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[illegible]

Creative thinking - creative  
 ENHANCE IDEAS - creative  
 IMPROVE THEM - creative  
 Refine + = creative  
 + + = creative  
 PROGRESSIVE + + + = creative  
 POSITIVE + + + = creative  
 IDEAS + + + = creative  
 IDEAS + + + = creative  
 IDEAS + + + = creative

[illegible]

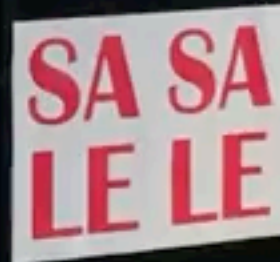


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 95. *Phragmites*  
 96. *Phragmites*  
 97. *Phragmites*  
 98. *Phragmites*  
 99. *Phragmites*  
 100. *Phragmites*

[illegible]

Creative thinking - creative  
 ENHANCE IDEAS - creative  
 IMPROVE THEM - creative  
 Refine + = creative  
 + + = creative  
 PROGRESSIVE + + + = creative  
 POSITIVE + + + = creative  
 IDEAS + + + = creative  
 IDEAS + + + = creative  
 IDEAS + + + = creative

[illegible]



# The Prototype



# Final Results

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- Our product was valued at R\$ 6.000 – R\$ 8.000 by stores the same size as Hering
- Opportunity to work with e-commerces