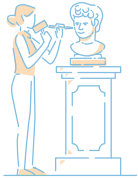


PRIMARY ROLE

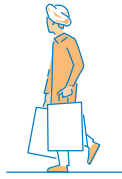
BOOKENDS



CREATOR



CAPTOR



CONSUMER

MOVERS



CONVEYOR

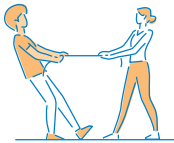


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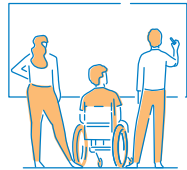


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

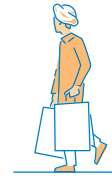
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we
will meet
them

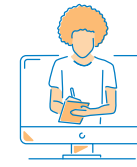
MOVERS



CONVEYOR



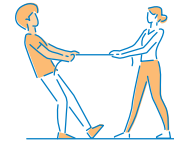
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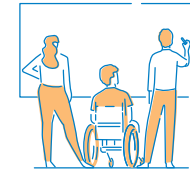
CHANNEL

How we
will meet
them

SHAPERS



COMPETITOR



CARTOGRAPHER



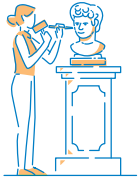
COMPLEMENTOR

How we
will meet
them



PRIMARY ROLE

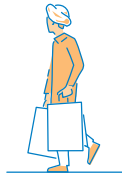
BOOKENDS



CREATOR



CAPTOR



CONSUMER

MOVERS



CONVEYOR

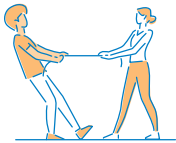


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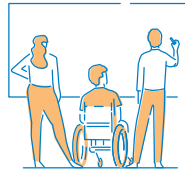


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

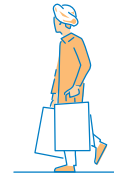
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we will meet them

MOVERS



CONVEYOR



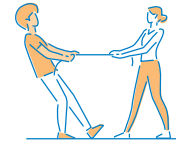
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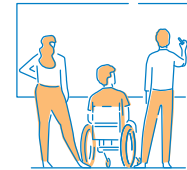
CHANNEL

How we will meet them

SHAPERS



COMPETITOR

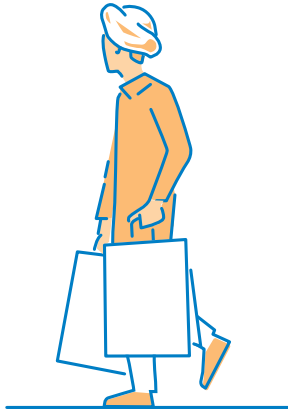


CARTOGRAPHER



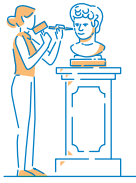
COMPLEMENTOR

How we will meet them



PRIMARY ROLE

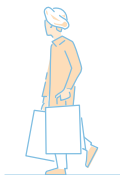
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CREATOR

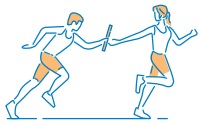


CAPTOR



CONSUMER

MOVERS



CONVEYOR

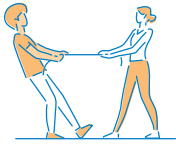


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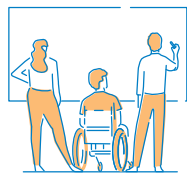


CHANNEL

SHAPERS



COMPETITOR



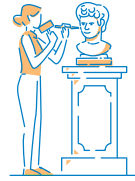
CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

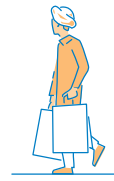
BOOKENDS



CREATOR



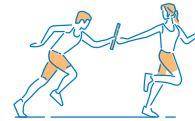
CAPTOR



CONSUMER

How we
will meet
them

MOVERS



CONVEYOR



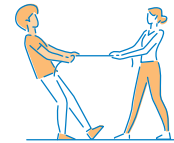
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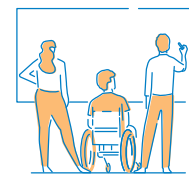
CHANNEL

How we
will meet
them

SHAPERS



COMPETITOR



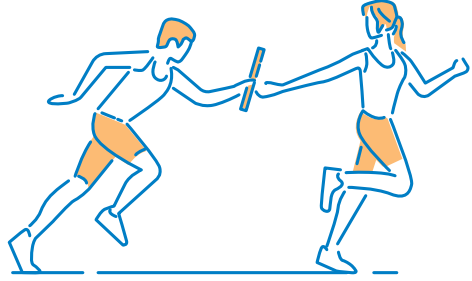
CARTOGRAPHER



COMPLEMENTOR

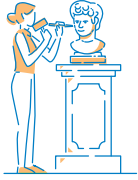
How we
will meet
them

**VALUE
CONVEYOR
MOVER**



PRIMARY ROLE

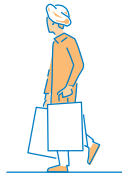
BOOKENDS



CREATOR



CAPTOR



CONSUMER

MOVERS



CONVEYOR

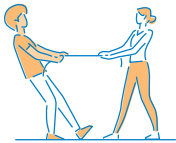


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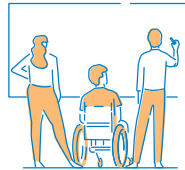


CHANNEL

SHAPERS



COMPETITOR



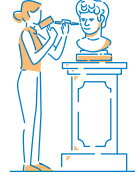
CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

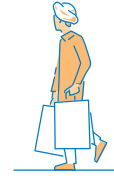
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we
will meet
them

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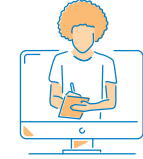
MOVERS



CONVEYOR



COORDINATOR

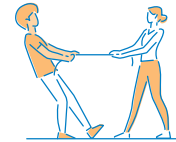


CHANNEL

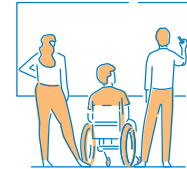
How we
will meet
them

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SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

How we
will meet
them

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**VALUE
COORDINATOR
MOVER**



PRIMARY ROLE

BOOKENDS



CREATOR



CAPTOR

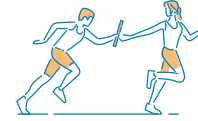


CONSUMER

How we
will meet
them

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MOVERS



CONVEYOR



COORDINATOR

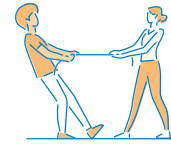


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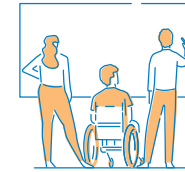
How we
will meet
them

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SHAPERS



COMPETITOR



CARTOGRAPHER

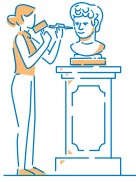


COMPLEMENTOR

How we
will meet
them

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BOOKENDS



CREATOR

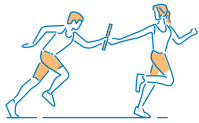


CAPTOR



CONSUMER

MOVERS



CONVEYOR

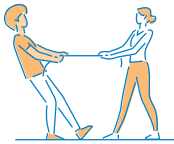


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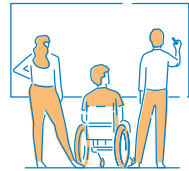


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

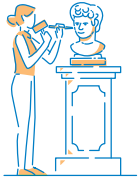
SECONDARY ROLES

VALUE CHANNEL MOVER



PRIMARY ROLE

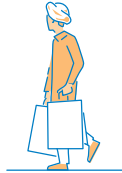
BOOKENDS



CREATOR



CAPTOR



CONSUMER

MOVERS



CONVEYOR

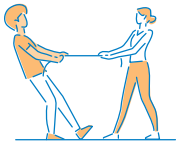


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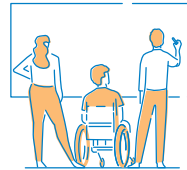


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

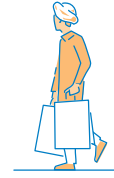
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we will meet their Wants & Needs

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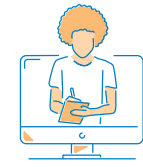
MOVERS



CONVEYOR



COORDINATOR

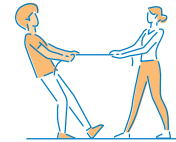


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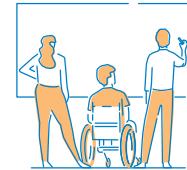
How we will meet their Wants & Needs

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SHAPERS



COMPETITOR



CARTOGRAPHER

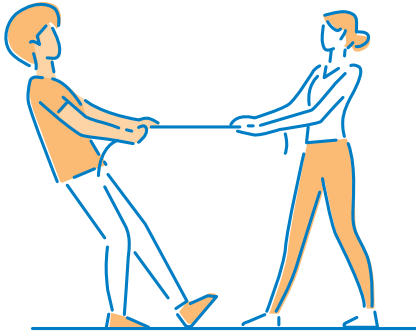


COMPLEMENTOR

How we will meet their Wants & Needs

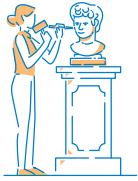
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**VALUE
COMPETITOR
SHAPER**



PRIMARY ROLE

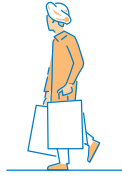
BOOKENDS



CREATOR

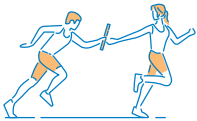


CAPTOR



CONSUMER

MOVERS



CONVEYOR

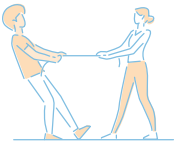


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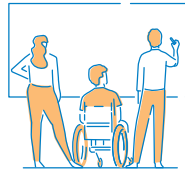


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

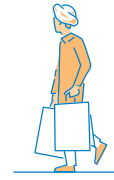
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we
will meet
them

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MOVERS



CONVEYOR



COORDINATOR

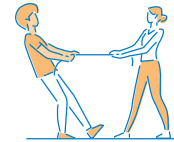


CHANNEL

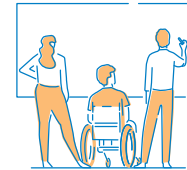
How we
will meet
them

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SHAPERS



COMPETITOR



CARTOGRAPHER

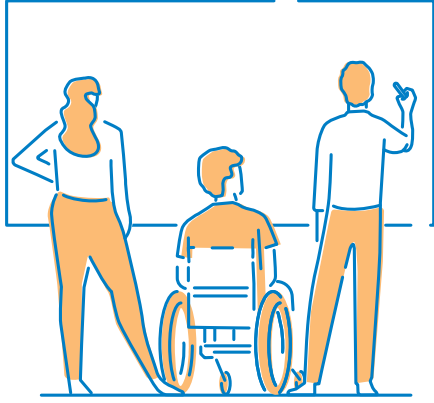


COMPLEMENTOR

How we
will meet
them

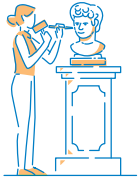
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**VALUE
CARTOGRAPHER
SHAPER**



PRIMARY ROLE

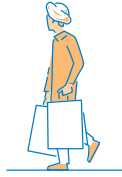
BOOKENDS



CREATOR



CAPTOR



CONSUMER

MOVERS



CONVEYOR

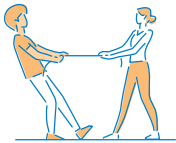


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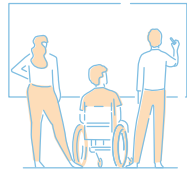


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

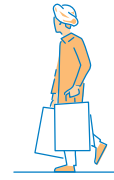
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we
will meet
them

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MOVERS



CONVEYOR



COORDINATOR



CHANNEL

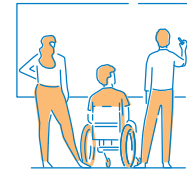
How we
will meet
them

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SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

How we
will meet
them

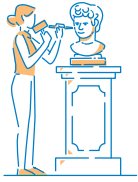
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**VALUE
COMPLEMENTOR
SHAPER**



PRIMARY ROLE

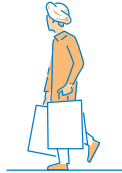
BOOKENDS



CREATOR

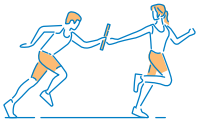


CAPTOR



CONSUMER

MOVERS



CONVEYOR

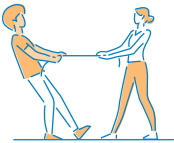


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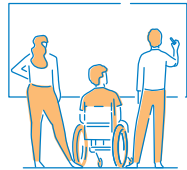


CHANNEL

SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

SECONDARY ROLES

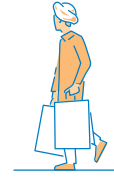
BOOKENDS



CREATOR



CAPTOR



CONSUMER

How we
will meet
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MOVERS



CONVEYOR



COORDINATOR

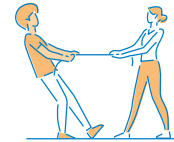


CHANNEL

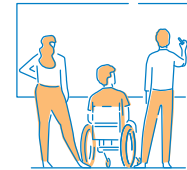
How we
will meet
them

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SHAPERS



COMPETITOR



CARTOGRAPHER



COMPLEMENTOR

How we
will meet
them

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