





**LEVEL UP**

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1



2



3





1



2



3







1

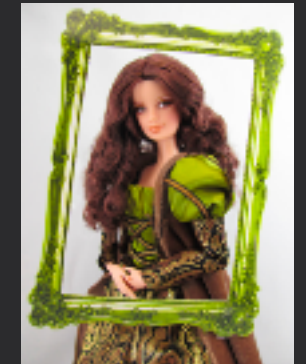
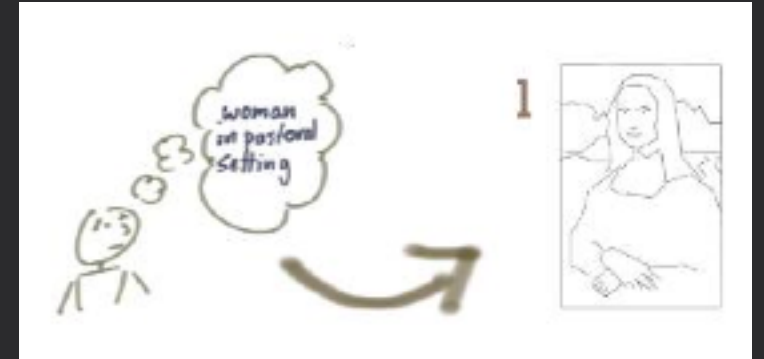
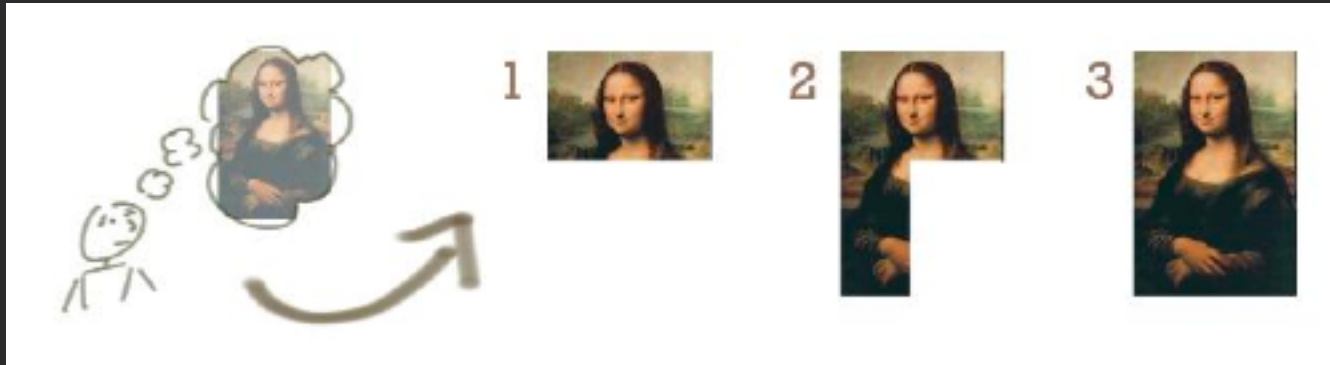








# Iterative, not Incremental



[https://www.jpattonassociates.com/dont\\_know\\_what\\_i\\_want/](https://www.jpattonassociates.com/dont_know_what_i_want/)

# Story Splitting

**Intellectual humility: Maximize the amount of work not done**

“ ...there could be broken links, missing pictures, misspelled words, you name it. What mattered was the idea. *If it was a bad idea, even more attention to detail in our test wasn't going to make it a good one...*

If people want what you have, they will break down your door, leap over broken links, and beg you for more.

*-That Will Never Work by Marc Randolph*

