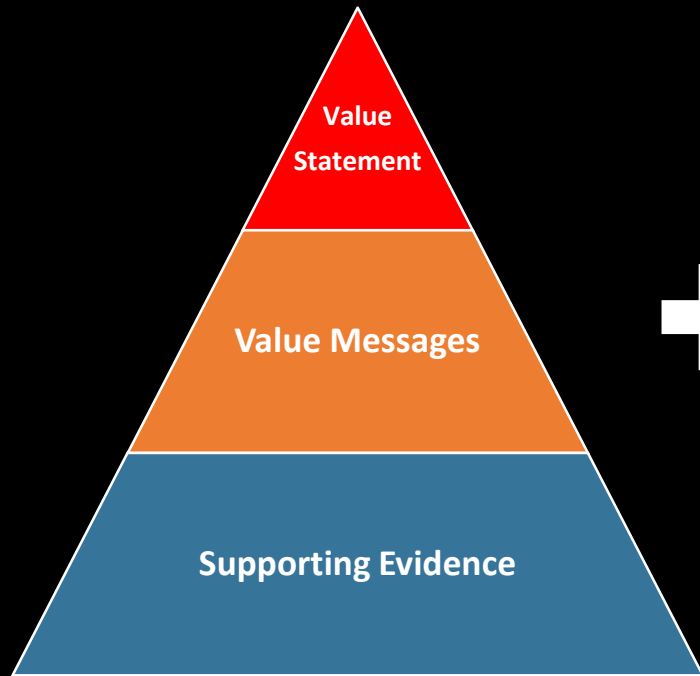
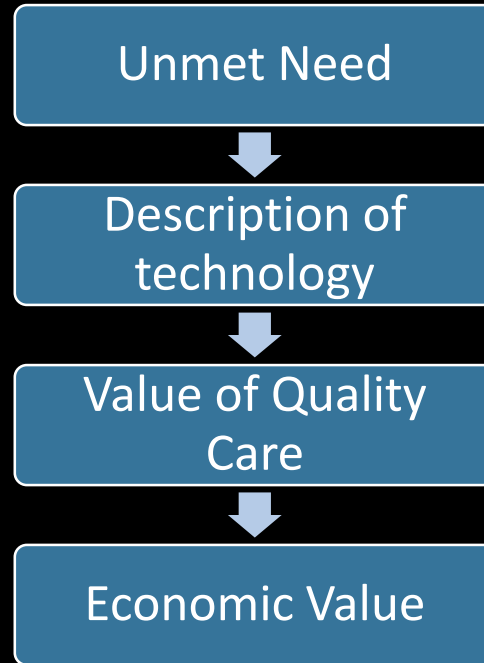


# Value Proposition Development



*Hierarchy of Messages*



*Sections of the Value Story*

