TableI_CompleteBinaryCharacteristicList.xlsx

Business model component	Variable number	Business model variable	Configuration code	Configuration	Variable&configeration No.	Company A	Company B	Company C	Company D	Company E	Company F	Company G	Company H	Company I	Company J	Company K	Company L	Company M	Company N	Company O	Company P	Company Q	Company R	Company S	Company T	Company U	Company V	Company W	Company X
Value proposition	1	Deposition technology	A	Soft-materials extrusion	1A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	1	1	1	0
			B	Melting extrusion	1B	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	1	0	0	1	0	0	0	0
			C	Hydrogel-forming extrusion	1C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			D	Material jetting	1D	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			E	Binder jetting	1E	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
			F	Selective laser sintering	1F	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			G	Hot air sintering and melting	1G	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	2	Print material type	A	Food paste	2A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	1	1	1	0
			B	Powder/Granular	2B	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
			C	Solid/Pallet	2C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	0	0
	3	Sources of material	A	Pre-packaged ingredients	3A	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	1	1	0	1
			B	Consumer-chosen/Prepared ingredients	3B	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	0	1	0	1	0	0	1	0
Value creation	4	Development path	A	Non-food printer that can print with food material	4A	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
			B	Dedicated food printer	4B	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1
	5	Intended value	A	Creative design	5A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1
			B	Personalised nutrition	5B	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
			C	Unique product texture	5C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	6	Key partnership	A	Academic partners	6A	1	0	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0	0	1	0	0	0	1	0
			B	Company partners	6B	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1
			C	Customer partners	6C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Value communication	7	Channels for communicating value	A	Press releases	7A	0	0	0	0	0	0	0	1	1	0	1	0	1	0	1	1	0	0	1	1	1	1	0	1
			B	Social media	7B	0	0	1	0	0	0	0	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1
			C	Web page	7C	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
Value delivery	8	Customer segment and relationships	A	Consumer produced foods	8A	1	1	1	1	1	1	0	1	0	0	0	0	1	0	1	0	1	1	0	1	0	1	1	0
			B	Small-scale food production	8B	0	0	0	0	0	0	1	0	1	1	0	1	1	1	1	1	0	0	1	1	1	0	0	1
			C	Industrial scale food production	8C	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	9	Distribution channel	A	Retail shop	9A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			B	Webshop	9B	0	0	1	0	0	0	0	0	1	1	1	0	1	1	0	1	0	0	1	1	1	1	1	1
			C	Reseller/Distributor	9C	0	1	1	1	1	1	1	1	0	0	0	1	1	0	1	1	1	0	0	0	0	0	0	0
Value capture	10	Revenue stream	A	Asset sale	10A	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0	1	0
			B	Reselling consumables	10B	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	1	1	1	1	1	1
			C	Rental	10C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			D	Leasing	10D	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0