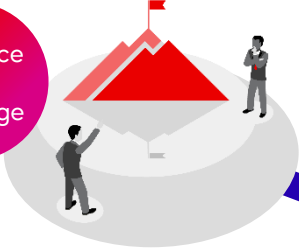


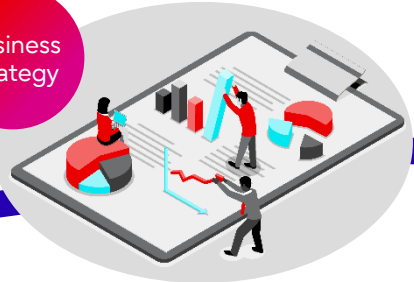
Introduce the challenge



Different perspectives



Business strategy



Concept outline



Ideation



Build a vision

Voting / selection



Rapid implementation plan

