

<b>Firm/key actor</b>	<b>Innovation platform intersections</b>	<b>Agency-driven concepts: Innovation activities</b>	<b>Structure-driven concepts: Innovation space</b>
IKEA Ingvar Kamrad	IKEA's innovation platform draws on a large volume of customer feedback to facilitate expert collaboration to find easier and better lifestyle solutions. The innovation platform focuses on upscaling fabrication across multiple actors.	Expert collaboration focusing on innovative lifestyle creation	Assembling focus
LEGO Ole Kirk Christiansen	The innovation platform supports collaboration among multiple actors. Super customers and user communities are invited to make creative use of information and physical products, using ICT tools to reconfigure existing resources. The innovation platform encourages risk-taking innovative activities to identify new value propositions.	Super customer participation in risk-taking brick building activities	
Kidzania Xavier Lopez Ancona	KidZania's innovation platform focuses on enhancing learning through responsible roles involving well-known brands. Their distinctive business model involves experts from different fields such as marketing, psychology, pedagogy, and ludology, as well as the board of directors. The company is actively developing an innovative learning platform to prepare kids for the adult world.	Expert collaboration mixing brands to achieve the innovative learning outcome	Brand constellation focus
Eataly Oscar Farinetti	Eataly focuses on the benefits of healthy, nutritious foods and culinary experiences from various Italian brands. The innovation platform is used to widen access to quality food and drinks based on a deep knowledge of what they sell and serve. Eataly invites brand owners and customers to their innovation platform to disseminate ideas about the Italian lifestyle.	Expert collaboration to select brands to create an Italian lifestyle	
Spotify Daniel Ek	Spotify's innovation platform is based on technical and legal expertise, using big data to analyze and advocate new offerings. The innovation platform invites record labels, media companies, and artists to collaborate by creating, editing and sharing playlists and tracks on social media.	Expert collaboration combines technical, legal and music knowledge to enhance the listening experience	Technology focus
Amazon Jeff Bezos	Amazon's innovation platform uses technology to encourage experts from different fields to search for advanced solutions for connecting people to trade. The platform proposes that every actor can connect with others to trade merchandise and services.	Expert collaboration using technology and logistics to create a place to trade	