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Acquisition

Currently Confidential

From a bad crowdsourcing campaign, to a light at the end of the tunnel...

Years later, and still standing out.

DISAGREE AND COMMIT

Learnings

— *Perspectives & Wisdom*

01

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Marketing should never be overlooked, or left to an outsider.

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Creating new markets requires ‘creative business development’.

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You can often accomplish more with less people.

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The vision should traverse all levels of the company.

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You have to get into the weeds ...it cultivates the culture.

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Think beyond what people think they need.