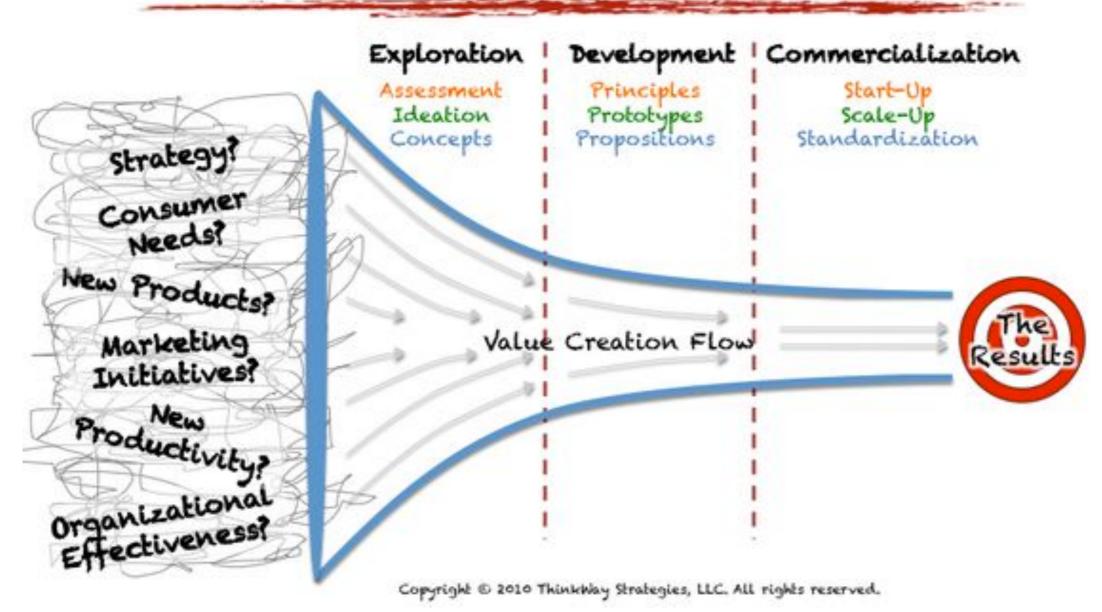
## Value Driven Approach

## THE VALUE CREATION FUNNELT





## Start from an idea

