

MEDIUM



FOCUS



VISUALS



**MARKETED
CORRECTLY**



**AUDIENCE
INTERPRETS
CORRECTLY**



COMPLEXITY



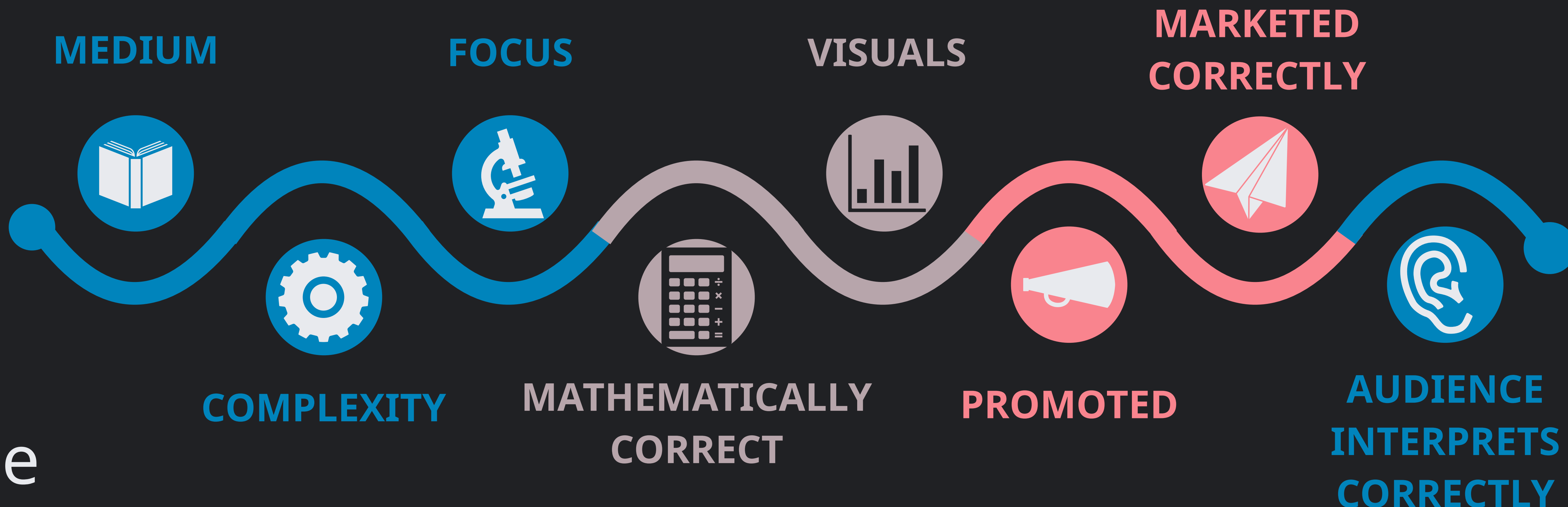
**MATHEMATICALLY
CORRECT**



PROMOTED



The
journey to
interesting
and true





Unsent Tweets



Everyone

[Colleague X] is working on [Analysis Y] using
[Method Z]

Everyone can reply



Tweet