



Titel van de presentatie

TNO innovation
for life

Welkom



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Transformatie





Crowdsourcing

Open innovatie

Co-creatie
User generated content

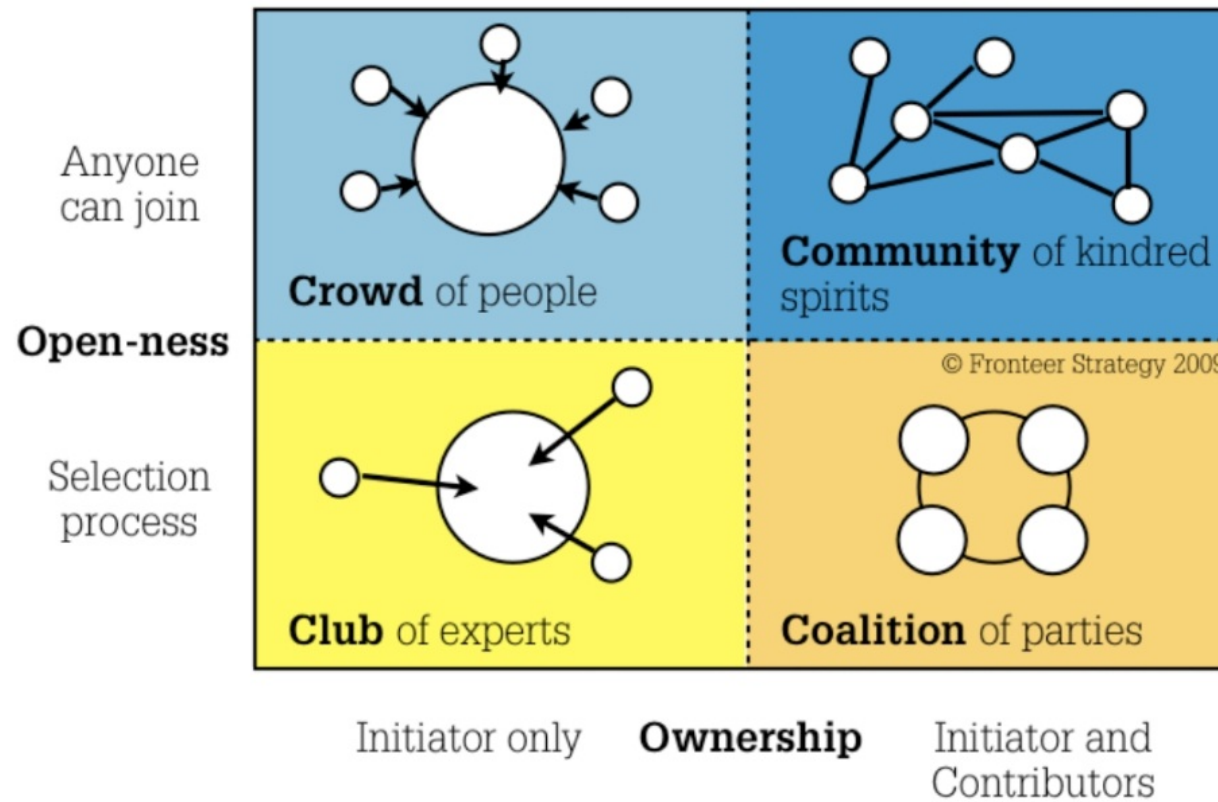
User Empowerment
eParticipatie



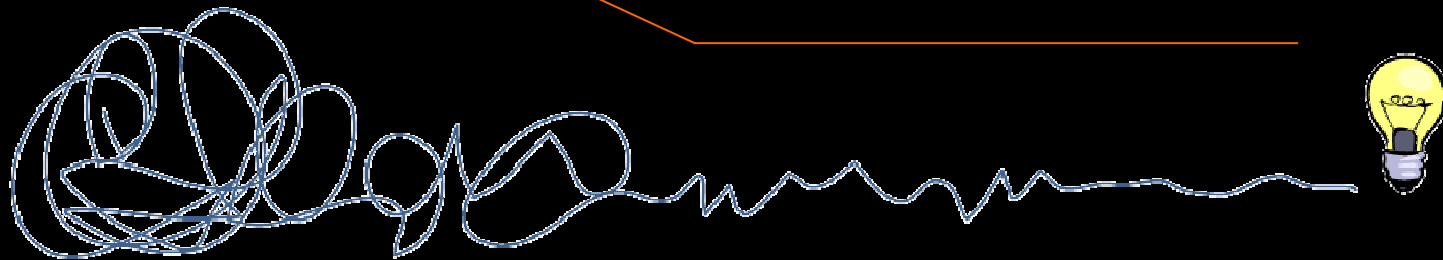


C4: co-creatie types

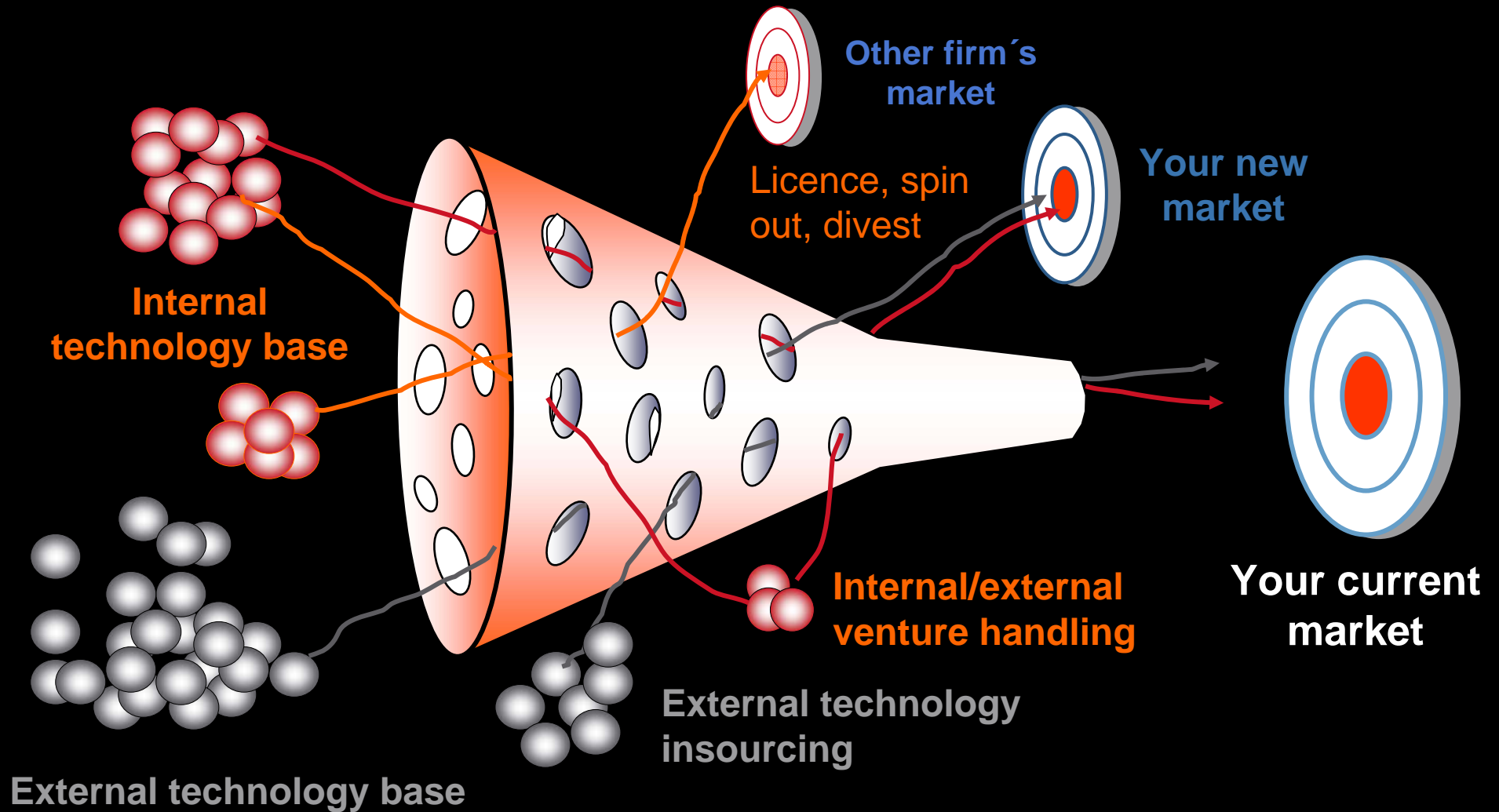
4 Types of Co-creation



Traditioneel innovatieproces

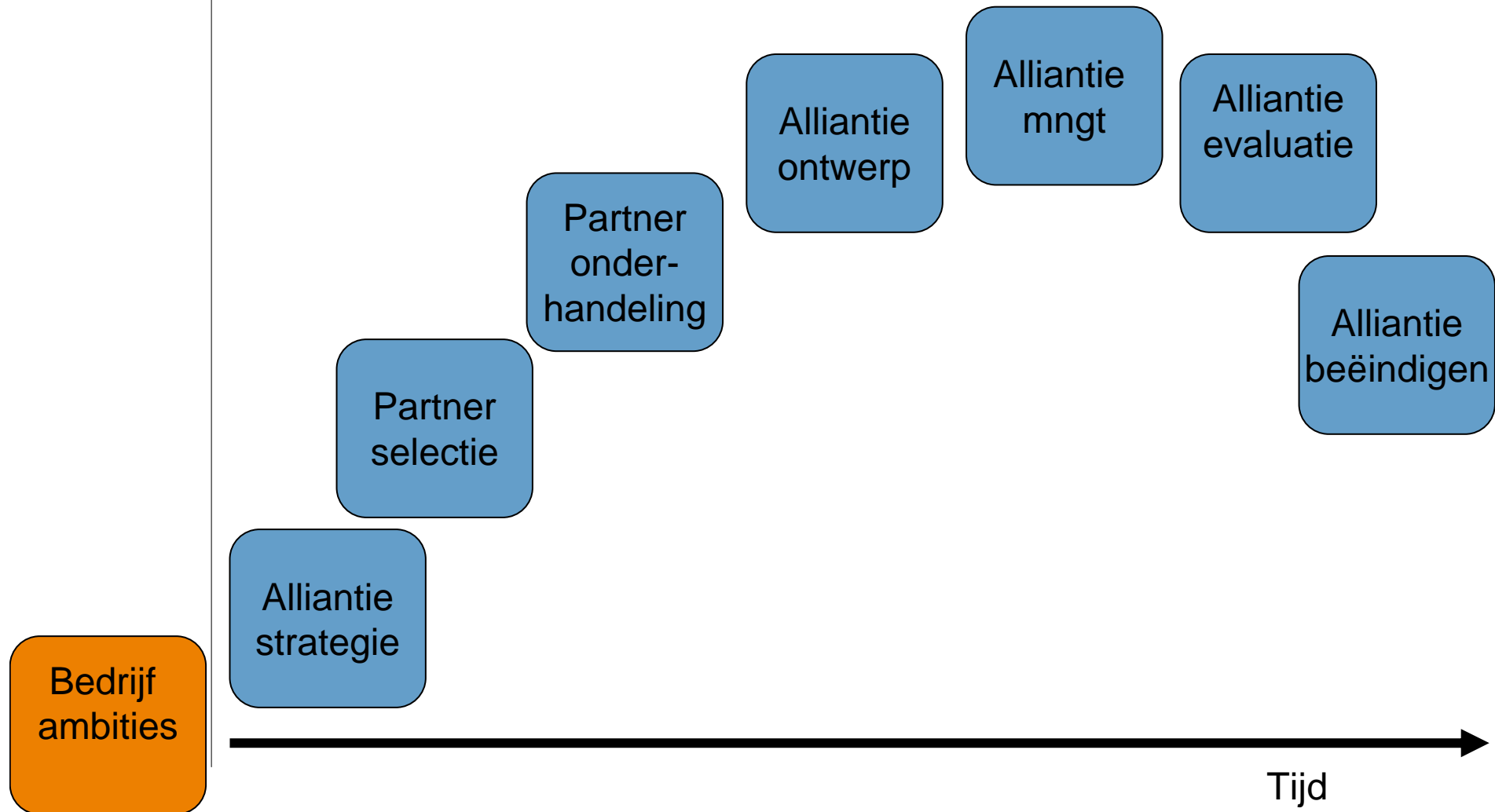


Open innovatie proces





Samenwerkingslifecycle (– toepast op TNO)



The Age of Customer Capitalism

Roger Martin, 2010



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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?