

# Manufacturing shift

Factors that affect value creation and value capture

## Consumer demand



- Personalisation and customisation
- Consumers as creators

## Nature of products



- From 'dumb' to 'smart'
- From product to platform
- From product to service

VALUE  
CREATION

VS

VALUE  
CAPTURE

## Economics of production



- Exponential technologies
- Eroding barriers to learning, entry, and commercialisation
- Emerging manufacturing models

## Economics of the value chain



- Eroding value proposition for intermediaries
- Direct consumer engagement
- Faster speed to commercialisation
- Build to order vs build to stock