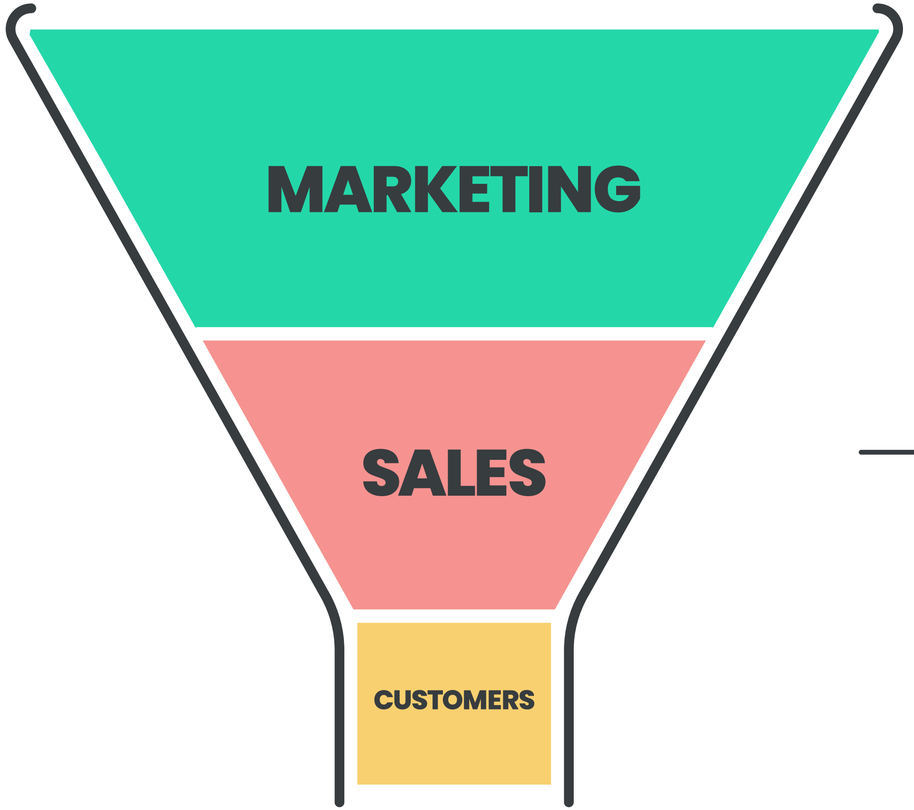
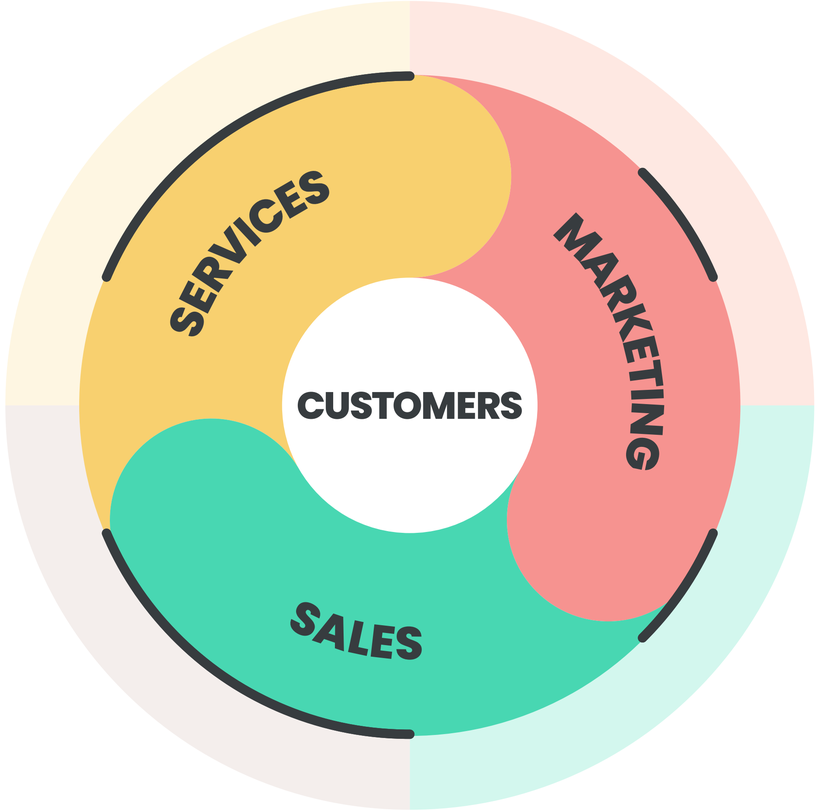
MARKETING FLYWHEEL

FROM FUNNEL TO CIRCLE





THEN = FUNNEL

CUSTOMER AS AN AFTERTHOUGHT

NOW = FLYWHEEL

CUSTOMER AT THE CENTER