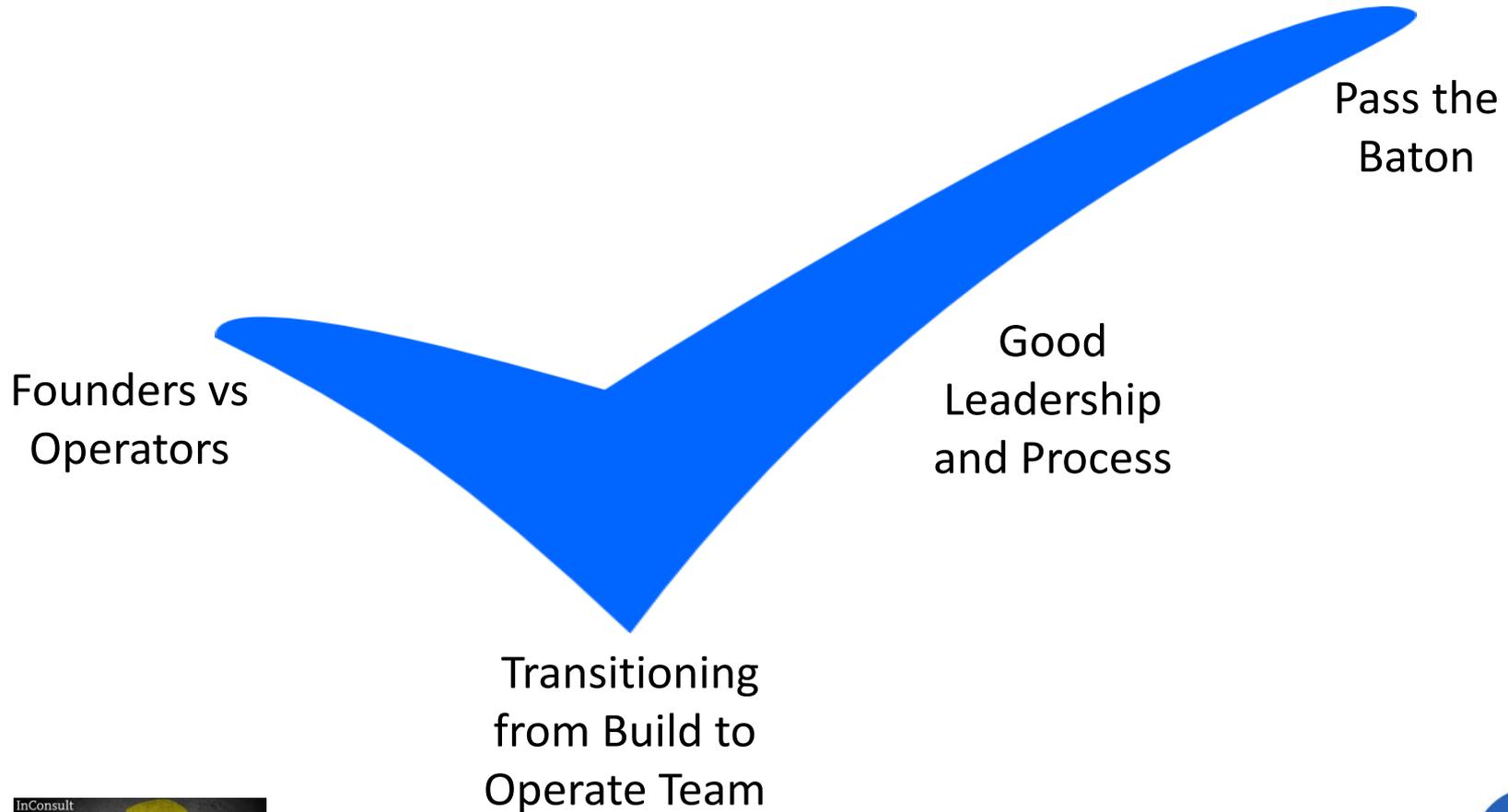
Finding Your Point of Entry?



# Establishing market presence in the digital world and measuring value...



# Successful succession planning to BAU phase...



# Further information...

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