

B	I	N	G	O
STRATEGIC RISKS	ALLIANCES	DON'T IGNORE GOVERNANCE	REWARDING	OPEN-ENDED RELATIONSHIPS
DEFINE SCOPE CAREFULLY	SEPARATELY OWNED	PROFITABLE	AVOID CO-OPETITION	REDUCE TRANSITION COSTS
RUIN	SUCCESS BEGINS AT HOME	FREE	BUILD MULTIPLE BRIDGES	EXPLOSION
FLEXIBILITY	RIGHT INGREDIENTS	HEDGE YOUR BETS	DYNAMIC PERSPECTIVE	POOR STRUCTURE
DOOM	BUY OPTIONS ON THE FUTURE	REDUCE RISK	WATCH FOR THE UPSIDE	DO NOT TRUST TRUST

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SUCCESS BEGINS AT HOME	AVOID CO-OPETITION	REWARDING	DEFINE SCOPE CAREFULLY	PROFITABLE
DON'T IGNORE GOVERNANCE	WATCH FOR THE UPSIDE	OPEN-ENDED RELATIONSHIPS	BUY OPTIONS ON THE FUTURE	REDUCE TRANSITION COSTS
FLEXIBILITY	BUILD MULTIPLE BRIDGES	FREE	EXPLOSION	ALLIANCES
DYNAMIC PERSPECTIVE	REDUCE RISK	STRATEGIC RISKS	DO NOT TRUST TRUST	RIGHT INGREDIENTS
HEDGE YOUR BETS	POOR STRUCTURE	RUIN	SEPARATELY OWNED	DOOM

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BUY OPTIONS ON THE FUTURE	REDUCE RISK	AVOID CO-OPETITION	POOR STRUCTURE	BUILD MULTIPLE BRIDGES
STRATEGIC RISKS	FLEXIBILITY	HEDGE YOUR BETS	SEPARATELY OWNED	OPEN-ENDED RELATIONSHIPS
RUIN	DO NOT TRUST TRUST	FREE	RIGHT INGREDIENTS	DYNAMIC PERSPECTIVE
SUCCESS BEGINS AT HOME	REDUCE TRANSITION COSTS	REWARDING	WATCH FOR THE UPSIDE	DON'T IGNORE GOVERNANCE
EXPLOSION	ALLIANCES	PROFITABLE	DEFINE SCOPE CAREFULLY	DOOM