

**MEDIUM**



**FOCUS**



**VISUALS**



**MARKETED  
CORRECTLY**



**AUDIENCE  
INTERPRETS  
CORRECTLY**



**COMPLEXITY**



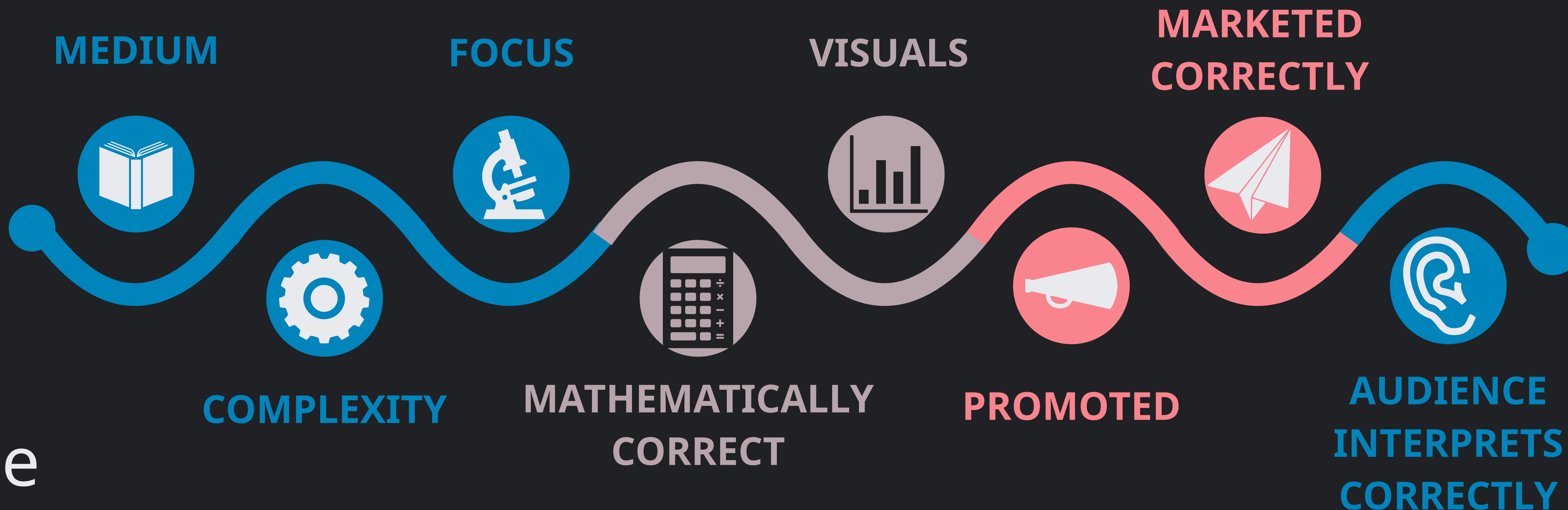
**MATHEMATICALLY  
CORRECT**



**PROMOTED**



The  
journey to  
interesting  
and true



thank you

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