$$p_{\hat{c}} = \lambda^* \widetilde{A}$$

$$\lambda^* = \underset{\lambda \geq 0}{\operatorname{argmin}} \|\lambda \widetilde{A} - \widehat{c}\|^2$$

$$\hat{A}^* = \underset{\lambda \geq 0}{\operatorname{subargmin}} \|\lambda \widetilde{A} - \widehat{c}\|^2$$

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$$\hat{A}^* = \underset{\lambda \geq 0}{\operatorname{potimal}} \|\lambda \widetilde{A} - \widehat{c}\|^2$$

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