

**“In the 21<sup>st</sup> century, modelshare will be recognised as a precursor to mindshare and market share”**

*“Boeing, Microsoft, General Electric, Gillette, Hewlett Packard, McDonald’s, Sony, IBM, Swatch, Royal Dutch/Shell, Caterpillar, Federal Express, American Airlines, Disney, AT&T, Procter & Gamble, Nokia, Intel, 3M, Merrill Lynch, Toyota, and Detroit’s Big Three auto Manufacturers – At these companies, the strategies, tactics, and politics of prototyping and simulation frame the strategies, tactics, and politics of value creation. ... Organizations that can swiftly manage their models, prototypes, and simulations can and do reap tremendous competitive advantage. This has proven true in the past and will prove even more important in the future.”*

**Michael Schrage**, *“How prototypes can change your business”*, Across the Board, January, 2000.