

BEYOND MONETARY VALUE

An alternative approach to creating value with innovation

"How can we generate and maximise value from technologies that sit in the periphery technology development ecosystems?"

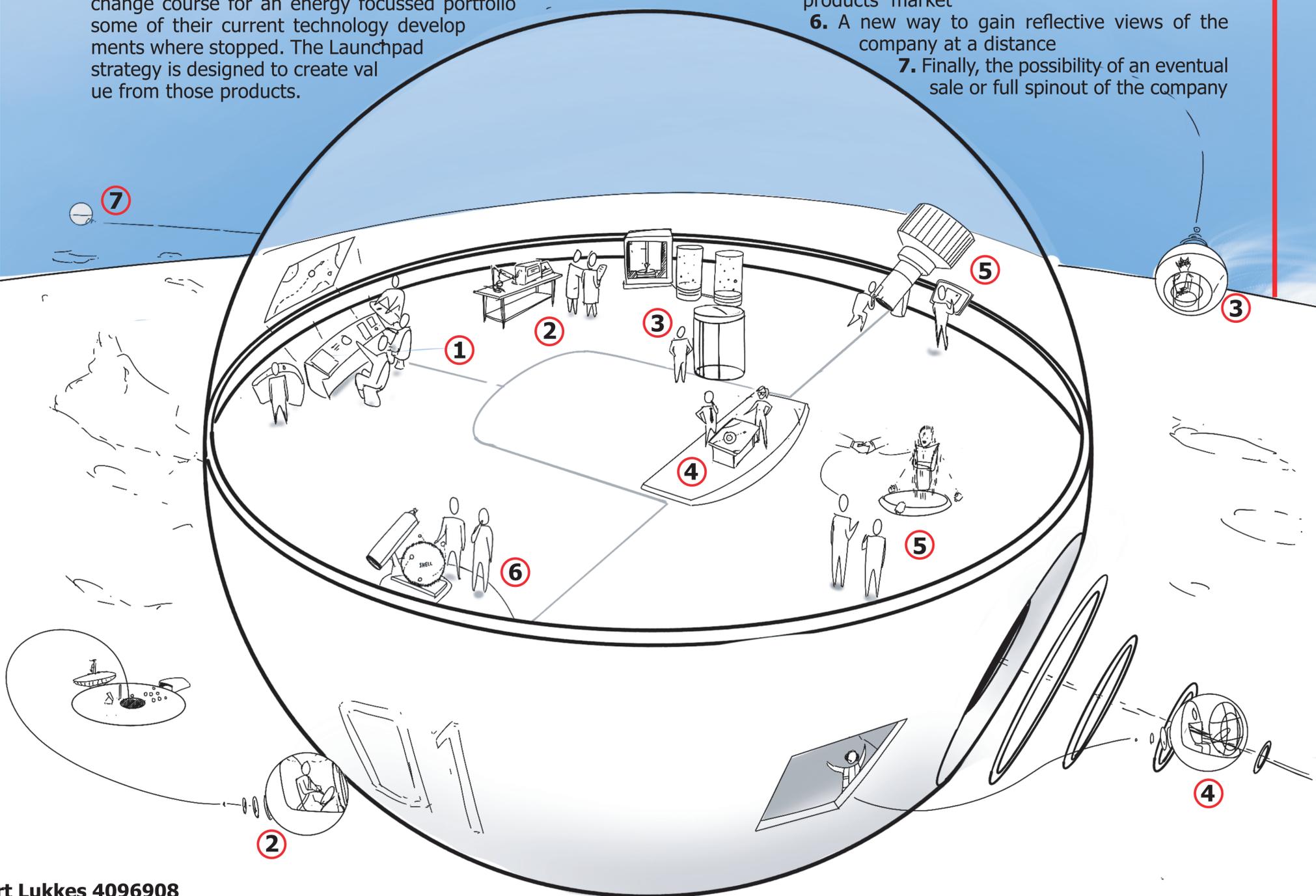
The launchpad innovation strategy provides a way to generate a broad range of values from technology products that fall out of the development scope

The periphery of the technology development ecosystem sits on the border of a company's product focus where their products are the furthest from the core business. When Shell decided to change course for an energy focused portfolio some of their current technology developments were stopped. The Launchpad strategy is designed to create value from those products.

LAUCHPAD

The launchpad strategy is designed to create non-monetary values that fit Shell's current and future needs. By creating spin-out companies to develop the technology, Shell is provided with tools to create far more values in the long term:

1. Development & commercialization the product
2. Developing broad-skilled engineers with entrepreneurial experience, and a new challenge for talented individuals from within the company
3. A way to attract new talent, otherwise not interested in a career at Shell
4. A way to bring new entrepreneurial & design experience into the company
5. The creation/retention of a network in the products market
6. A new way to gain reflective views of the company at a distance
7. Finally, the possibility of an eventual sale or full spinout of the company



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