

# DESIGN THINKING

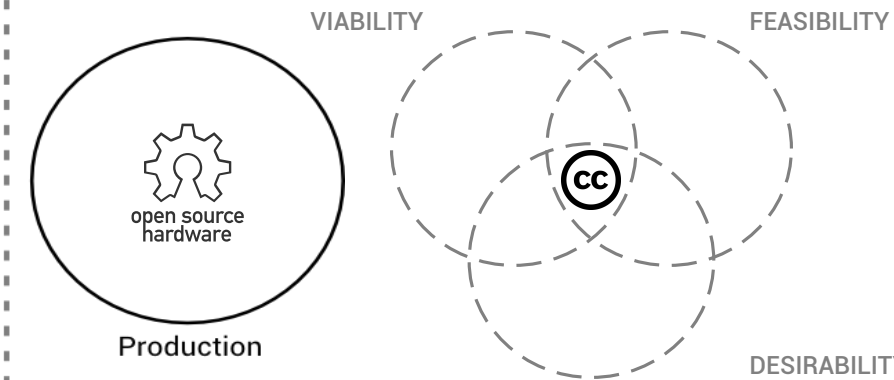
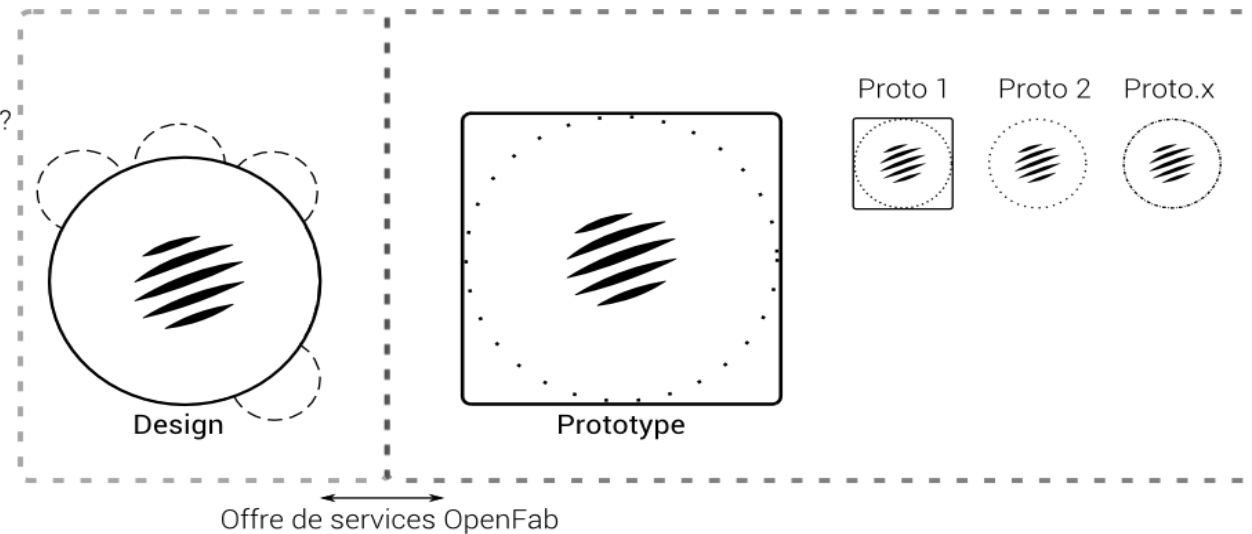
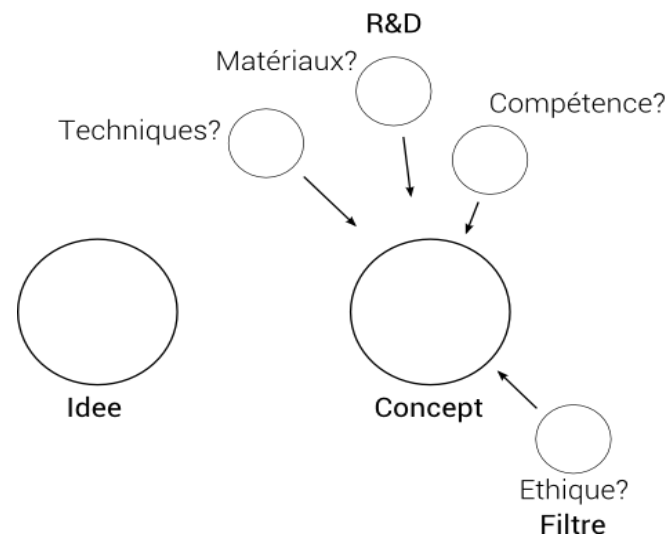
PHASE 0

PHASE 1

PHASE 2

PHASE 3

PHASE 4



Curiosity Driven Research

Solution Design

Prototyping

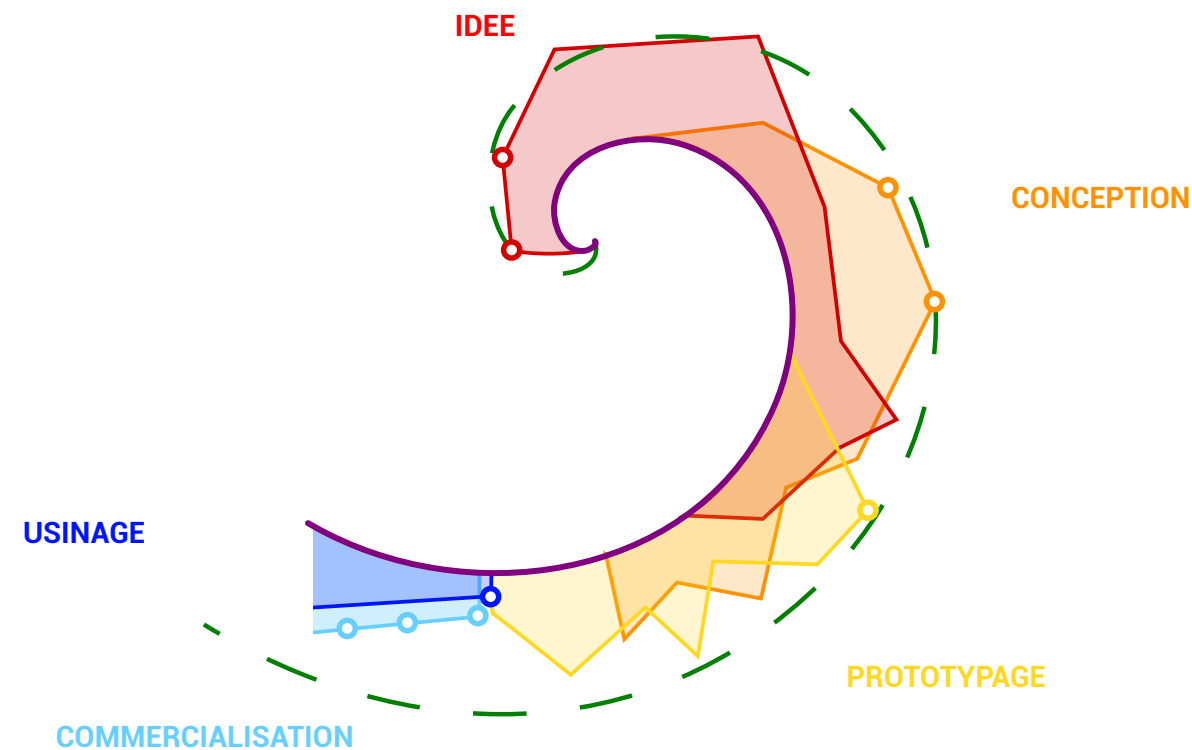
Original development

Commercialisation of products

Fundamental Research

Industrial Research and Experimental Development

Commercial Development



RESEARCH PUSH

**INNOVATION**  
(NO MAN'S LAND)

MARKET PULL