

APPENDIX

*Beyond monetary value:
An alternative approach to creating
value with innovation*

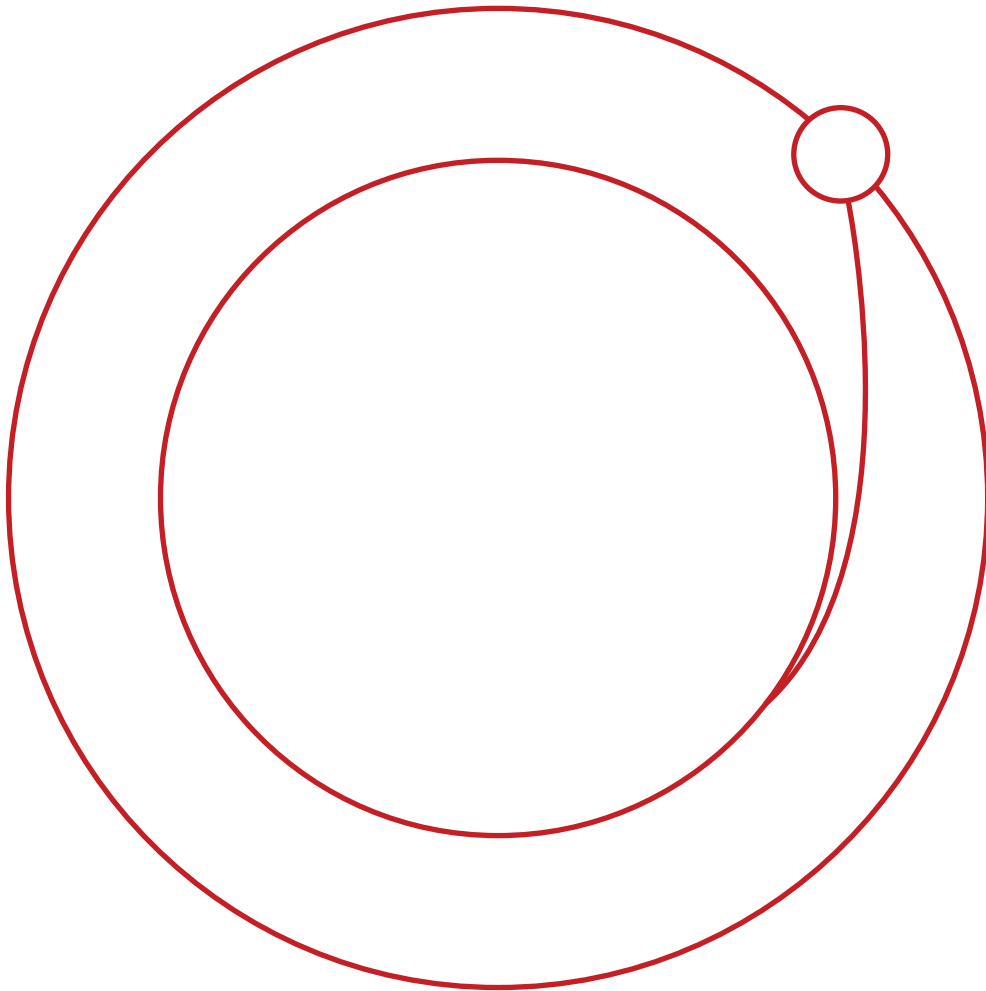
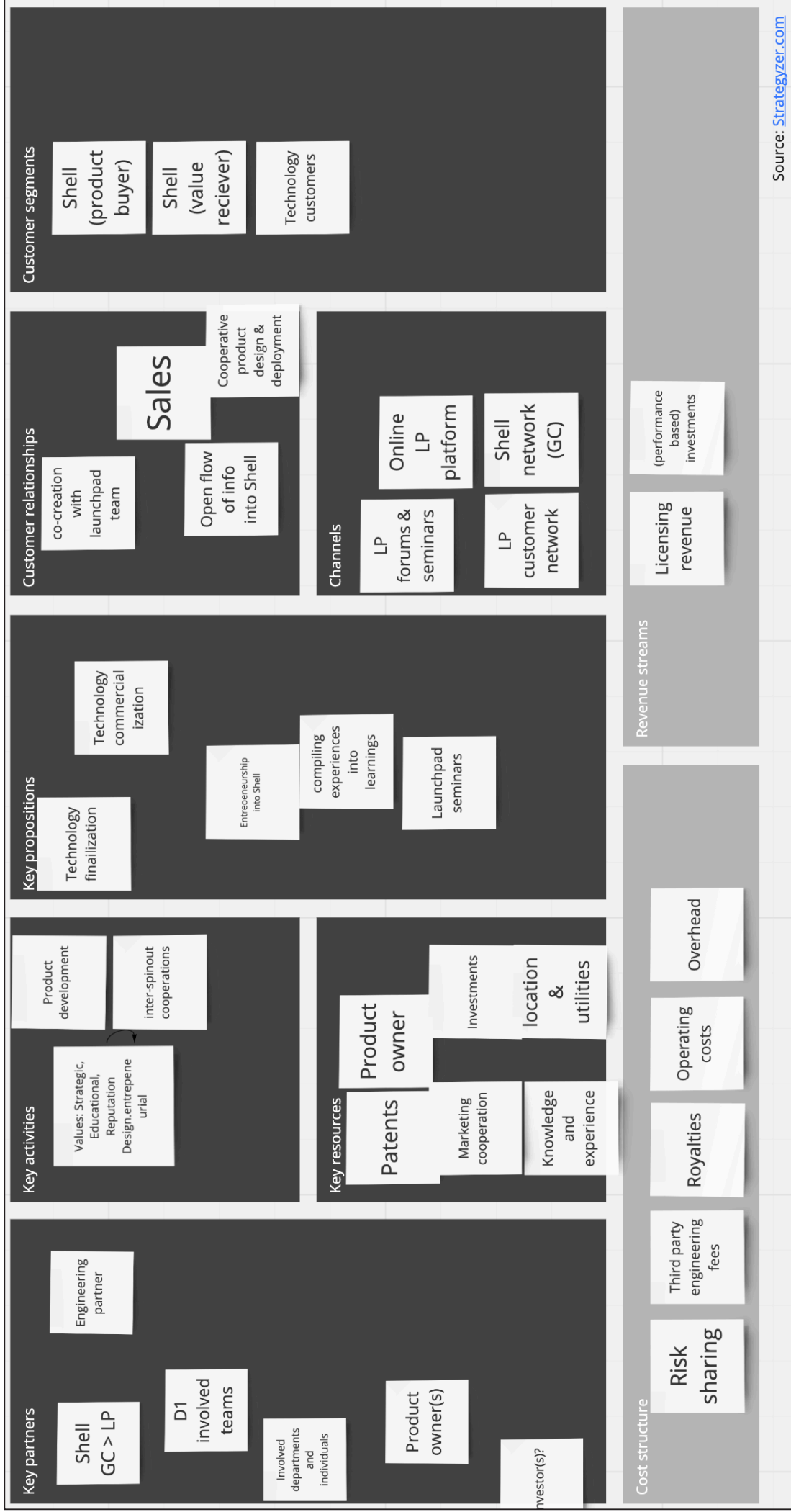


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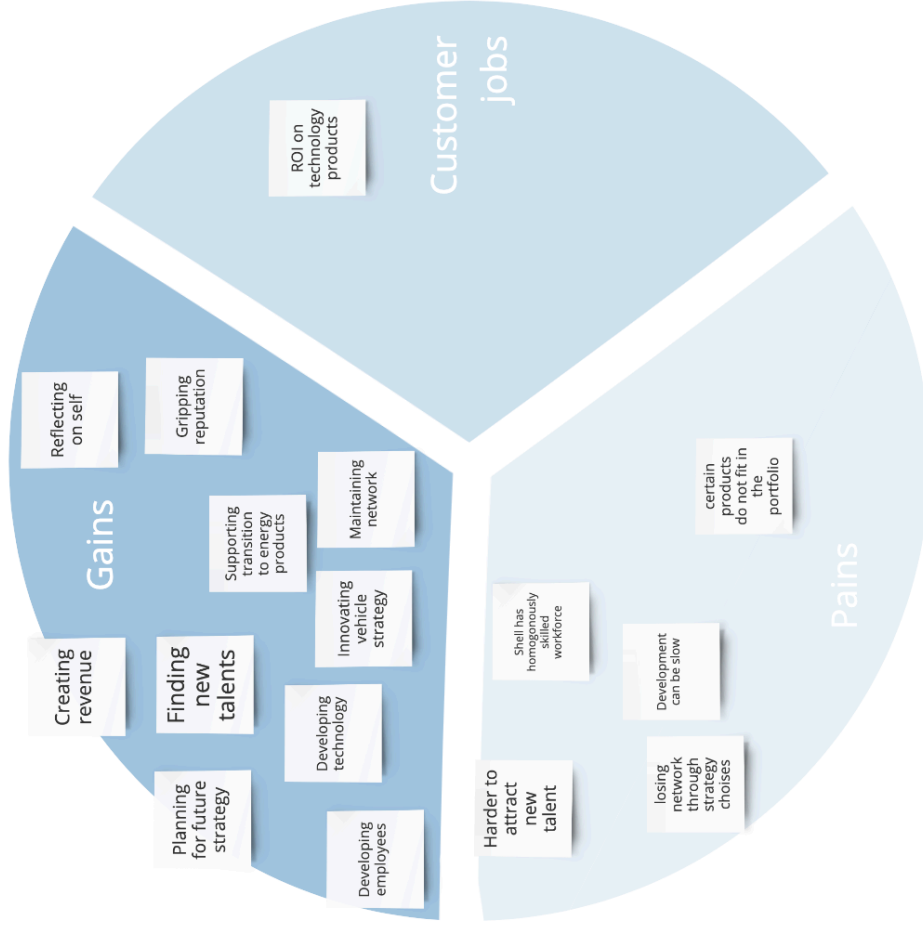
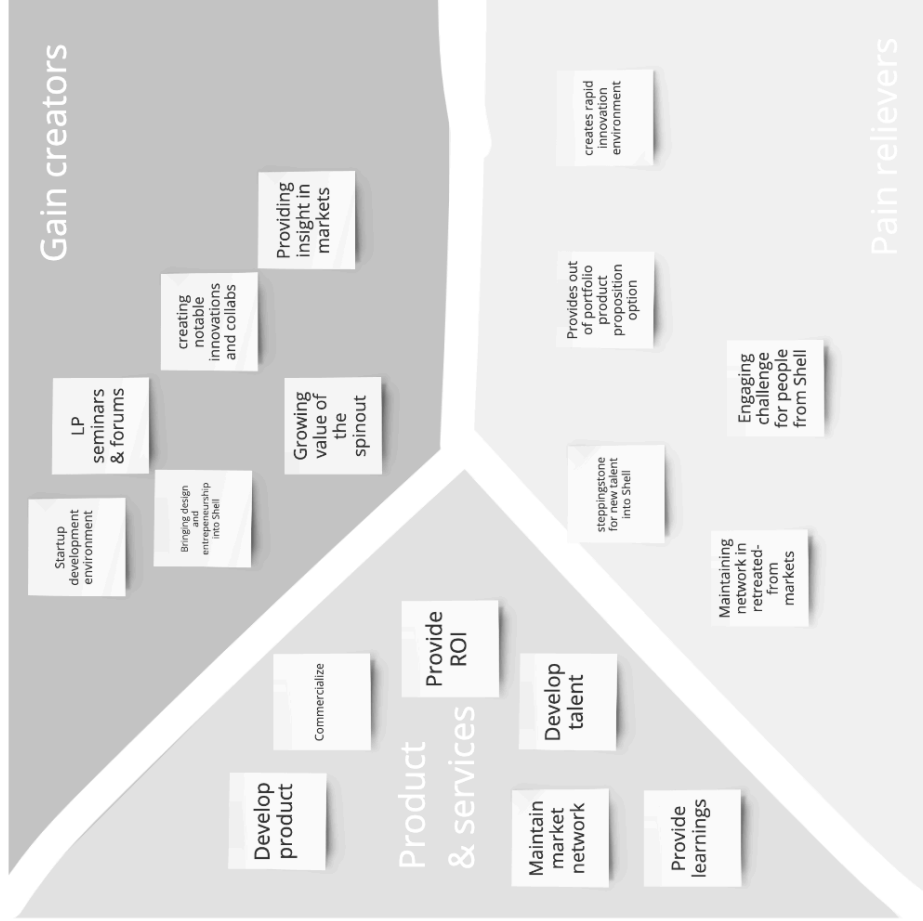
Business model canvas	3
Customer value map	4

Appendix 1: Business model canvas

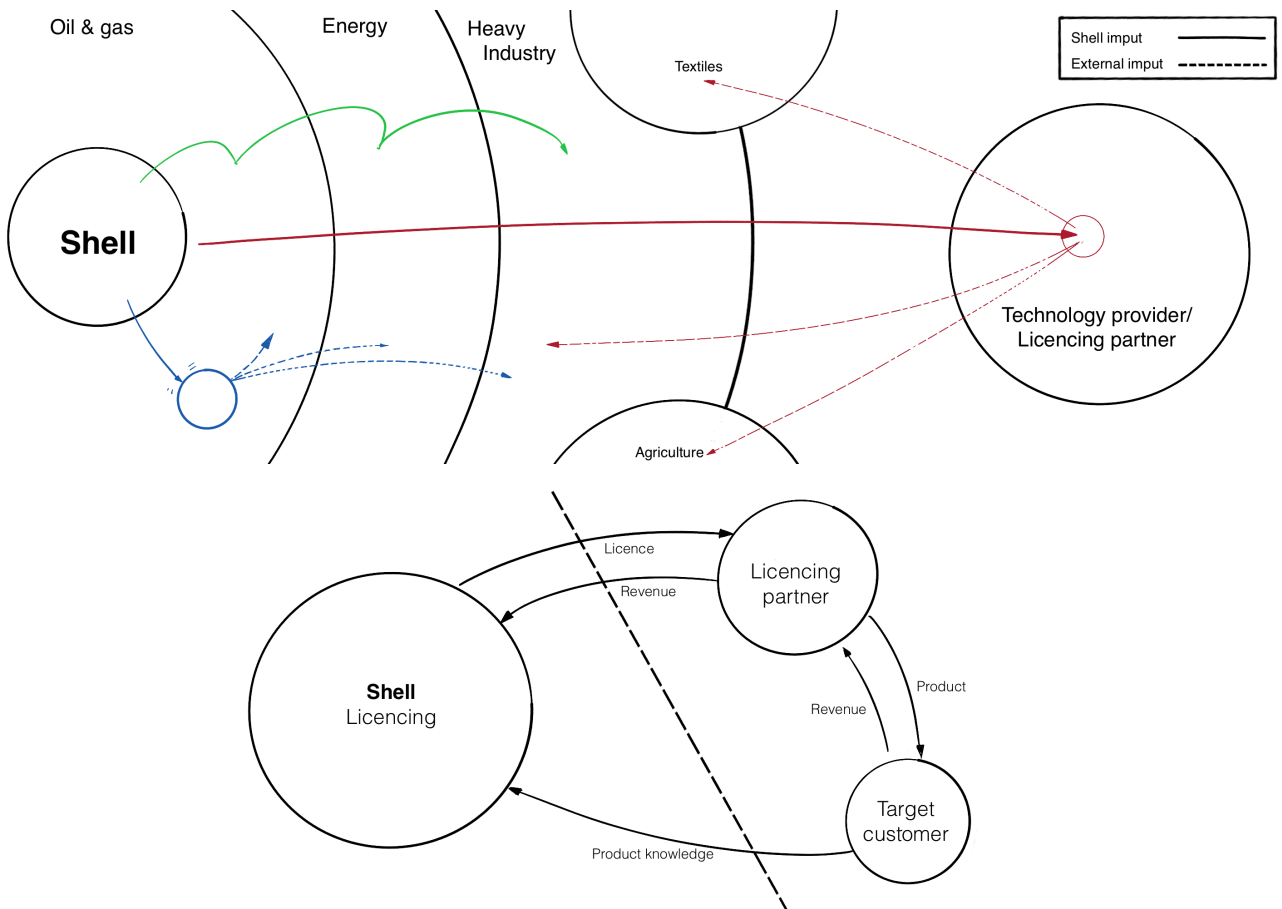
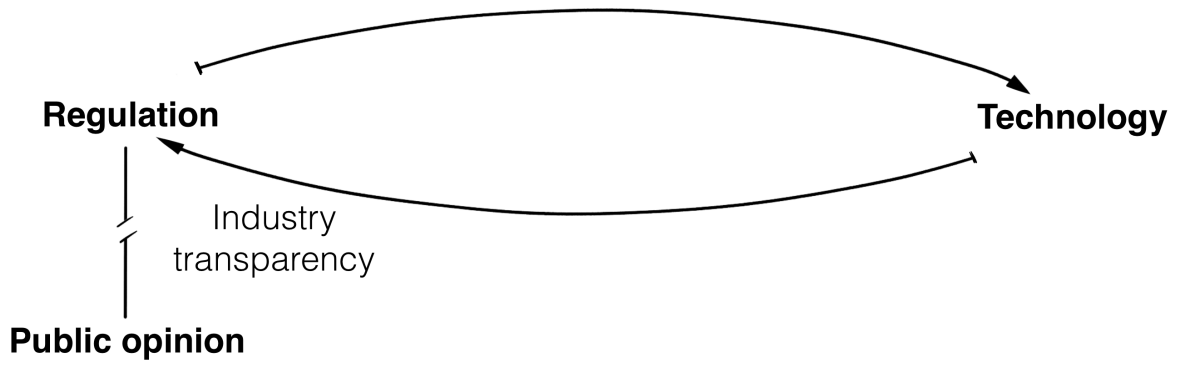
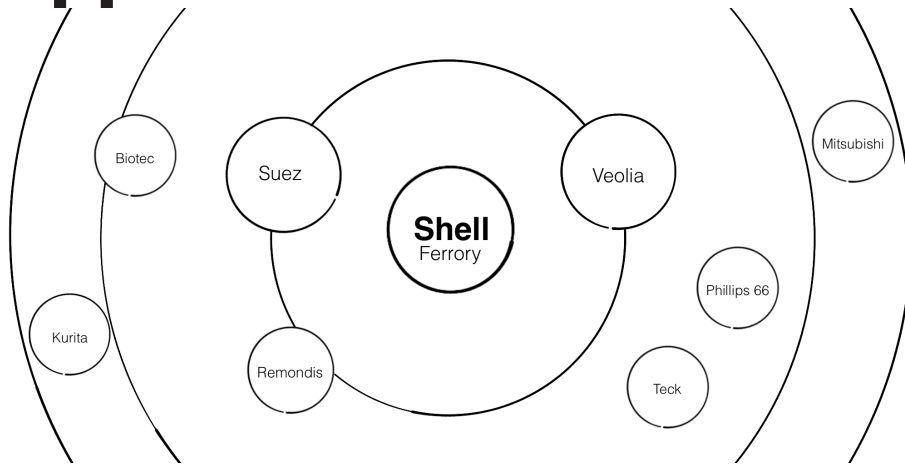


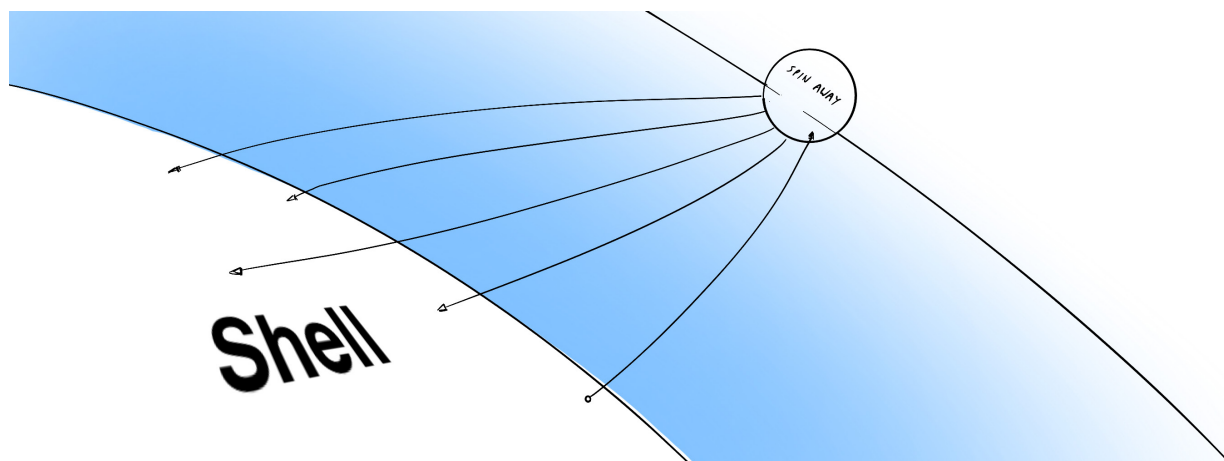
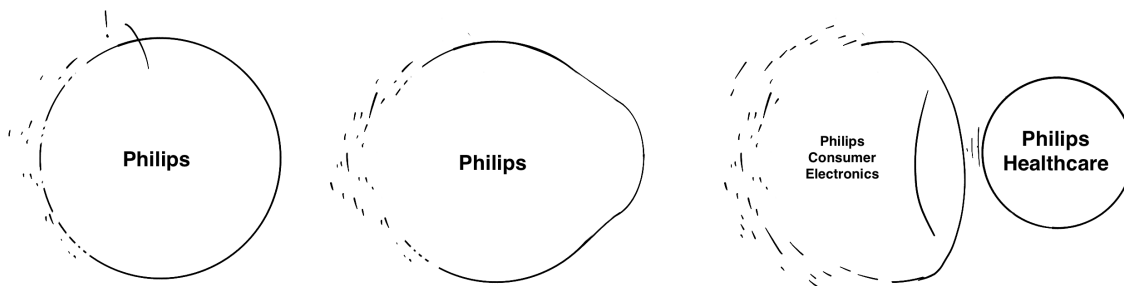
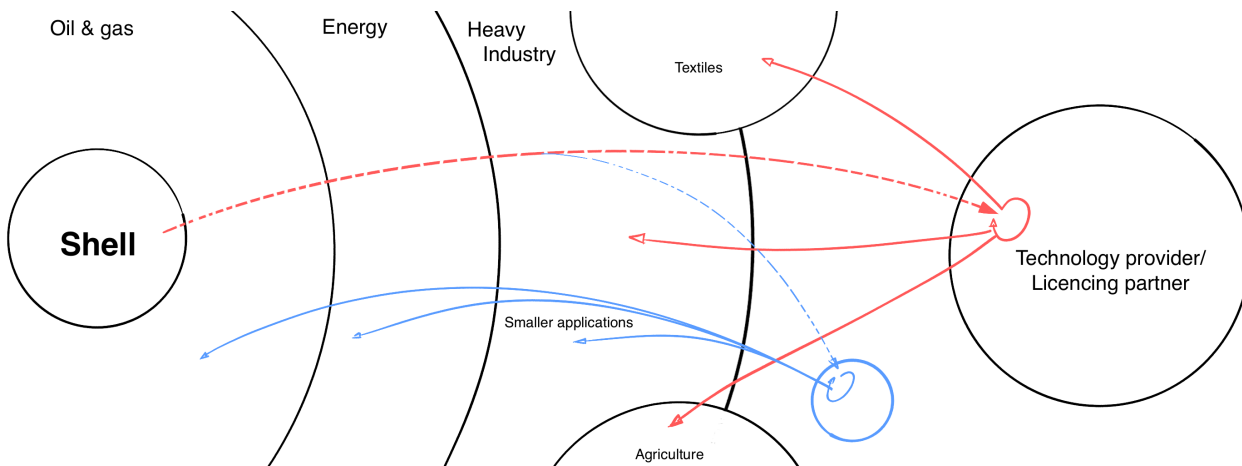
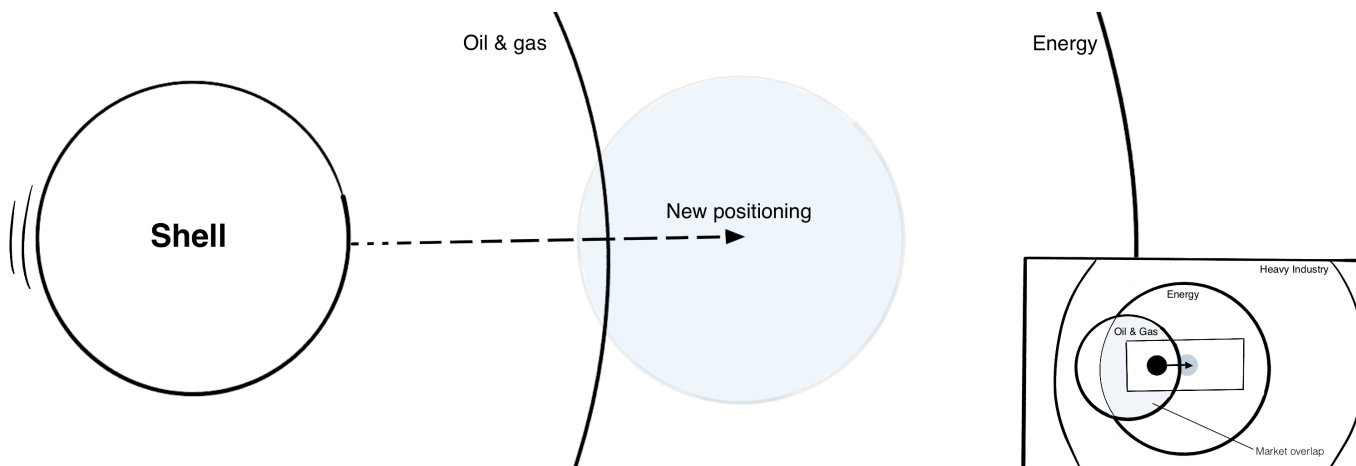
Appendix 2: Customer value map

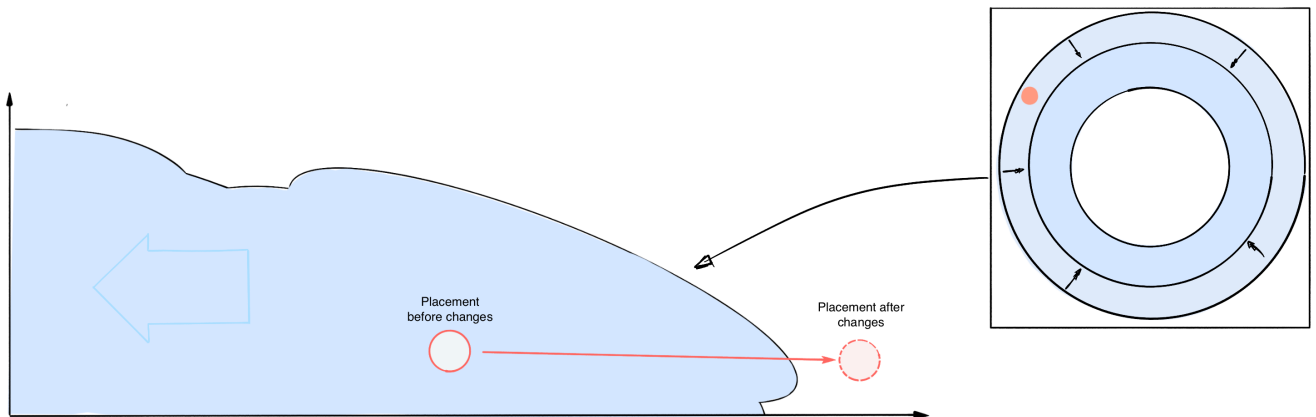
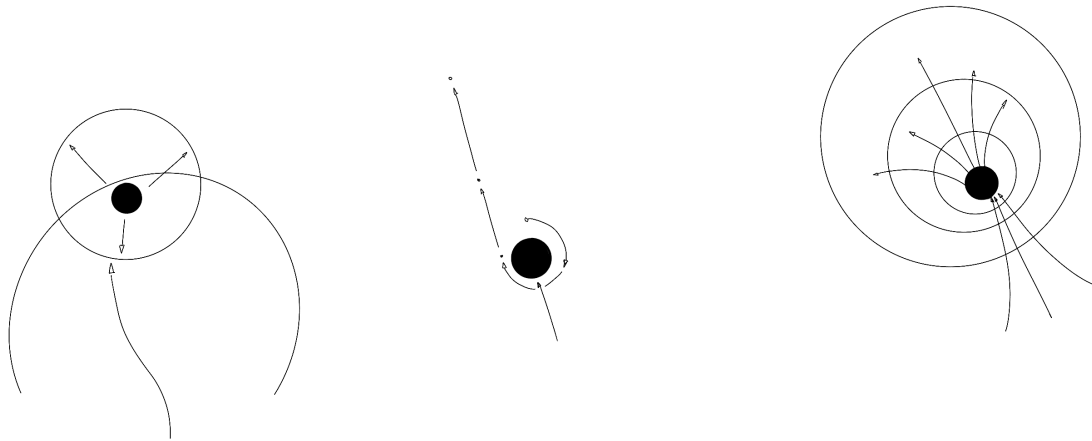
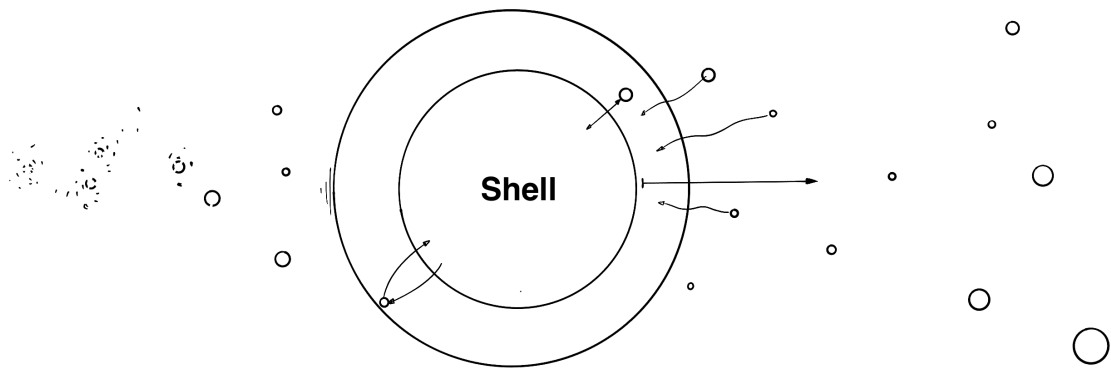
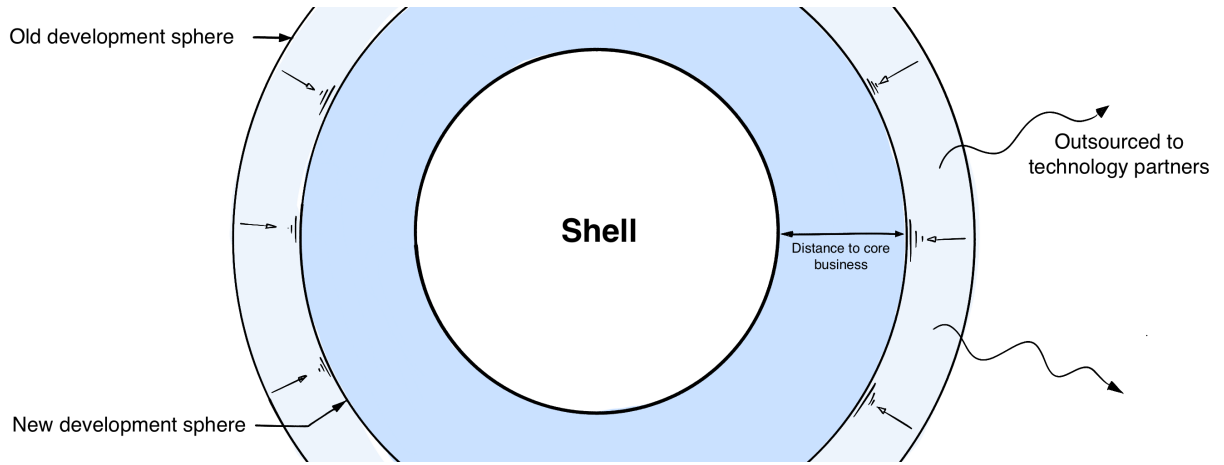
CUSTOMER VALUE MAPPING

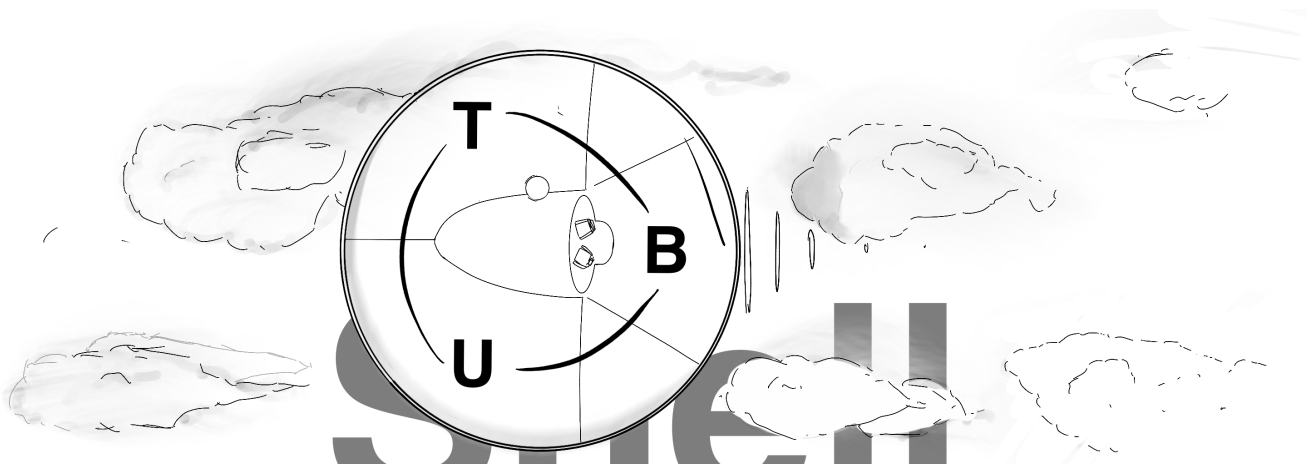
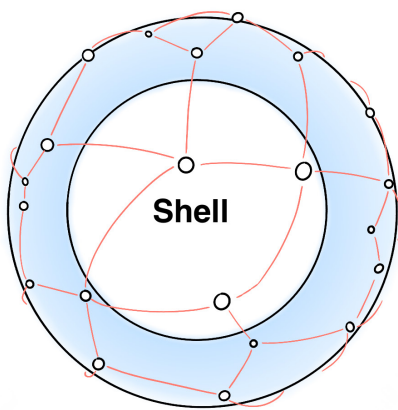
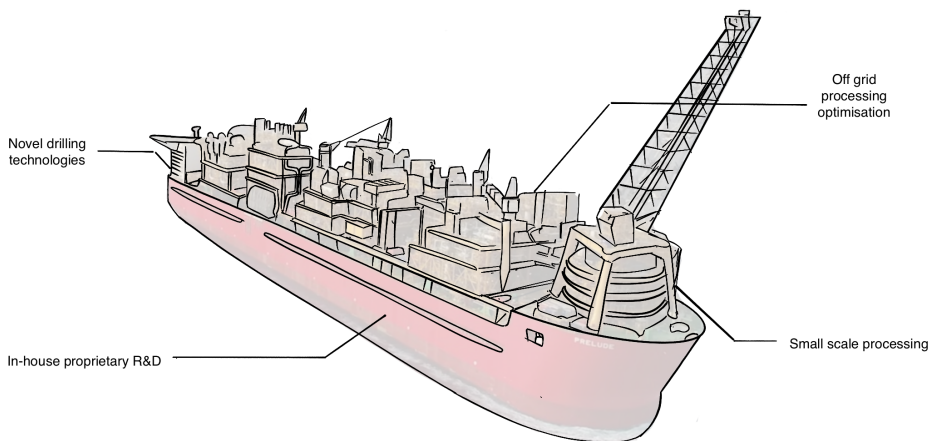


Appendix3: Illustrations

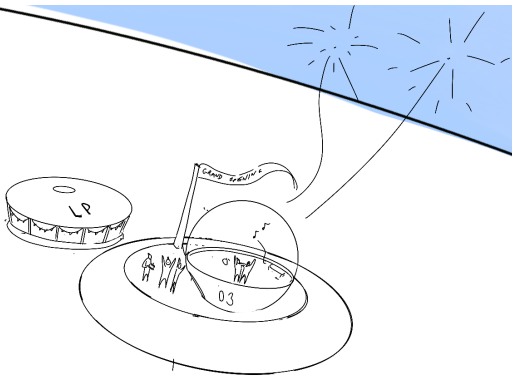
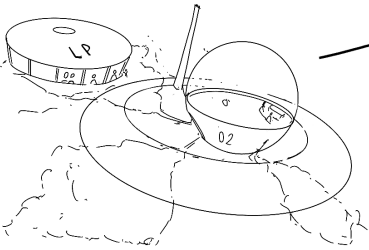
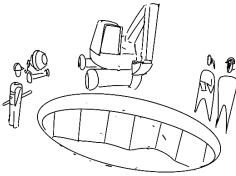
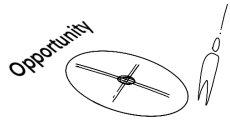




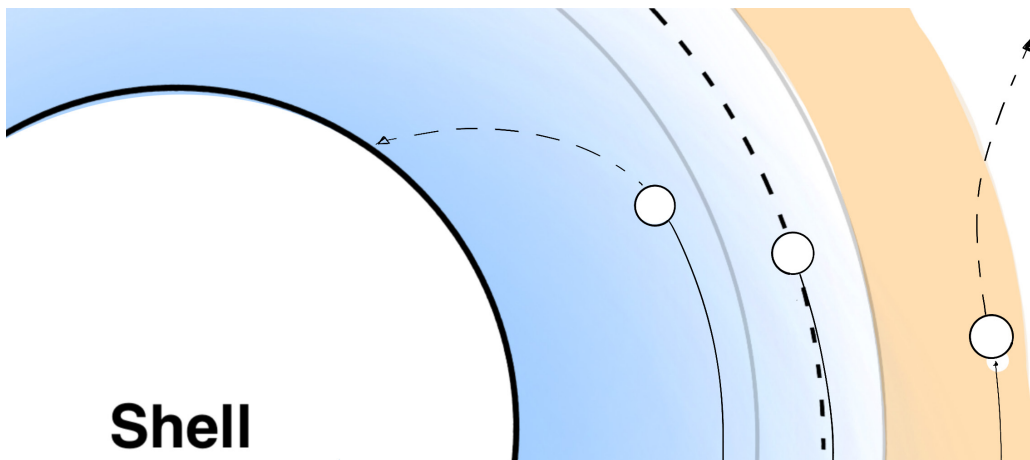
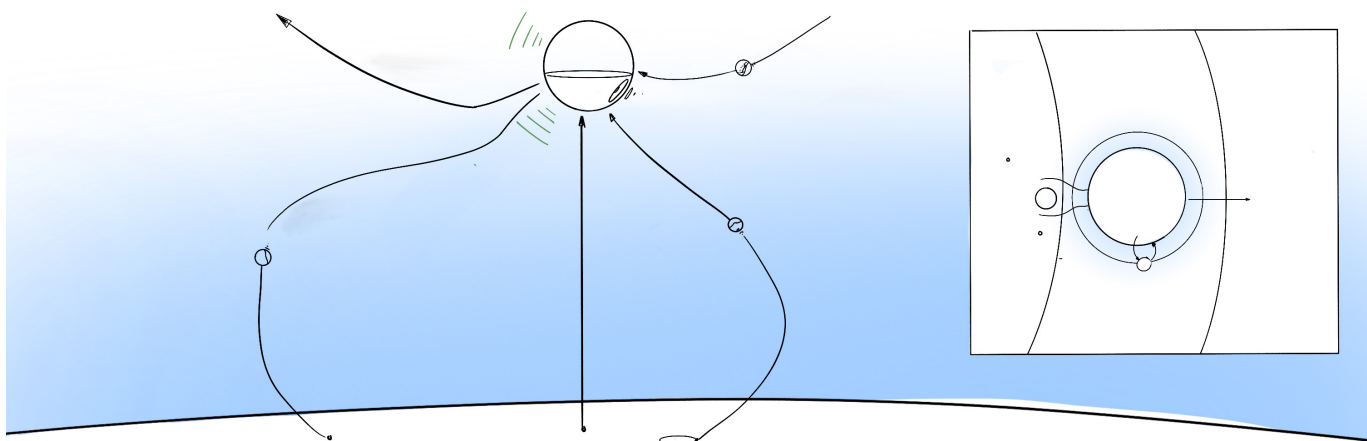
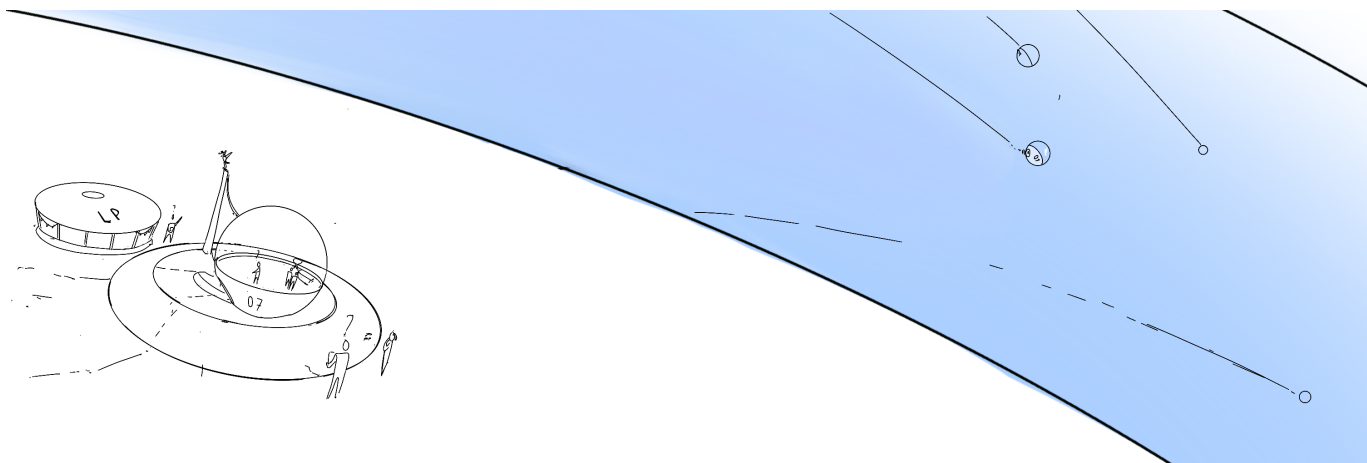




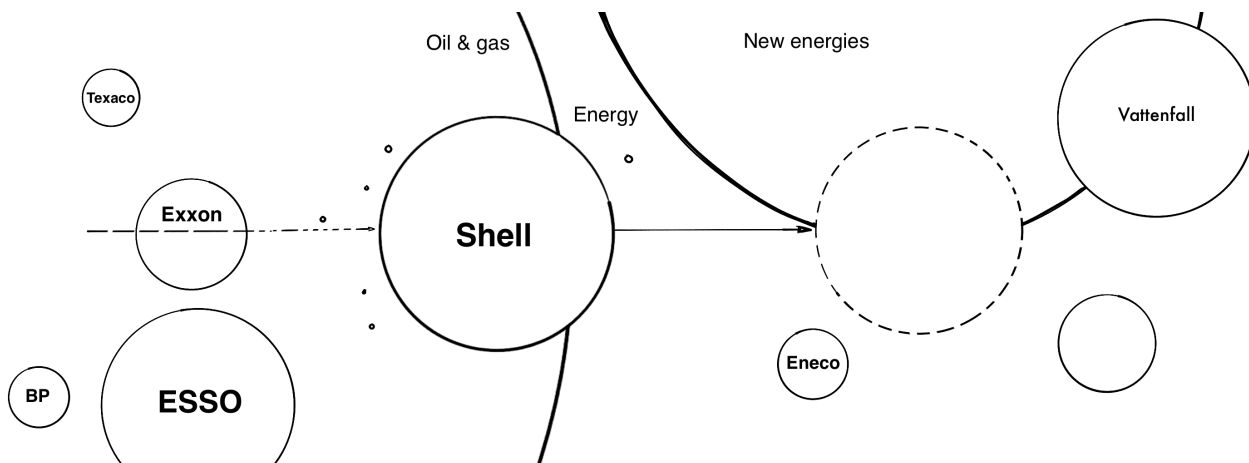
	D1				
Academia	RC	D2			
Startups & incubators	GC	RC	D3		
Intellectual partners, SME suppliers	RC	GC	SV	SV	D4
Government & national laboratories	RC	RC	STW	STW	
					Commercialize

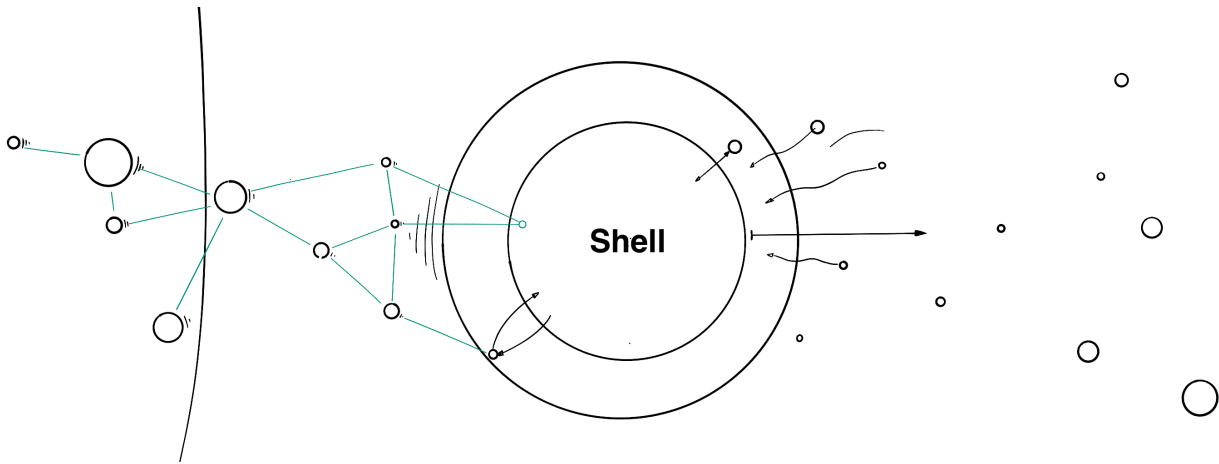


Succes!



Shell





Structure

