



# Shell and Gamechanger

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# The ‘Gamechanger’ programme at Shell

Like many large organizations Shell has experimented with a variety of approaches to corporate venturing, trying to diversify the business and anticipate emerging developments in technology and markets. One of the most successful of these has been the Gamechanger programme and these links provide some more detail.

History of the programme: <http://www.strategos.com/client/shell-gamechanger/>

Current model

<http://www.shell.com/global/future-energy/innovation/innovate-with-shell/shell-gamechanger.html>

A short video introduction to the process

<https://www.youtube.com/watch?v=PCJ5CxFozkw>

A video example of a team in action

<https://www.youtube.com/watch?v=niv82wW3khs>