

True Grit: Stories of Failure and Redemption



First Try: 100 Percent Mortality

“Progress was hard and failure was possible.”



Cost is Relative





Financing is a Challenge



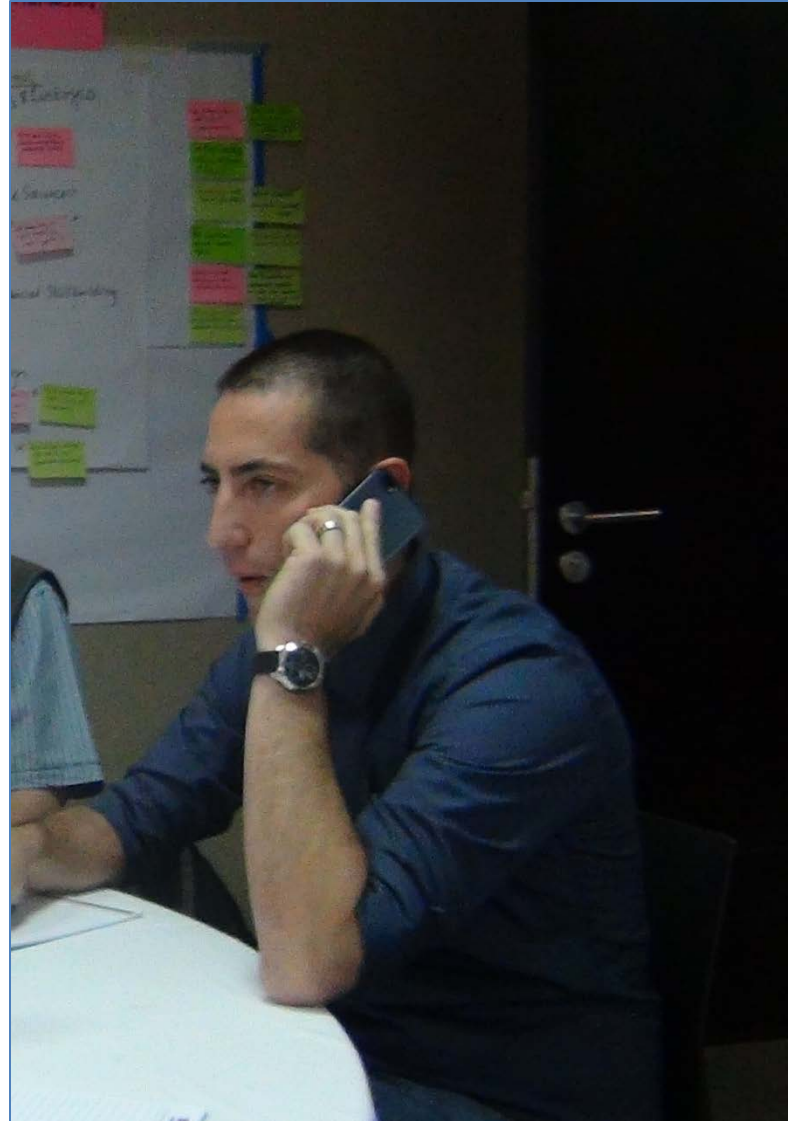
Technology Transfer is Tough



Don't Mess With Texas



Seriously, Dude?



In the Field



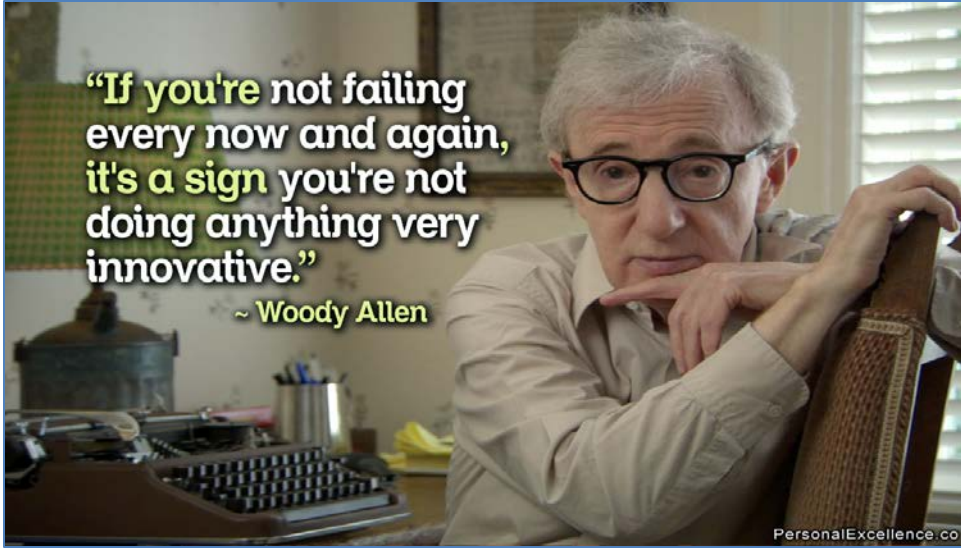
That is, In Their Field



Lessons Learned

1. Have one or two goals
2. Take the time to build trust
3. Cost share
4. Provide on the ground support
5. Provide access to financial support

Lord, Don't Teach Me Any Lessons Today

A photograph of Woody Allen sitting at a desk in a room with a typewriter and a window with blinds. He is wearing glasses and a light-colored shirt, resting his chin on his hand.

"If you're not failing every now and again, it's a sign you're not doing anything very innovative."

~ Woody Allen

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A photograph of Oprah Winfrey speaking into a microphone. She has her signature curly hair and is wearing a dark top. The background is dark and out of focus.

QUOTE

"FAILURE IS A GREAT TEACHER. IF YOU'RE OPEN TO IT EVERY MISTAKE HAS A LESSON TO OFFER."

Oprah Winfrey

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