The Heilmeier Questions

- What are we trying to do?

- How does this get done at present? Who does it?
  What are the limitations of the present approaches?

- What is new about our approach?
  Why do we think we can be successful at this time?

- If we succeed, what difference do we think it will make?

- How long do we think it will take?
  What are our metrics to see how we are doing?
  How much do we think that it will cost?

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