Generic Challenge

- Our {devices,components,systems} in our target environment (in future technology X?) see upset rate A
- Unmitigated we see the systems we want to build will have FIT rate B
- We need to achieve FIT rate C

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- With current state of the art, it requires overhead D to achieve FIT rate C.
- This is bad for reasons Y, Z....
- If we could reduce the overhead from D to E, many great things will occur.
 - (explain how great things increase the spread of happiness, wealth, freedom, democracy, and health)