**Illustrations During the Interviews**

* TD landscape

Text, chat or text message

Description automatically generated

* Identifying the startup timeline

Company name

Description automatically generated

* Screensharing when discussing TD decisions in stage 1

Table

Description automatically generated

* Screensharing when discussing TD decisions in stage 2

A picture containing graphical user interface

Description automatically generated

* Screensharing when discussing TD decisions in stage 3

Chart

Description automatically generated with low confidence