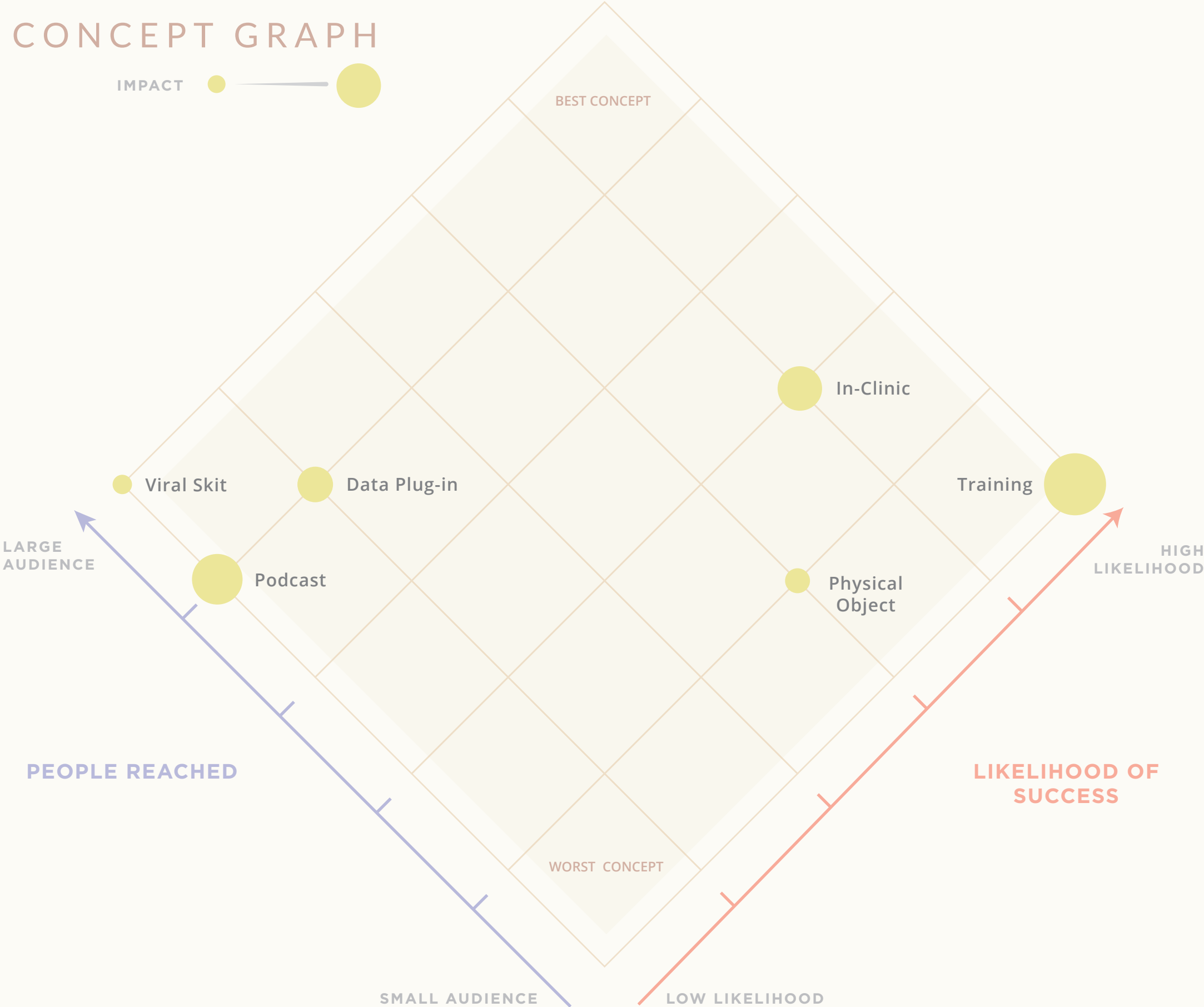


# CONCEPT GRAPH

IMPACT



LARGE AUDIENCE

HIGH LIKELIHOOD

PEOPLE REACHED

LIKELIHOOD OF SUCCESS

SMALL AUDIENCE

LOW LIKELIHOOD

BEST CONCEPT

WORST CONCEPT