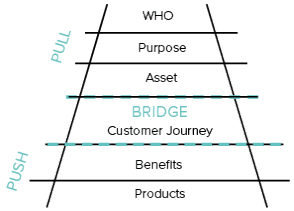

YOUR BRIDGE

Connecting your Bridge with your Commercial model with your Today, New Today, Tomorrow, Future

BRIDGE = CUSTOMER JOURNEY = your 3 WORDS

		1st word	How will you know when you are there?	2nd word	How will you know when you are there?	3rd word	Whats the ROI?
What products do you have for each of your Bridge words?	TODAY						
	NEW TODAY						
	Write your Core product here:						
	TOMORROW						
	FUTURE						

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