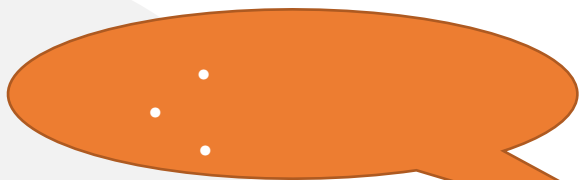


# PI update NL 2023



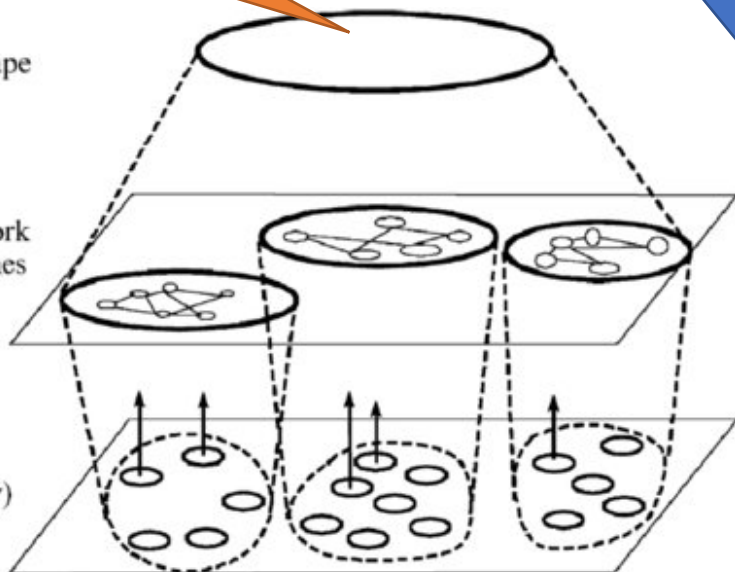




Landscape

Patchwork  
of regimes

Niches  
(novelty)

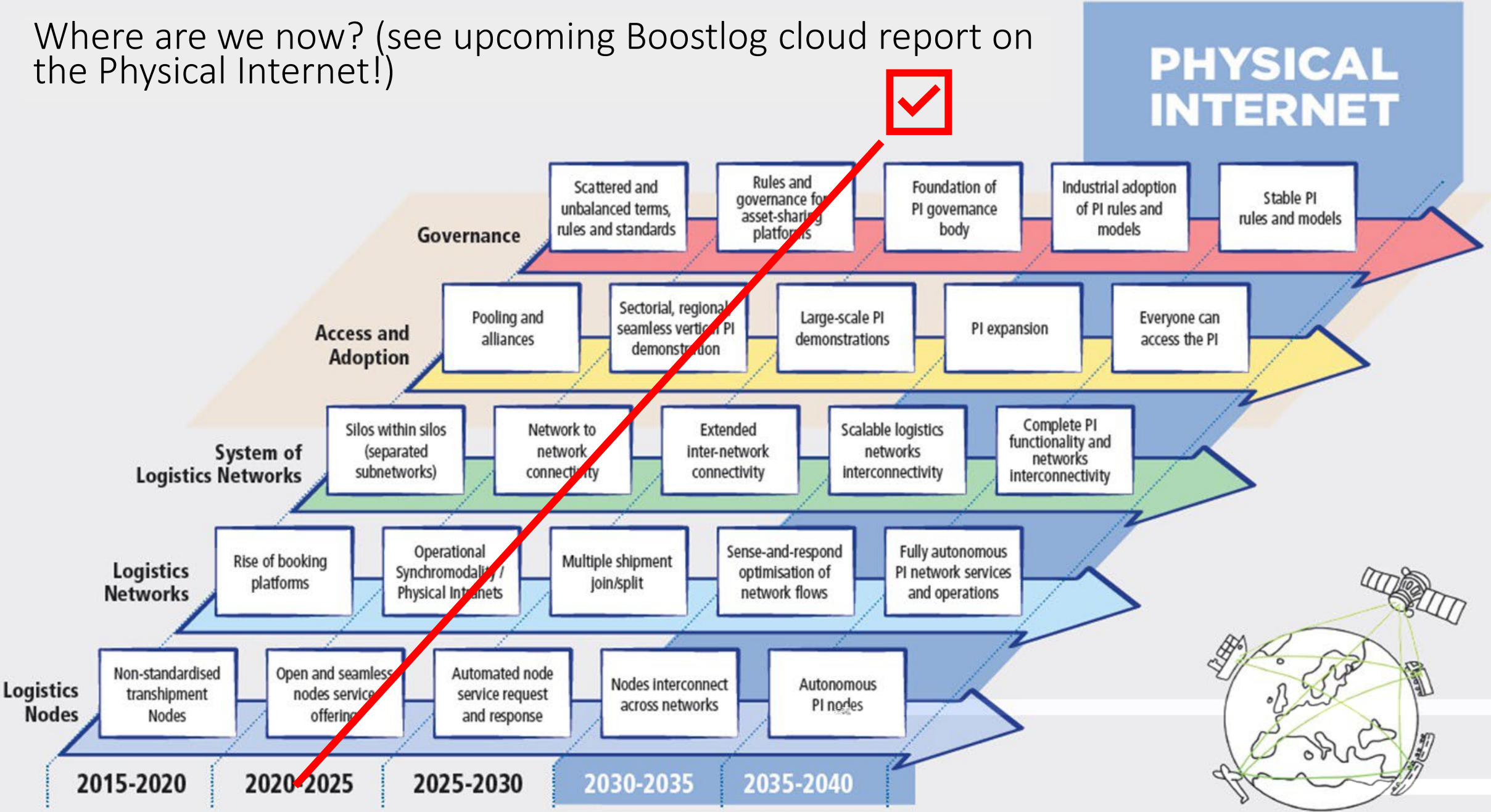


Regime-level

Niche-level

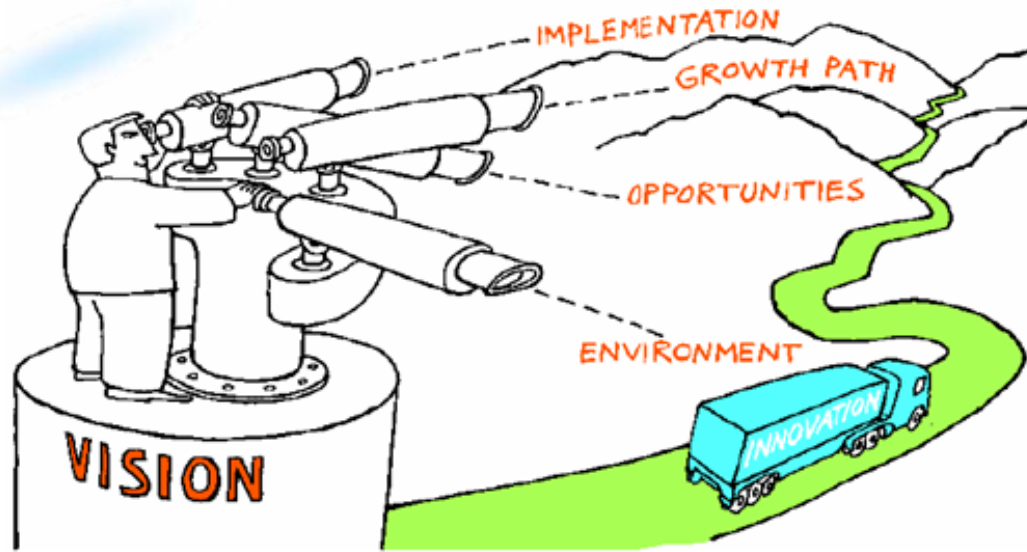


Where are we now? (see upcoming Boostlog cloud report on the Physical Internet!)

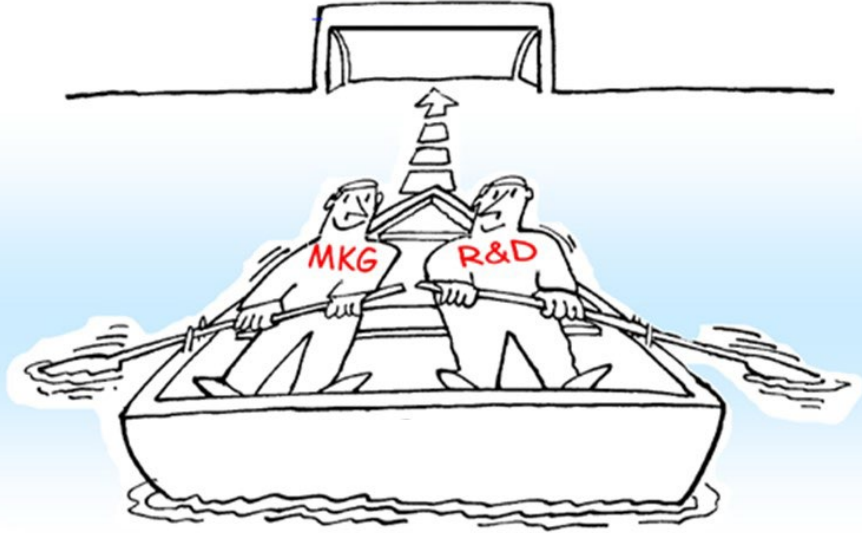




Is our strategy 'actionable', i.e.: with a clear implementation path?



Are push and pull forces aligned?

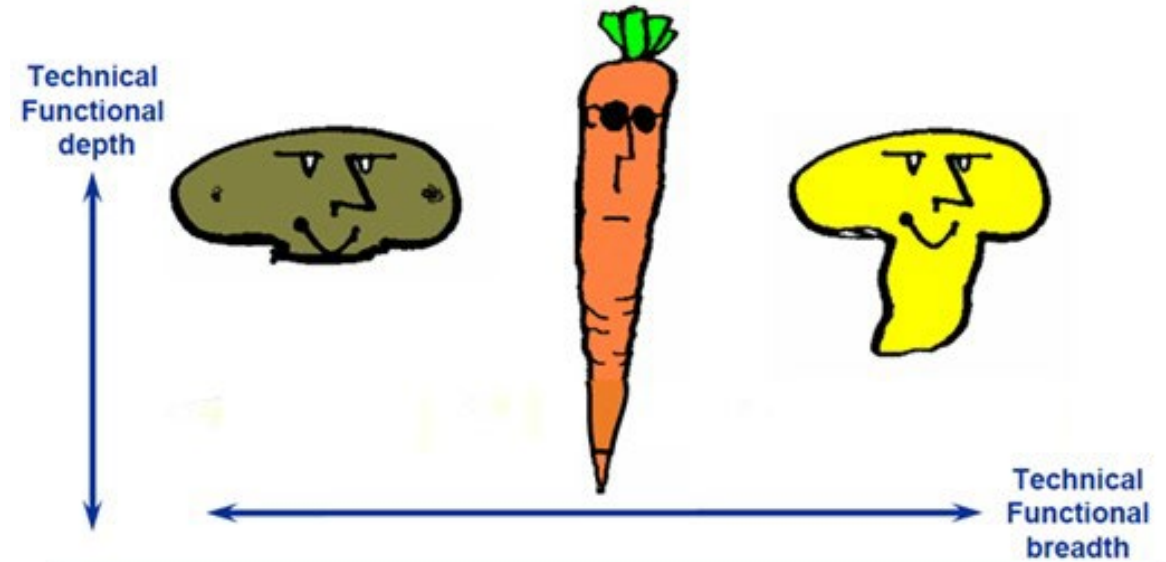


## Challenges

Have we mapped out what we need to do to get there?



Do we have the right bandwidth of capabilities?



# Messages

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