

How might we...

What value do you want to create? (Value creation)



... Where, when... (context)



For whom... (target group)



... How, with what (means)



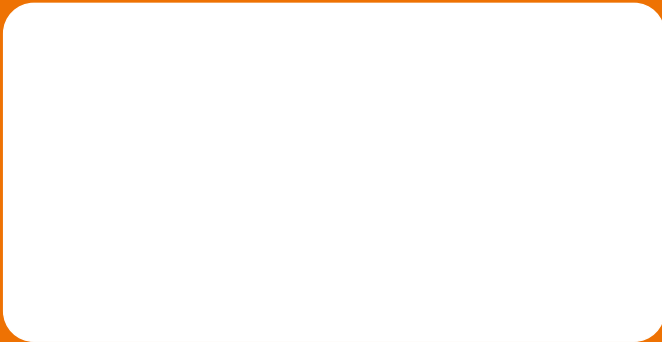
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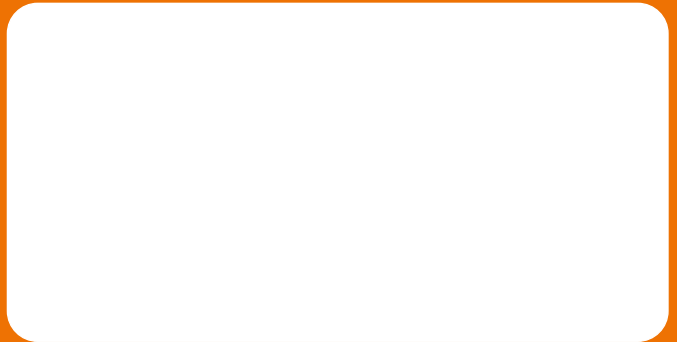
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