



### Dump Truck

Why fill the bucket with sand if you can load it on to the dump truck and move it by pushing it on its wheels?

We enjoy the feeling of seeing all that weight being moved thanks to such a simple and basic invention as wheels.

Something simple and basic that someone had to invent. How many wheels are still waiting to be discovered? What will replace the dump truck in the future?

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## Question 3 – Why innovate?

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We know that many companies see no clear need to be more innovative. They continue observing their markets, customers and competitors in the traditional way. But in a [VUCA](#) world, both customers and competitors change. And although this has always been so - change is natural and continuous-, digital transformation is currently accelerating the process and changing the rules of the game.

Customers change their tastes and the ways they meet their needs, and competitors change in their appearance and type:

- 3D printers that print [hamburgers](#).
- Applications which allow us to monitor our [health](#) anywhere and at any time.
- [Electric](#) vehicles with increasing autonomy.

These are just a few examples of disruptions that change the approach we had, the potential customers, the strategy we may have designed, the competitors we were trying to "mark".

Could a McDonald's end up becoming a high-tech enterprise that manufactures its 3D printers and rents them so that we receive their menus and sell us consumables for us to "cook" hamburgers at home?

Will it be possible to receive diagnostic care from the best specialists in the best medical center in the world without having to get up from the sofa?

Can we imagine a company such as Repsol providing us the technology and service for our electric vehicle?

The future is yet to be written and it is always better to be a leading actor in the story to play a supporting role.

In our opinion, at present there is no company that can possibly doubt about whether or not it should innovate. And you? Do you have any doubts or are you clear about your reasons to innovate?

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