



A Venn diagram with two overlapping circles. The left circle is blue and labeled 'Agency'. The right circle is red and labeled 'Product'. The intersection of the two circles is shaded purple. The Agency circle contains five characteristics: Project Variety, Fast Paced, Collaborative, and Close Client Relationship. The Product circle contains four characteristics: Many Features, Ability to Iterate, Data-Based Decisions, and Industry Expert.

Agency

Project Variety

Fast Paced

Collaborative

Close Client Relationship

Product

Many Features

Ability to Iterate

Data-Based Decisions

Industry Expert

