

**MEDIUM**



**FOCUS**



**VISUALS**



**MARKETED  
CORRECTLY**



**AUDIENCE  
INTERPRETS  
CORRECTLY**



**COMPLEXITY**



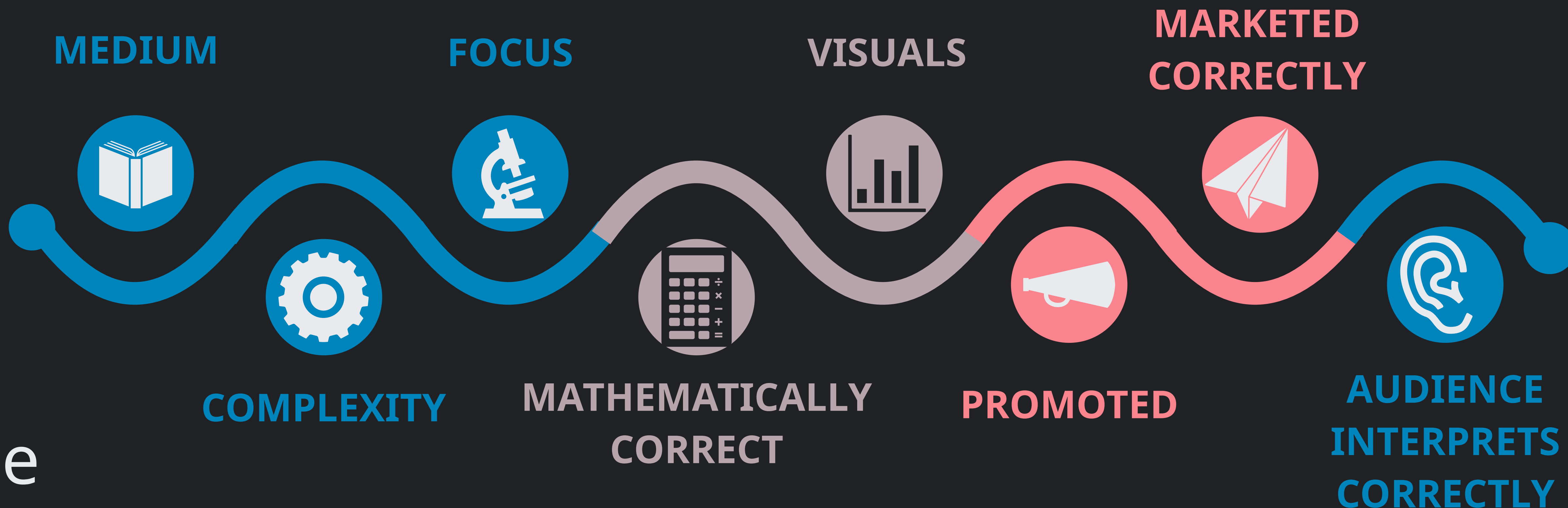
**MATHEMATICALLY  
CORRECT**

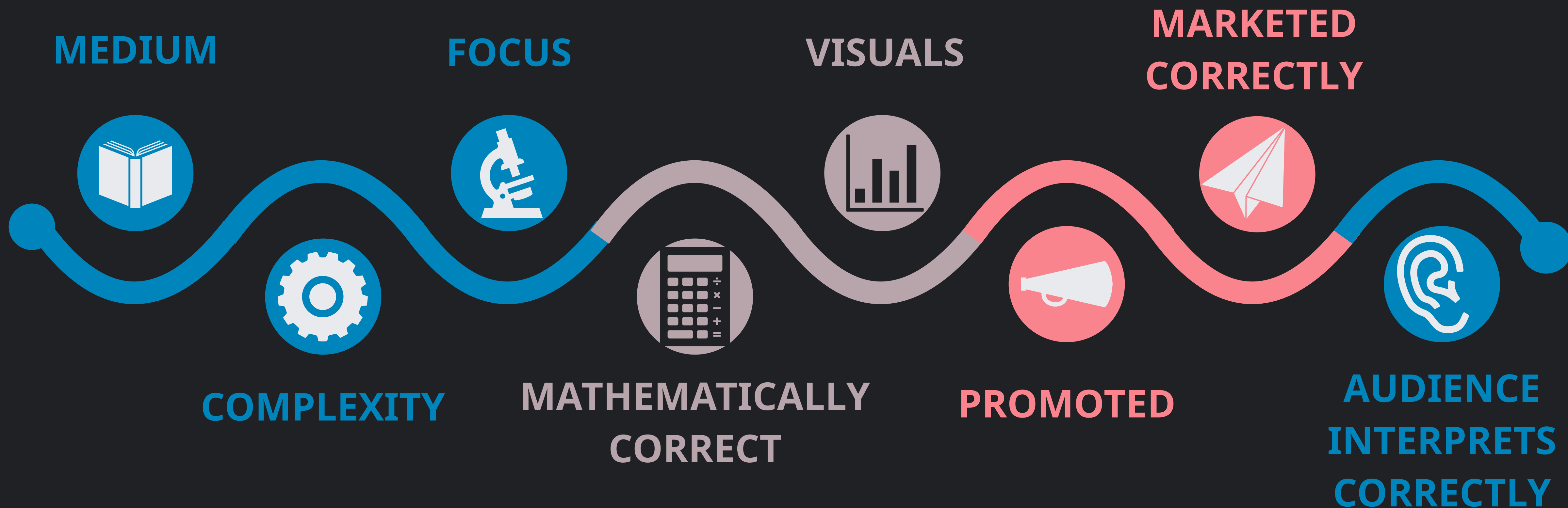


**PROMOTED**



The  
journey to  
interesting  
and true





If not **us**  
then **who?**