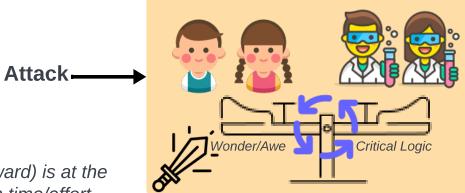
<u>Challenge</u>

- 1. Understand
- 2. Define Success & Failure



Where to start?

your highest leverage (risk/reward) is at the start and usually erodes with time/effort (confirmation basis kicks in)

