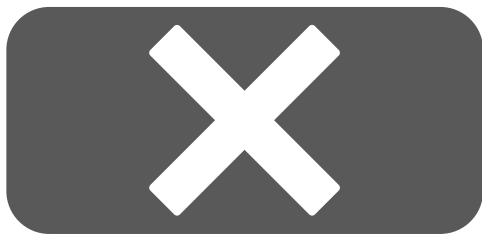
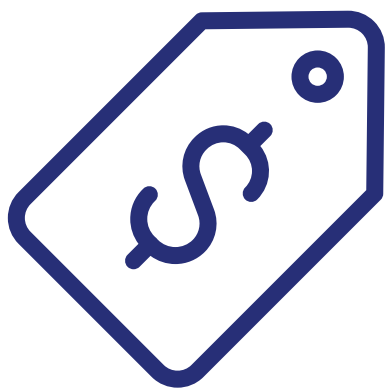


VALUE



Value is not what
you sell



Value is not about
the cost



Value is not what
you do



Value is not your
product features



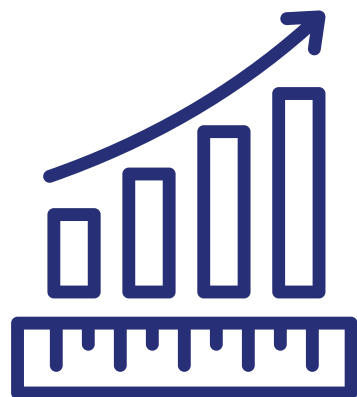
Value is what
customers gain



Value is about worth



Value is the
outcomes
customers realize



Value is
measurable
benefits for users