

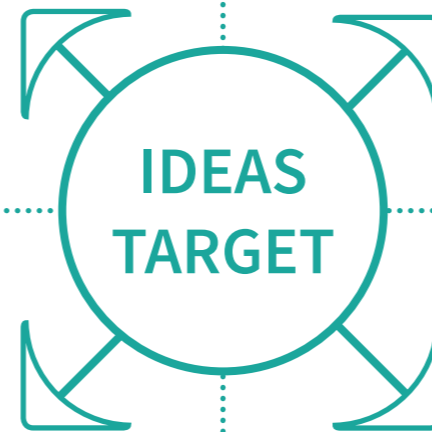
*NEW USERS GROUP*

**EVOLUTIONARY  
CHANGE**

**REVOLUTIONARY  
CHANGE**

*EXISTING  
SERVICE  
PRODUCT  
SPACE...*

*NEW  
SERVICE  
PRODUCT  
SPACE...*



**INCREMENTAL  
CHANGE**

**EVOLUTIONARY  
CHANGE**

*EXISTING USERS GROUP*