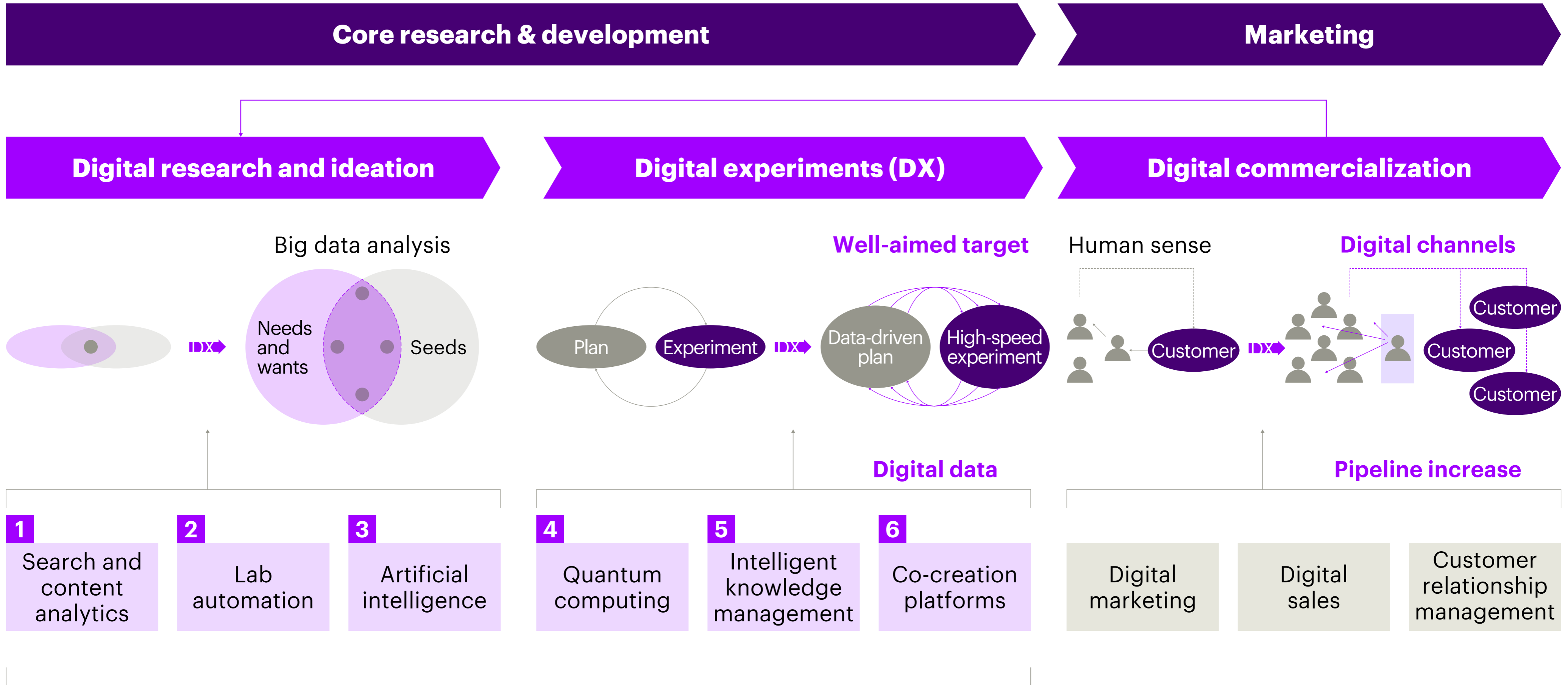


**Figure 1: R&D stage-gate process enabled by digital technology and integrated with digital marketing**



**Key building blocks**