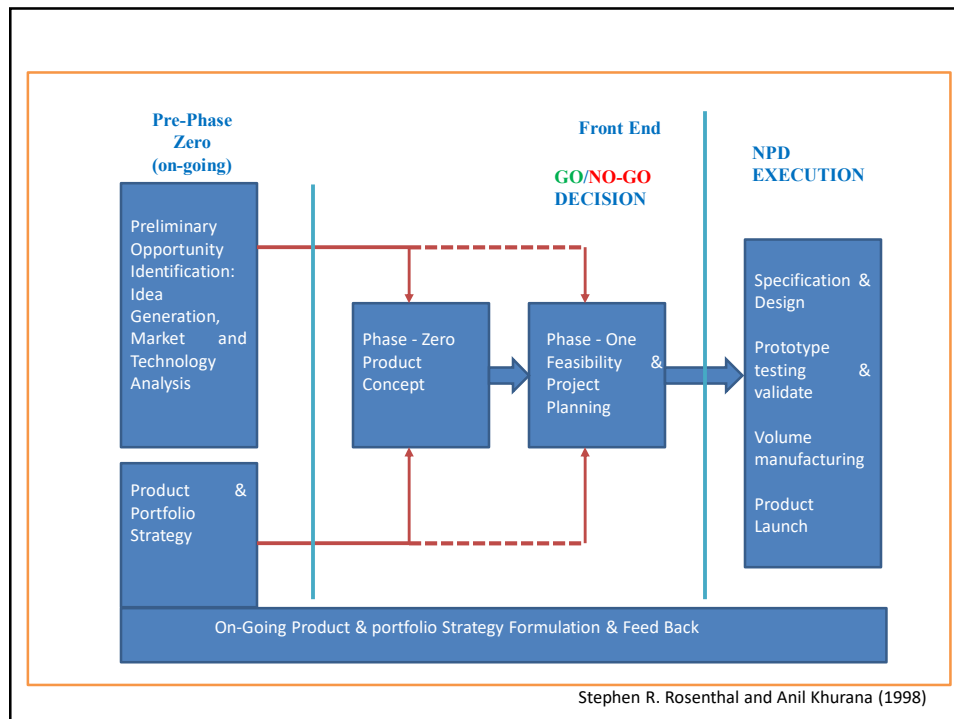


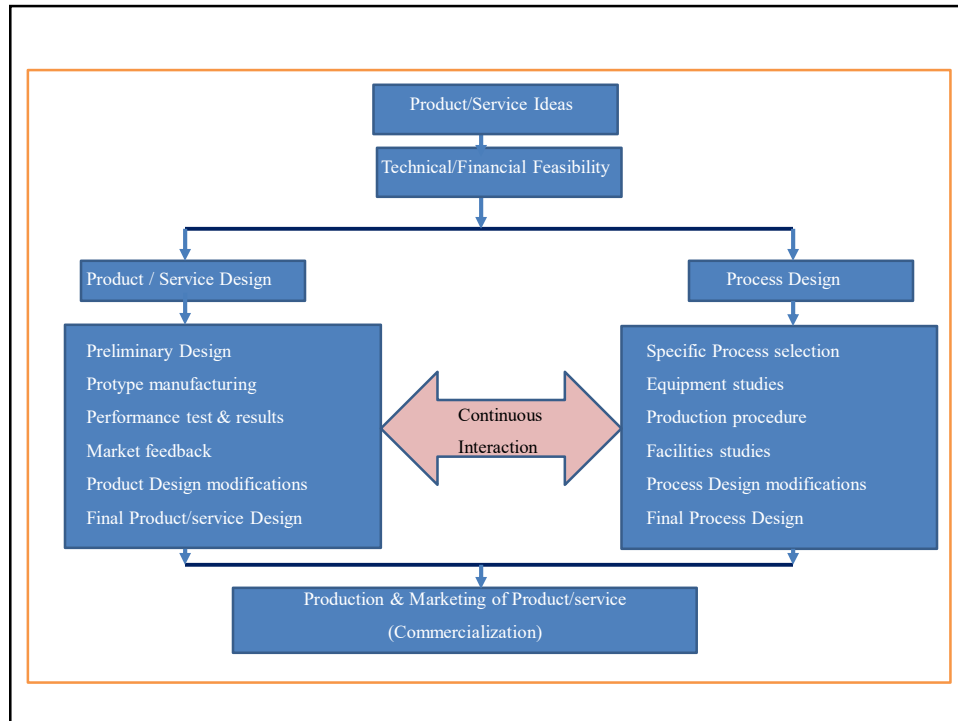
## Idea Generation - Research Based

- Research and Development (R&D)
  - Organized efforts to increase scientific knowledge or product innovation
  - **Basic research**
    - Has the objective of advancing the state of knowledge about a subject without any near-term expectation of commercial applications
  - **Applied research**
    - Has the objective of achieving commercial applications
  - **Development**
    - Converts the results of applied research into useful commercial applications.

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