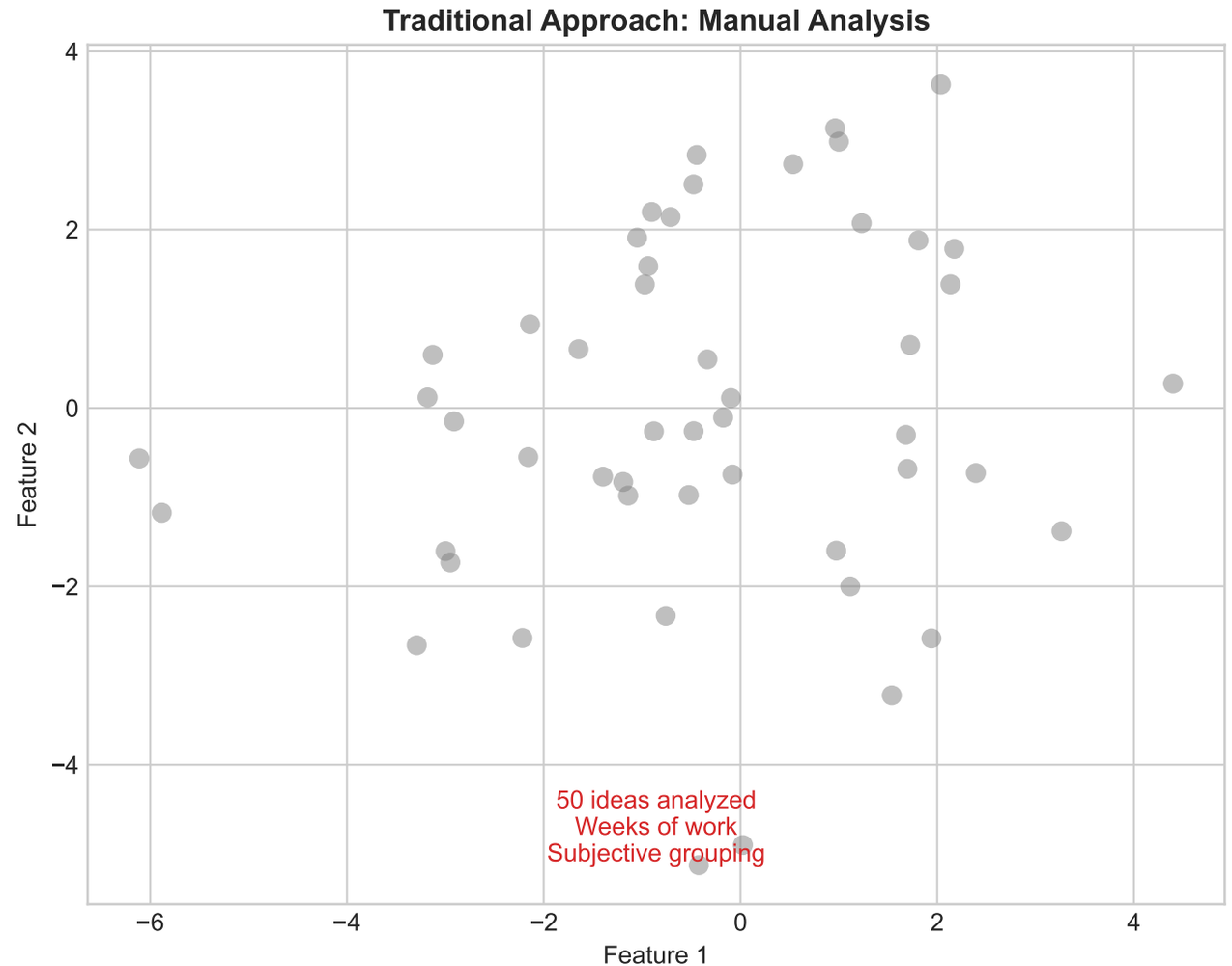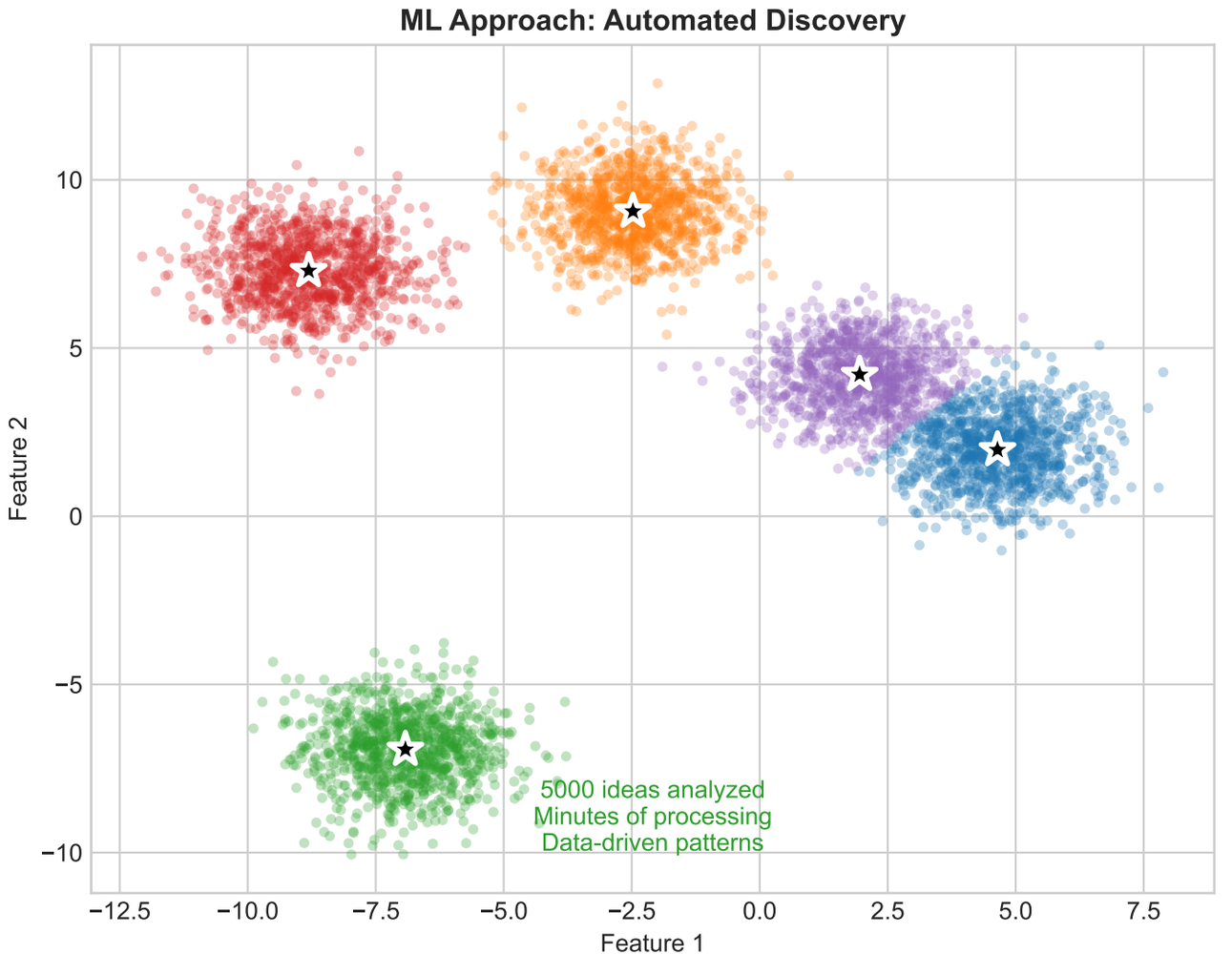The Current Reality: Scale Challenge in Innovation