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Jim Plamondon  
Thumtronics Ltd  
Busselton  
Western Australia

**Subject: The Disruptive Potential of the Thummer and Thumtronics Ventures.**

Dear Jim,

Thank you for sending me more information on the Thummer and Thumtronics ventures. I am not given over to acts of sycophancy but upon reading more about your organisation and the technologies and strategies that it is bringing to life, I just had to write this letter to offer my congratulations and best wishes for your endeavours.

Following the success of my €3million international programme of research into Innovation Management and Disruptive Innovation, which was co-sponsored by the European Commission and a number of world-leading organisations, I was invited to leave the UK to take a Research Fellowship at the Brisbane Graduate School of Business (BGSB) within Queensland University of Technology (QUT). I started this role in the BGSB, which is fast becoming an international centre of excellence in entrepreneurship, in September last year with funding from the Australian Centre for Business Research. My job is to disseminate and extend the findings of my European investigations within businesses across Australia and in internationally respected academic journals.

I believe that my academic and industrial exposure leaves me well placed to identify new ventures with high-potential for huge, new-wealth creation. I refer to the sort of ventures that, from humble beginnings, can transform and disrupt existing markets and industries, such as Apple, Virgin, Federal Express, and Google. It is from this background that I offer my voice of encouragement.

Without seeing your technology or your full business plan and financial assumptions, it is difficult to make predictions regarding the success of Thumtronics. However, after carefully evaluating the information that I have regarding the Thummer, ThumLine, ThumMusic *etc.*, I can assure you that I have yet to find an Australian venture with such an unusually high degree of disruptive potential.

It is my considered opinion that there are two key indicators of a new venture's success: its management team and the business model that they employ. It is clear to me that Thumtronics management team has an unusually high degree of knowledge and experience in exploiting disruptive innovations. This is a rare school of experience that one usually find missing in failed ventures. Moreover, the business model that you have developed has clearly leveraged cutting edge academic insights. This leaves me confident that Thumtronics has the serious potential to transform the music products industry and in doing so it could easily transform itself into a highly profitable global player in the creative industries.

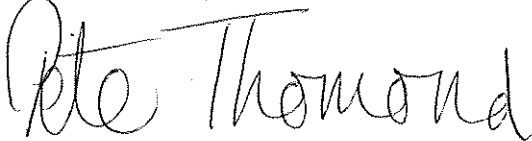
**Queensland University of Technology**

Finally, I share one last insight from my analyses. I believe that if you are patient for growth but impatient for profit in the early phases of your venture and if you leverage Australia's State or Federal government support effectively, then Thumtronics' innovations have the potential to spark a new creative industries hub here in Australia. On which note, QUT's cutting edge Faculty of Creative Industries may be able to offer you some further insights and perhaps some support.

Of course, it is not certain that you will be able to disrupt your industry as Amazon, Toyota and Microsoft disrupted theirs. However, it would appear that your management team understands the concepts of Disruptive Innovation and has hands-on business experience with disruption. Additionally, you have used this knowledge and experience to maximise the disruptive potential of Thumtronics' products and, more importantly, its commercial and technical strategies. As you can tell, it is my considered opinion that your venture has the potential disrupt your industry and I am excited to have finally discovered an emerging Australian firm with the makings of a truly global brand.

I hope that you may be willing one day to open the door to the story behind the Thumtronics venture so that we can share it with other Australian entrepreneurs. I wish you and your colleagues all the best with a highly disruptive future.

Yours Sincerely,



Dr Peter Thomond  
Research Fellow