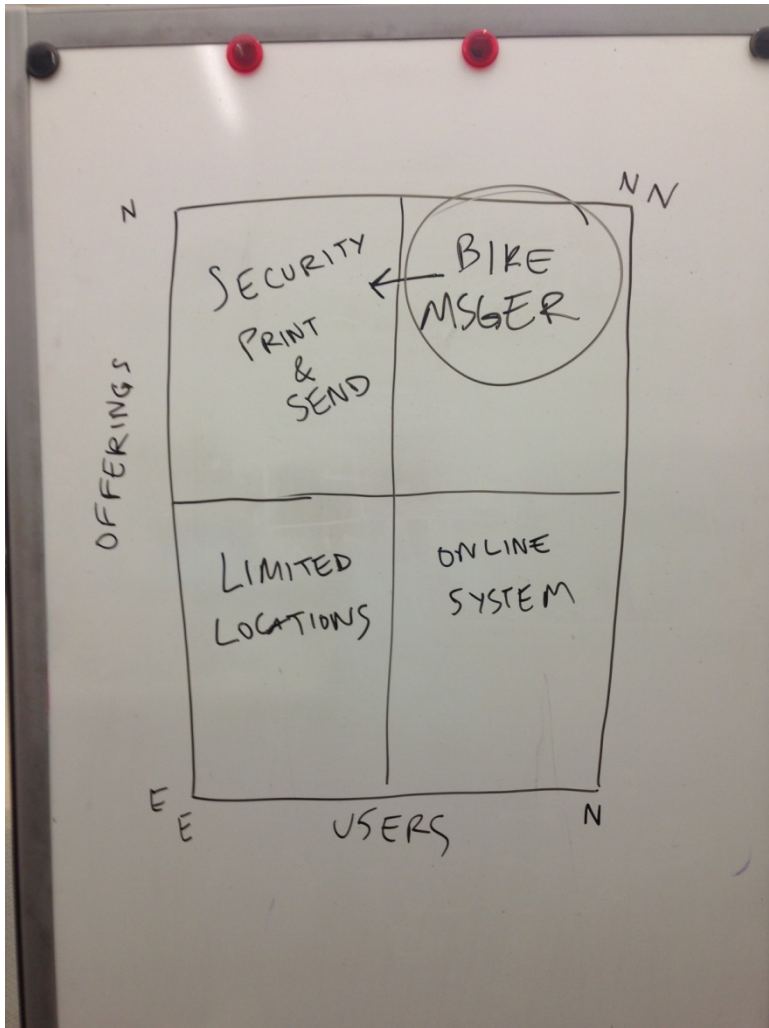


# Innovation Techniques



## IDEO Ways to Grow

- Bike messenger idea
- Provides new offerings to both new and existing users.