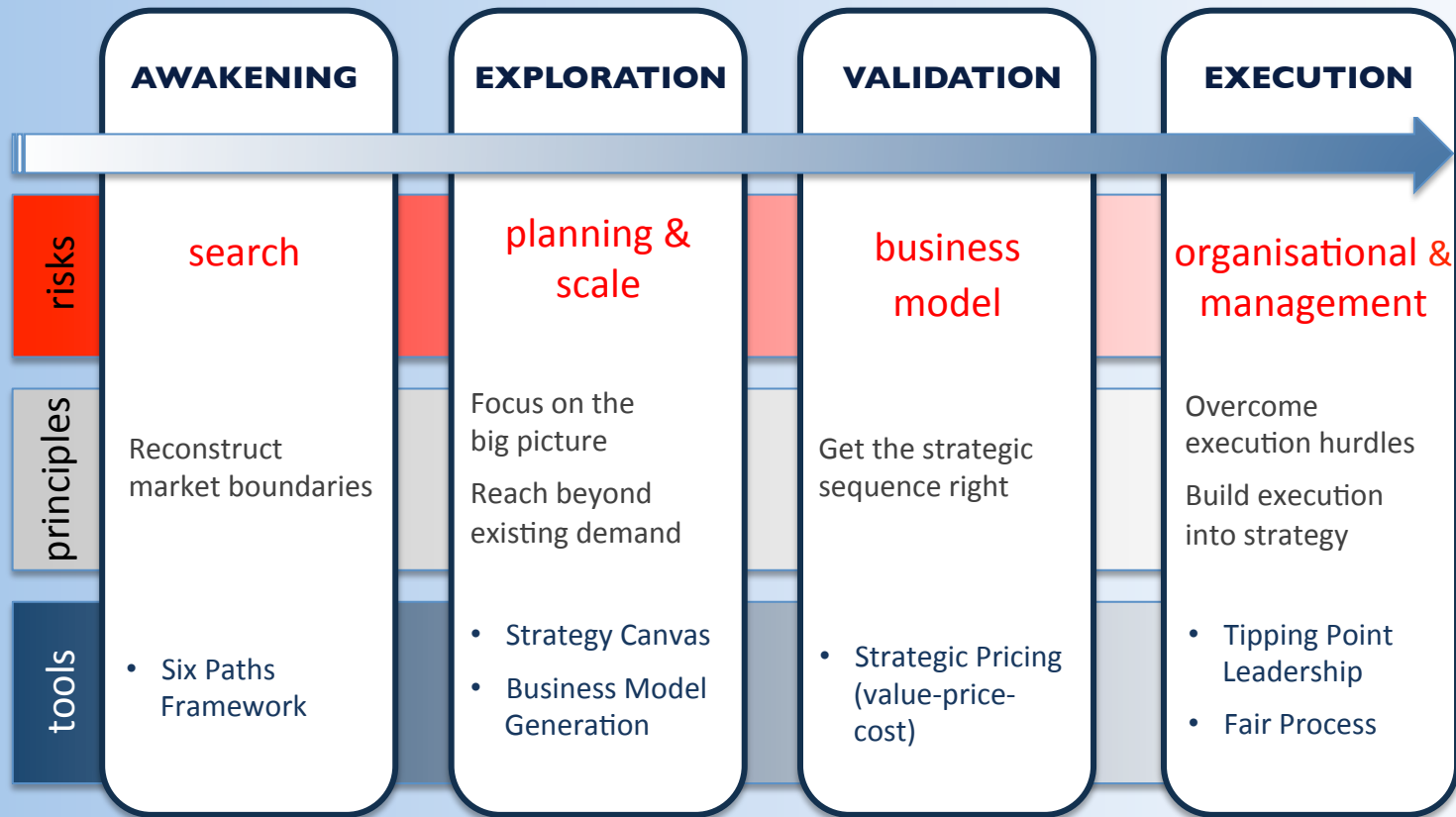


MODEL: THE JOURNEY TO INNOVATION



The above principles (with the exception of business model generation) are based on Blue Ocean Strategy® principles and methodology. To learn more visit: blueoceanstrategyaustralia.com.au or bergconsulting.com.au