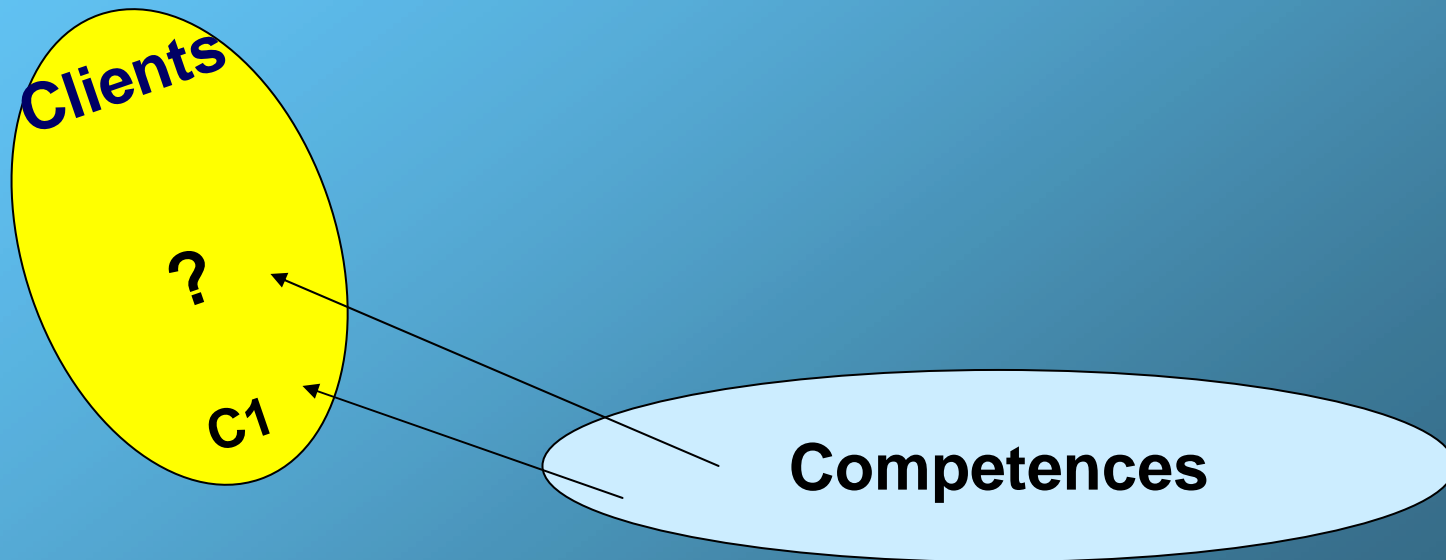
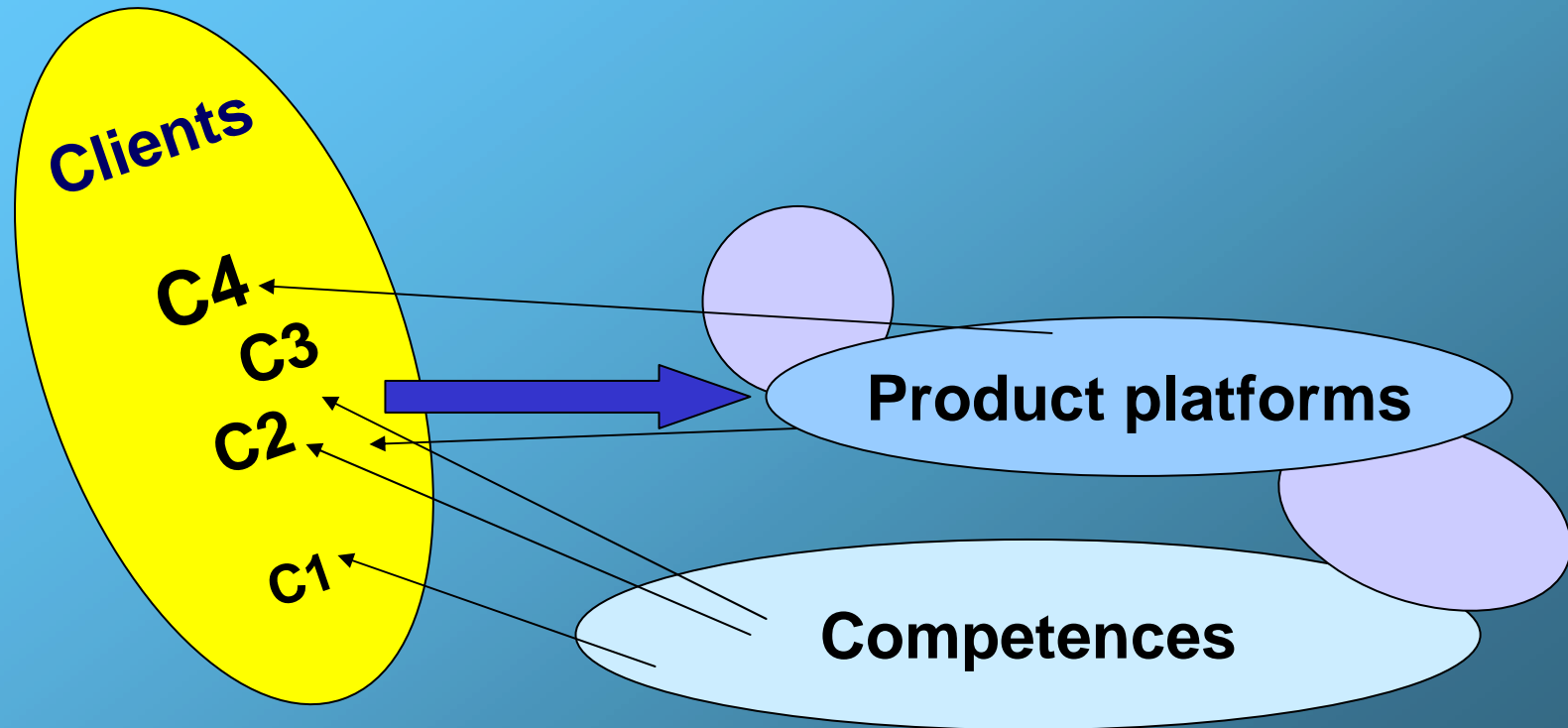


# Product evolution for a technical SME (1): the workshop stage



# Product evolution for a technical SME

## 2: building IP by “rifle shooting”



# Product evolution for a technical SME

## 3: product marketing & value added

