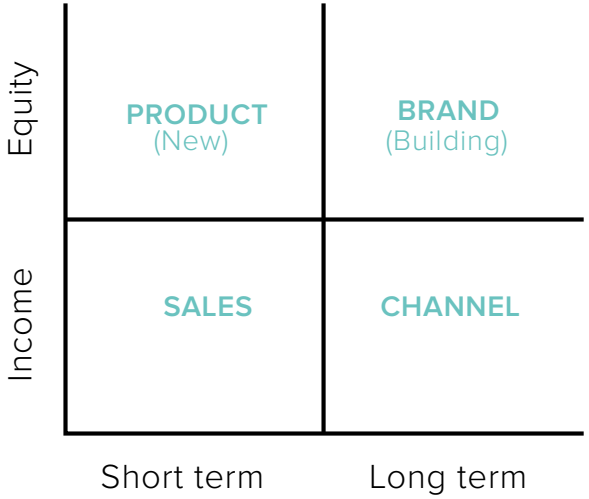
FIND YOUR FORMULA AUDIT

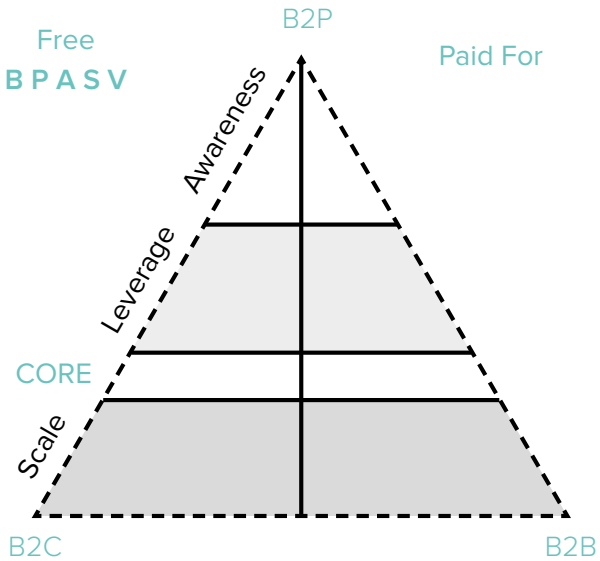
A CODING SYSTEM FOR GROWTH

INVESTMENT THESIS

PRODUCT



Portfolio Choice
Brand equity not marketing



Product Pyramid
1 Product (Core)
move to B2P

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