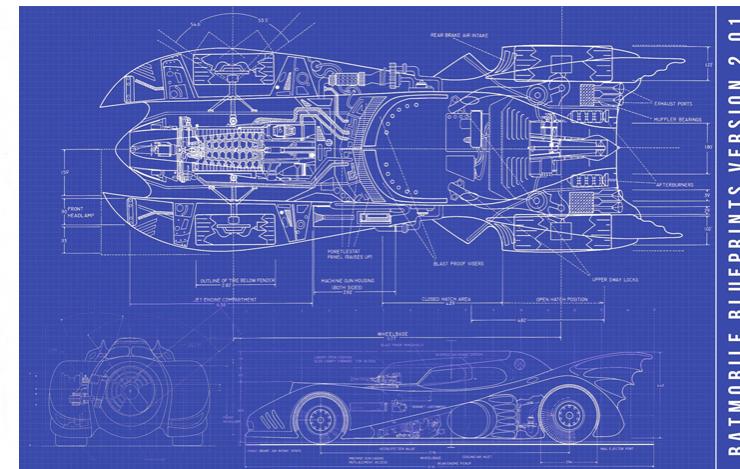
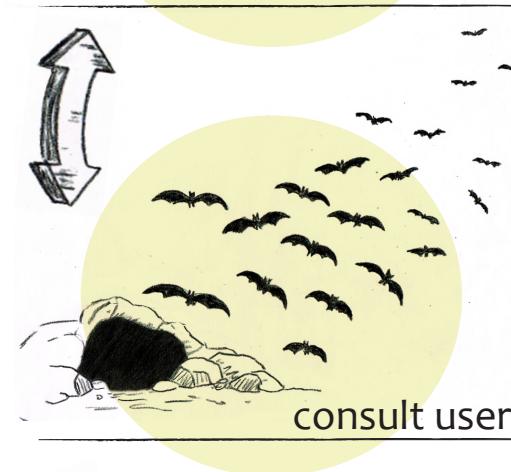


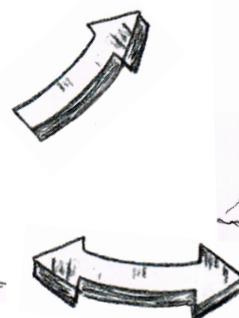
refine idea



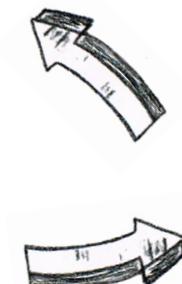
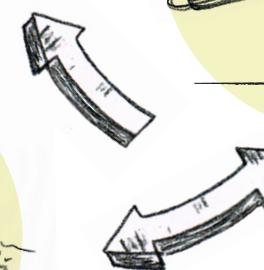
set goals



define scope



understand processes/data flows



build the right 'it'