

**ATTACK**

FROM

**LEFT FIELD**

**INNOVATION SPKO >>>>>**

June 19, 2014



OVER THE YEARS  
MANY COMPANIES  
HAVE BEEN  
**DISRUPTED**  
BY  
LEFT FIELD PLAYERS  
& UPSTARTS

Smart Phones

NOKIA



Hotels



Automobiles



Groceries



Books



Athletic FW



A group of runners, including men and women of various ages, are captured in motion as they descend a wide concrete staircase. They are wearing athletic gear like tank tops, t-shirts, and shorts. The scene is set in an urban environment with concrete walls and pillars. The image has a slightly desaturated, high-contrast look, emphasizing the physical effort of the runners.

**COULD A COMPETITOR  
ATTACK FROM LEFT FIELD**

**& TAKE**

**OWNERSHIP OF THE ATHLETE\*  
IN THE FUTURE?**

\*If you have a body you are an athlete.



SUCCESS  
TODAY IS:

HAVING  
***FUN***  
»»»»»»»»»»

***SHARPENING***  
OUR  
UNDERSTANDING  
OF NIKE'S  
RISKS + OPPORTUNITIES

***STRENGTHENING***  
OUR  
INNOVATION  
AGENDA  
»»»»»»»»»»

# DISRUPTION

# DISRUPT THE ATHLETIC PERFORMANCE INDUSTRY

## WEARABLES

## HEALTH & WELLNESS

## THE FUTURE ATHLETE

## ADVANCED MANUFACTURING

## DATA & ANALYTICS

**TO**

# OPPORTUNITY

## GO ON OFFENSE & IDENTIFY OPPORTUNITIES FOR NIKE



# TODAY

## DISRUPT

### LUNCH

11:30 – 12:15

(read dossier)

### PLAN THE ATTACK

12:15 – 1:45

(work on your team's pitch)

## PITCH & INVEST

### TEAM PITCHES

1:45 – 3:00

(10 Min/team including Q+A)

### INVEST

3:05 – 3:15

(invest \$4M per person)

### BREAK

3:15 – 3:30

## GO ON OFFENSE

### INVESTMENT RESULTS

3:30 – 3:35

(investment results)

### SYNTHESIZE

3:35 – 3:50

(NIKE opportunities)

### INSPIRE

3:50 – 4:45

(5 Min/team

5 Min group discussion)