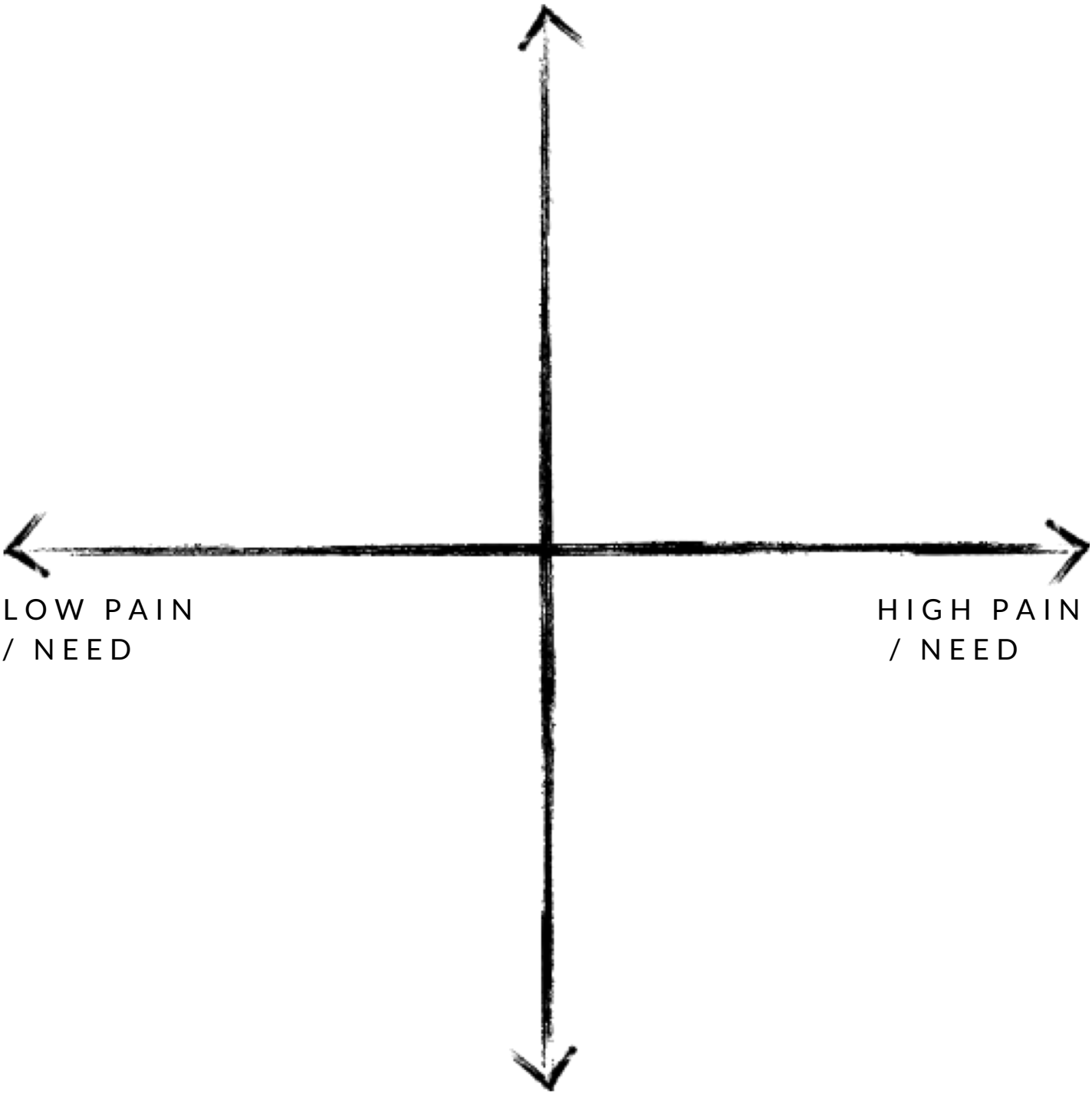
CUTOMER EXPLORATION

HIGH VALUE FOR MY BUSINESS



LOW PAIN / NEED

HIGH PAIN / NEED

LOW VALUE FOR MY BUSINESS

SIZE OF THE CUSTOMER

æternity VENTURES