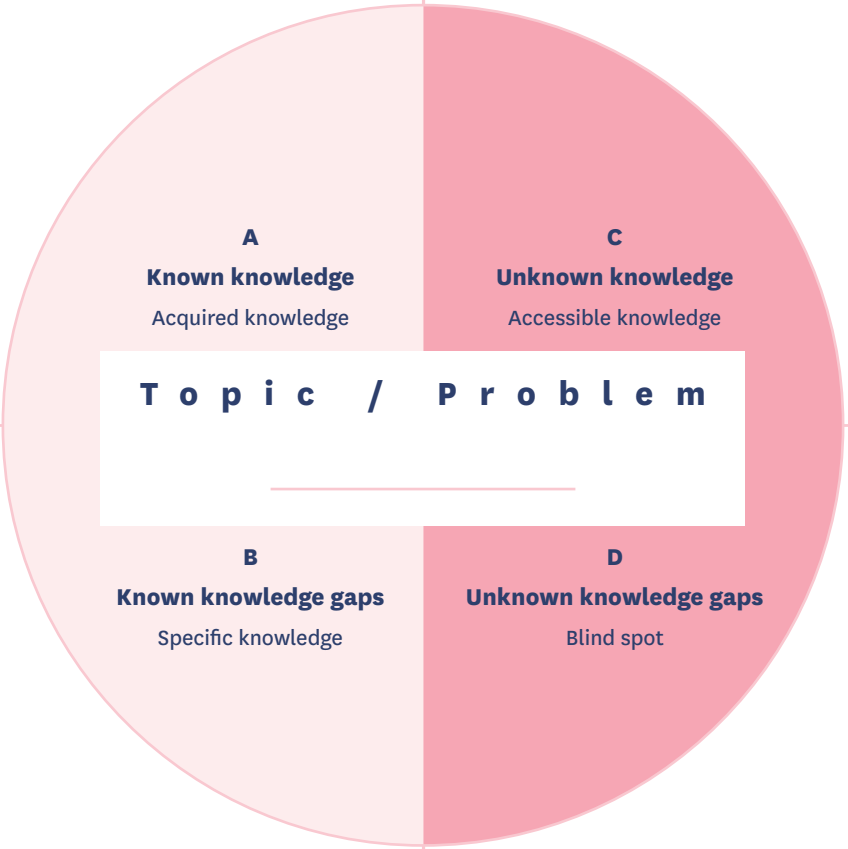
Validated references
What is known to us and to others?

Field investigation required
Who will support the venture and how?



Appropriate transfer
What is known to us but unknown to others?

Key factor for innovation
What is unknown to us and to others?

Fig. based on Luft & Ingham, 1955;
modified by Paulick-Thiel & Arlt, 2020

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