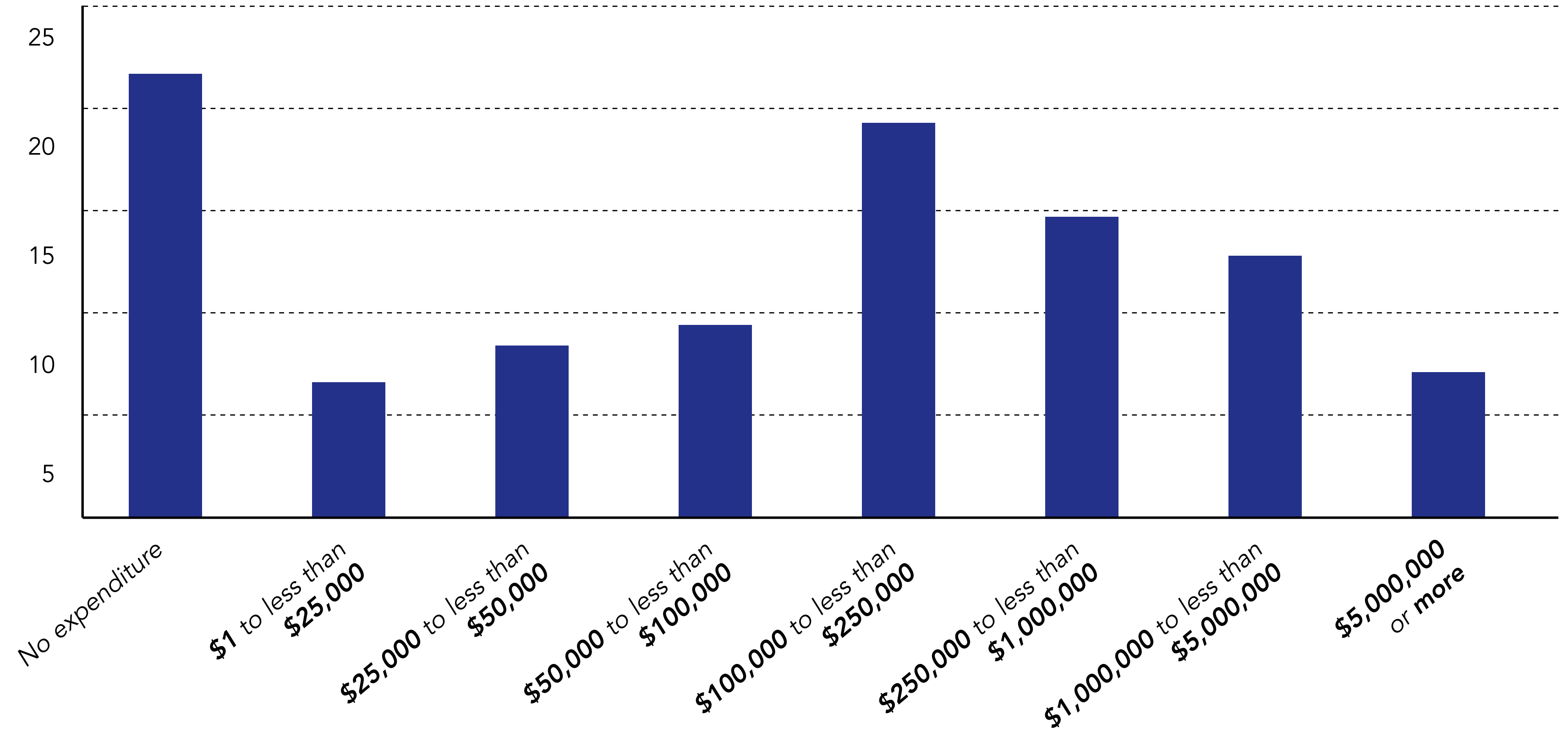


Innovation Investment

Small businesses and start-ups are seen as the engine of innovation yet its larger enterprises which commit more dollars. Their output is larger too, so it's where the benefits of innovation should be clearer

While over a fifth of large enterprises invest nothing in innovation, the highest single segment, nearly 20%, invest between a \$100,000- \$250,000. Almost 25% of large businesses invest up to \$100,000. At the upper end, over 34% of these businesses invest from \$250,000 to more than five million dollars.



Large Enterprises (200 or more persons), Percent

Large businesses are re-equipping through technologies and re-engineering their models, processes, logistical networks and possibly wider market networks.