



Titel van de presentatie

# Welkom



Titel van de presentatie

**TNO** innovation  
for life

# Transformatie





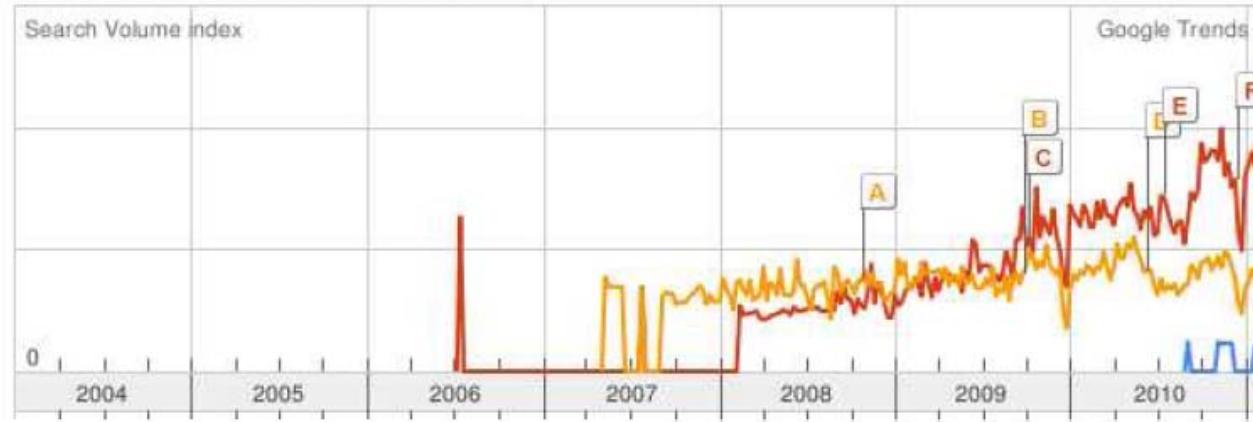
# Open innovatie

**Crowdsourcing**  
**Co-creatie**  
User generated content

User Empowerment  
eParticipatie

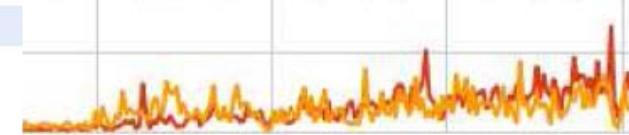


● co-creation ● crowdsourcing ● open innovation



#### Regions

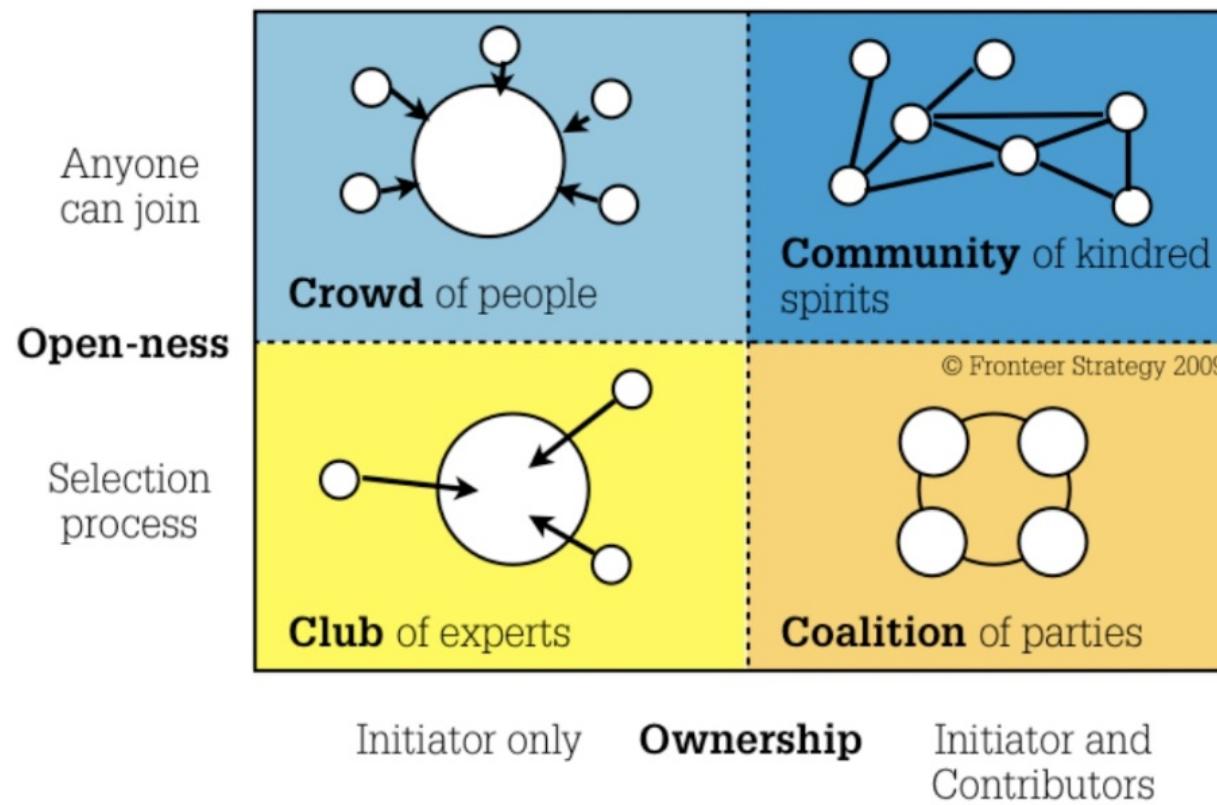
1. [Netherlands](#) 
2. [Denmark](#) 
3. [Finland](#) 
4. [India](#) 
5. [Australia](#) 
6. [United Kingdom](#) 
7. [Sweden](#) 
8. [United States](#) 
9. [Canada](#) 
10. [Germany](#) 





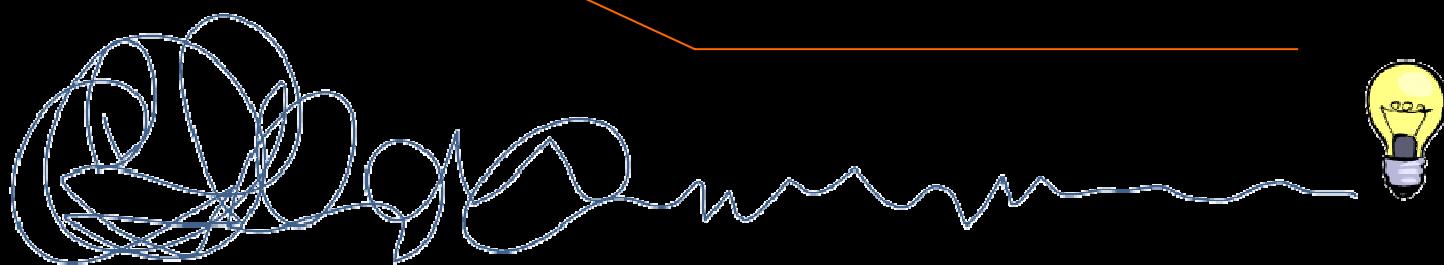
## C4: co-creatie types

4 Types of Co-creation

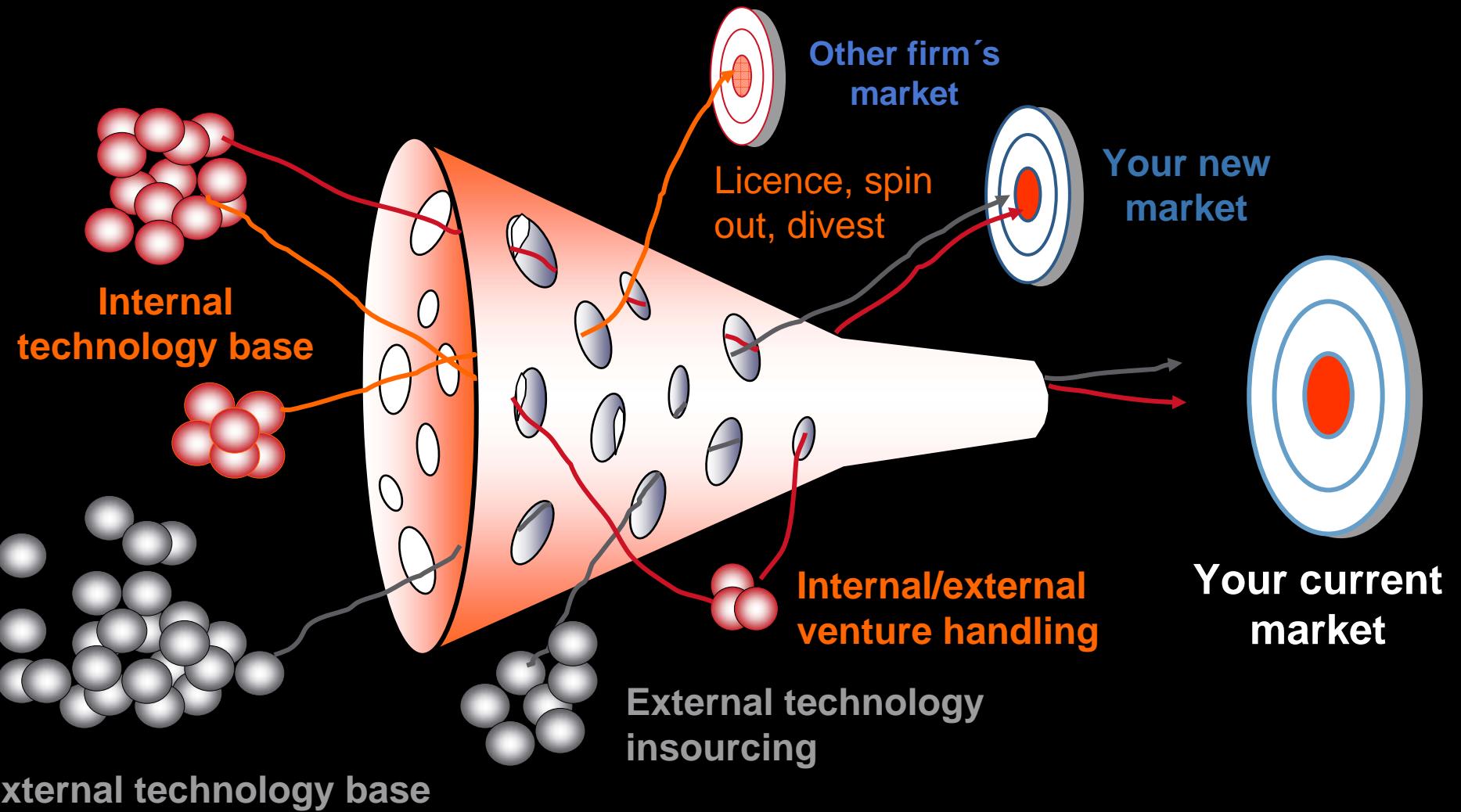


Source: Fronteer Strategy

## Traditioneel innovatieproces

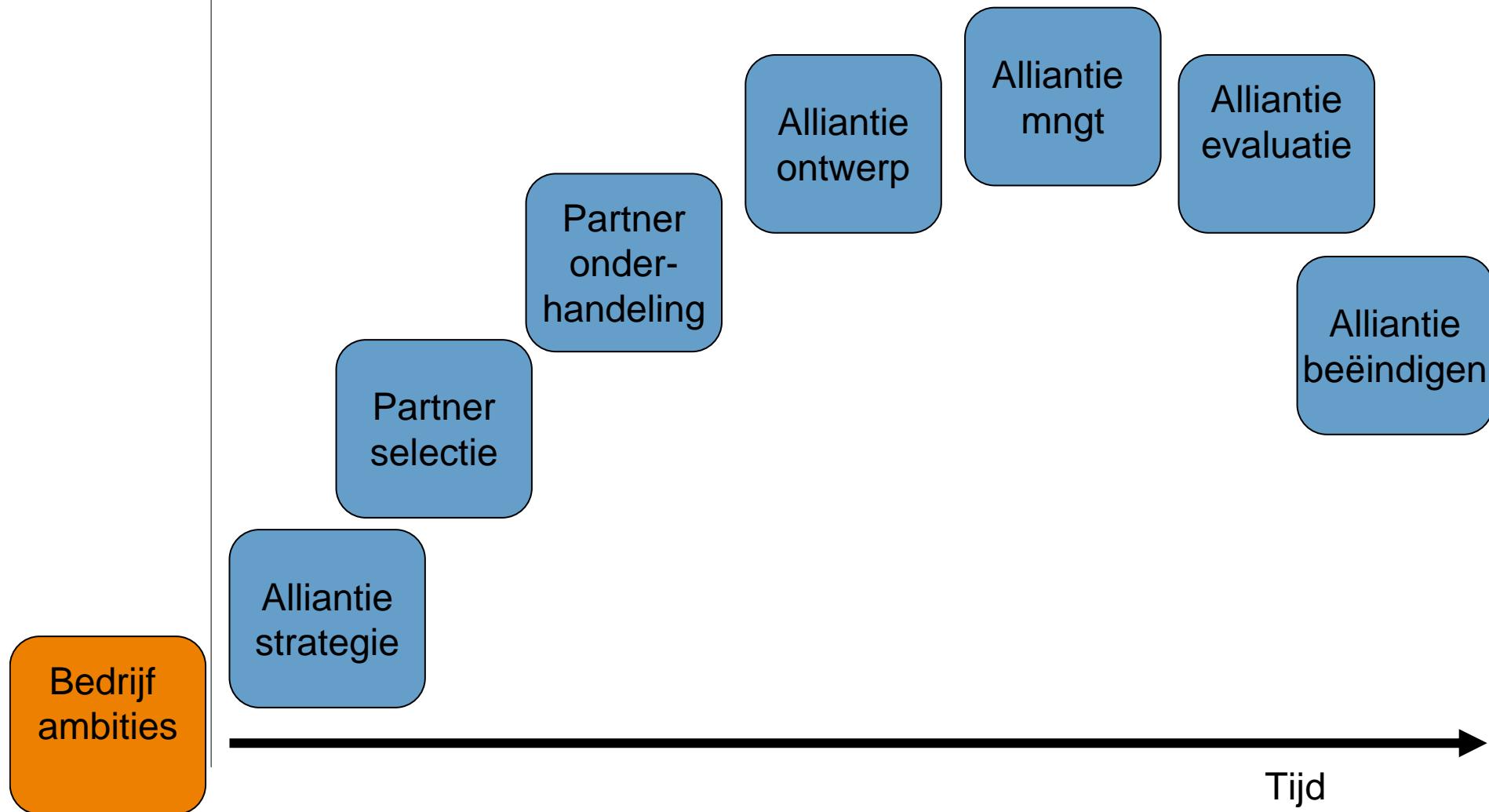


# Open innovatie proces





## Samenwerkingslifecycle (– toepast op TNO)



# The Age of Customer Capitalism

*Roger Martin, 2010*



## **What is a ‘Great Interaction’?!**

- What’s Your Description/Definition?!**
- What’s Your Clients’ Description/Definition?!**

**TO  
DAY  
TO  
MORROW**

**FIVE YEARS TIME**

**THE LONG TERM PROSPECTS**

**How's your vision?**