



That said, they were motivated. It's a judgement call here as to whether an organisation can be altered in a time frame that enables you to exploit an environment. In this case, given the principles (i.e. doctrine) exhibited then I'd say not. There isn't enough time to alter the company and go head to head with the US competitor, this is a battle better withdrawn from for now.

However, I have several secret weapons. First, the US competitor is using the same expensive sensor and they probably have their own internal inertia to change given their success in the US which means their code base will become legacy. Secondly, just because I can anticipate the future situation then that doesn't mean the market can. From the analyst reports and interest in acquisition we know that Phoenix is seen as a bit of a star in the market. Lastly, we also have