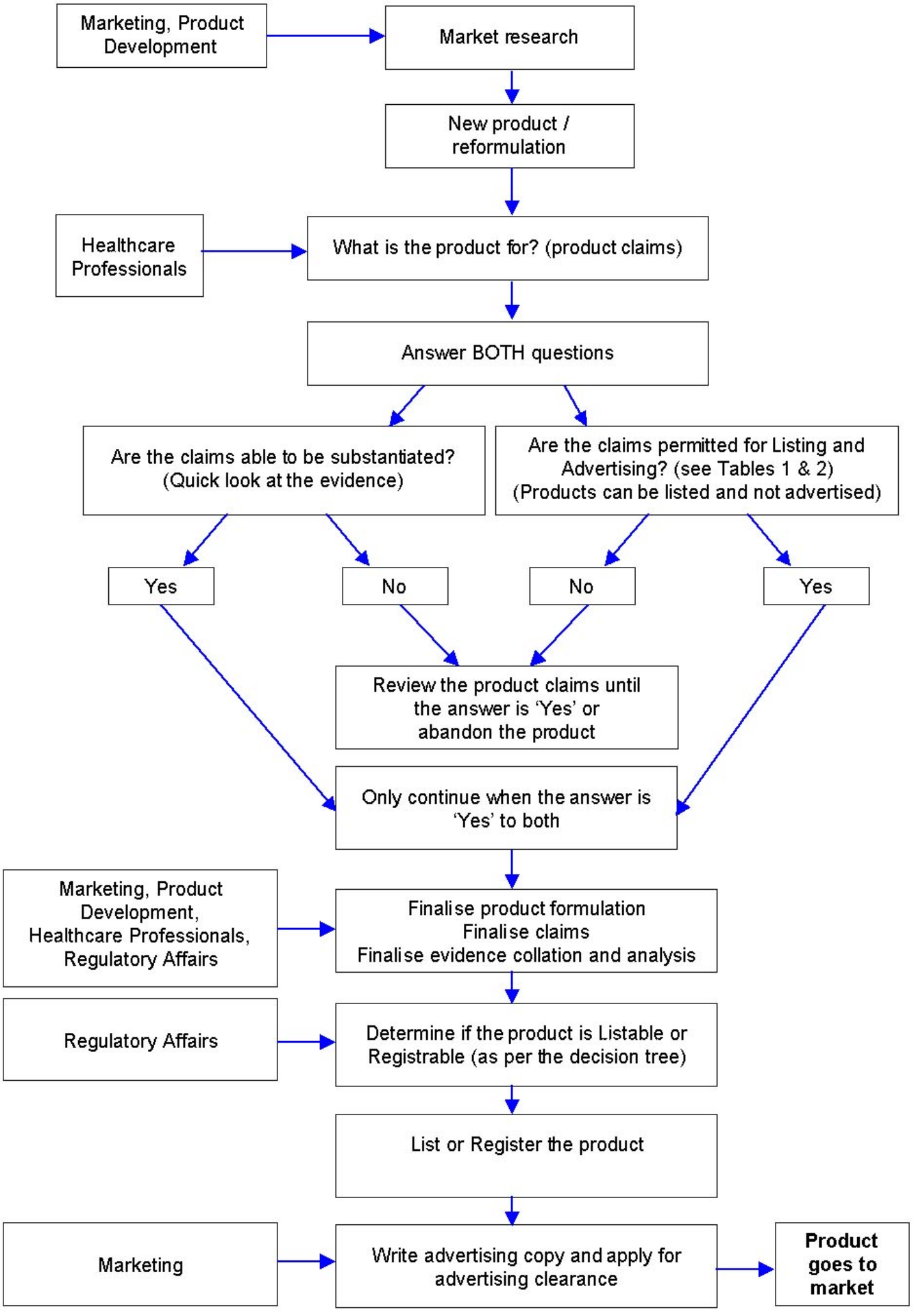How does a company get a product to market?