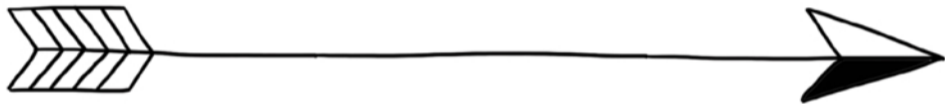INNOVATION

DISRUPTION

DOING THE SAME THINGS A BIT BETTER

DOING NEW THINGS

MAKING THINGS THAT MAKE THE OLD THINGS OBSOLETE