

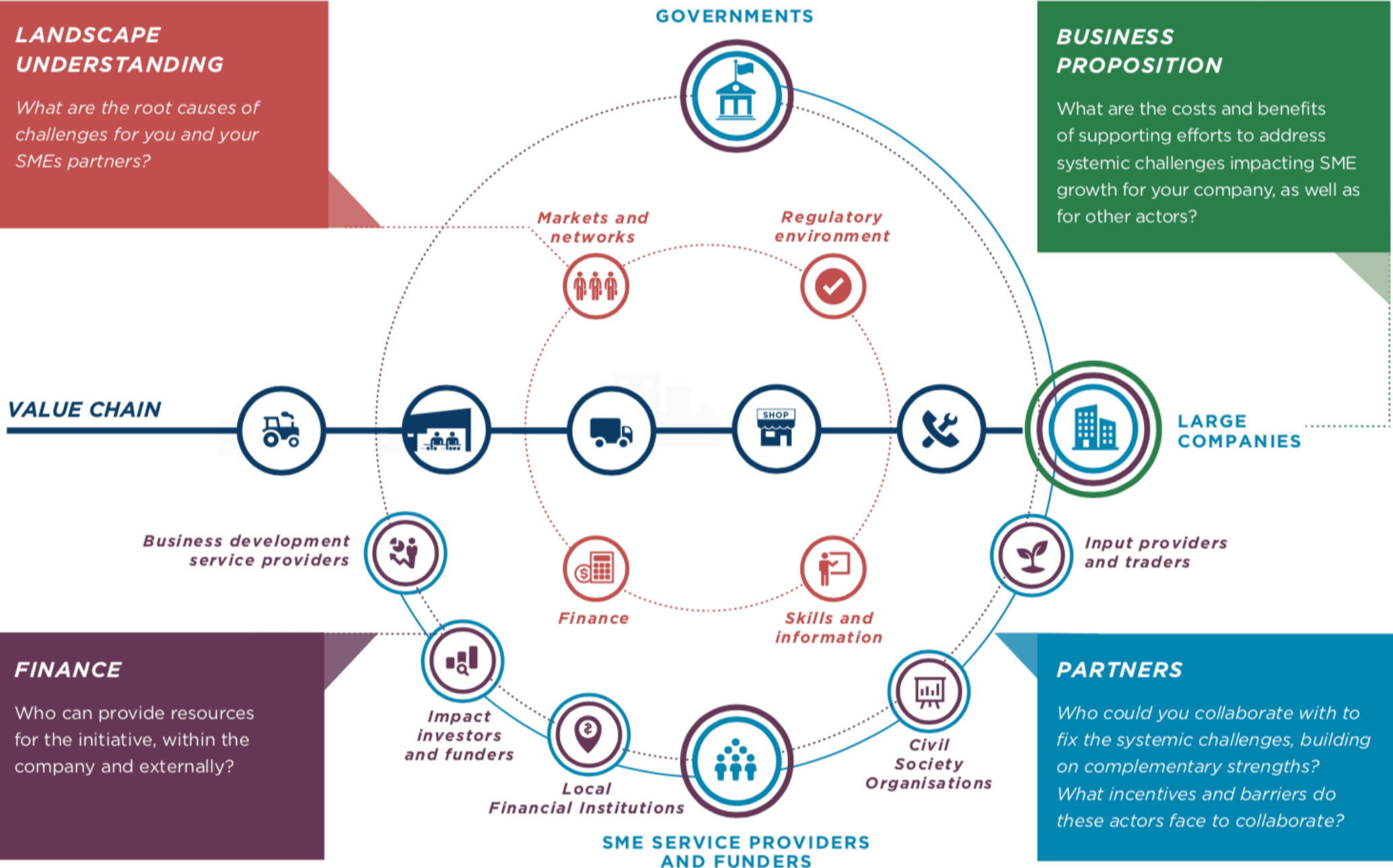
# MARKET BUILDING COLLABORATION - KEY QUESTIONS

## LANDSCAPE UNDERSTANDING

What are the root causes of challenges for you and your SMEs partners?

## BUSINESS PROPOSITION

What are the costs and benefits of supporting efforts to address systemic challenges impacting SME growth for your company, as well as for other actors?



## FINANCE

Who can provide resources for the initiative, within the company and externally?

## PARTNERS

Who could you collaborate with to fix the systemic challenges, building on complementary strengths? What incentives and barriers do these actors face to collaborate?