

INVESTMENT THESIS FOR YOUR BUSINESS

Linking Product Portfolio and Product Pyramid

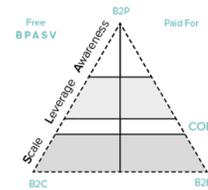
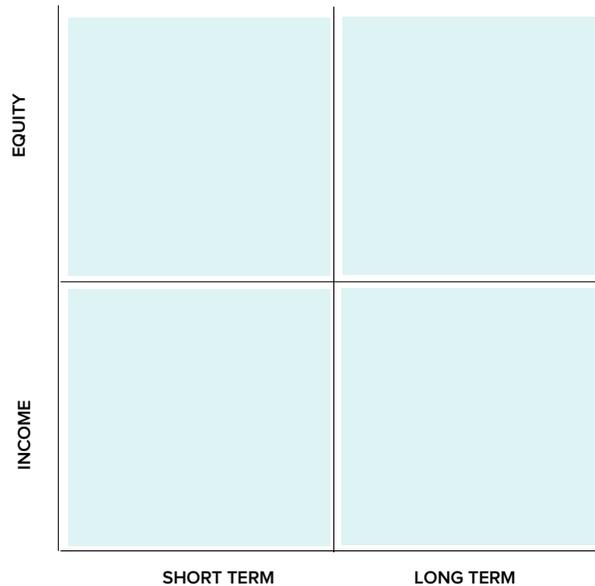
Link this to the product portfolio in terms of STI, LTI, STE, LTE, so you can see the key drivers into the product portfolio.

What would be the Awareness, Leverage and Scale products that sit underneath to drive the Sales Awareness Value for the business model.

EQUITY	Product (new) STE	Brand (building) LTE
	Sales STI	Channel LTI
INCOME	SHORT TERM	LONG TERM

Product Portfolio

Enter STE, LTE
STI, LTI in the quadrant.



Product Pyramid

