

How to deal with big industries? Highlights for Tec-developers

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Innovation is one of the greatest forms to make the world a better place. Being a technology developer or a start up owner it is so great and unlock ideas and possibilities. But why so many fails? The idea is the beginning. The journey is: the team, business model, timing, agility, and adaptability means the most. The big Tec-customer is the true reality.

Tetra Pak is a food packaging company leading innovation: we are a big Tec-customer. Managing product development to meet sustainability transformation demands is a must and material technology is a key to drive this change. From small collaborations to partnerships & ecosystems: example of successful integration between different realities like small graphene companies.

References

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Figures



Figure 1: Example of Sustainable material development @Tetra Pak