Notes for Eggay on SBE Journal Article Sammary of the success story! - Companies seem very different but could align souls and both bonetit - Low risk thunks to 1) OF funding - Original objective exceeded oilter overcoming multiple obstudies - resulting in huge competitive advantage due to furter production cycle Main rulless contributers - combined effort - sturting early -> compatitive edge - DOF tunding Main challenges that were over come - timere sell struggles - Compu Ea Eronal resources - scapeixism towards new mathed in characting - Validation on subjective criteriu Tyres are complex - Lesal stuft: CARDA Main message for inductor and government today - It's important bat treve are concerns - How to make the SBE shill having

Tinvolve MPE providers