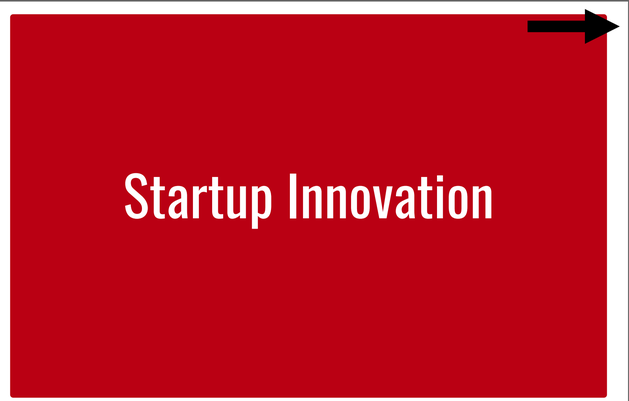
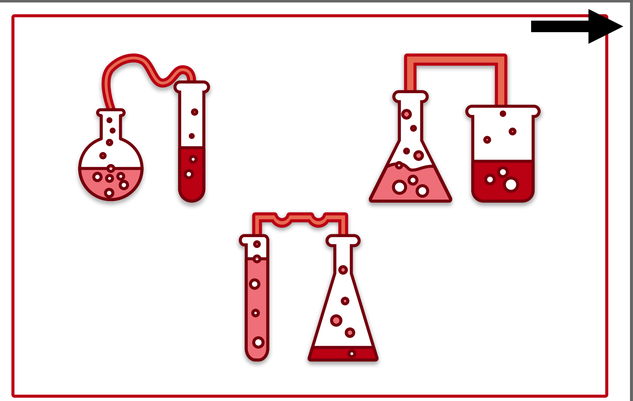
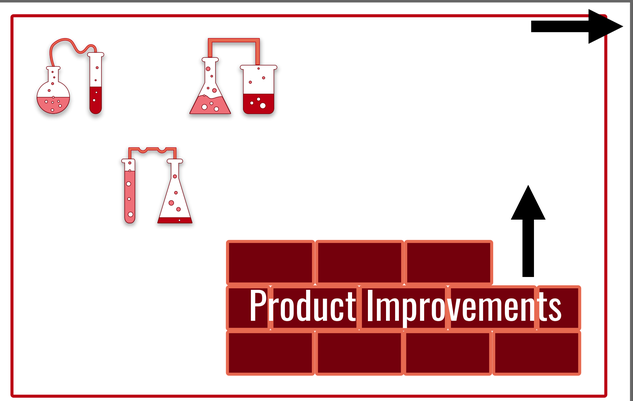


Innovation: 1. Startup Innovation <M: text>



2. Product to market fit experimentation: <1/6>

Bubbles of experiment animate into test tube.



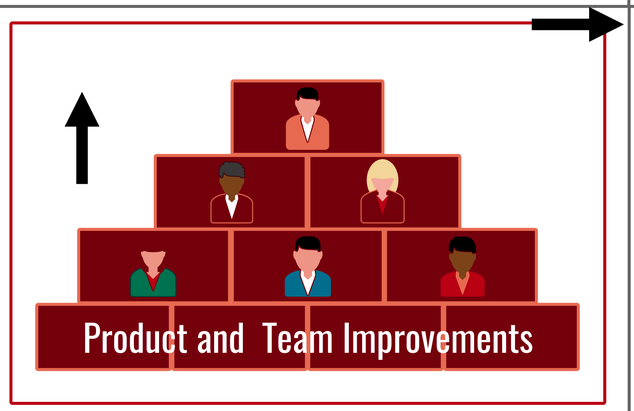
3. <M: image from above 1/6 – structure / bricks from 1/12>

Bricks build upwards / bubbles animating in test tubes.

4. Scaleup Innovation <M: text>

5. Team and culture experimentation: <M: variant on 2/1 – people of equal size; float the following text: FOUNDER ROLES, BRAND, TEAM REWARDS, LEADERSHIP CULTURE, SALES LEADERSHIP, TEAM HIRING, INTERNATIONAL, CUSTOMER, DECISION CULTURE, EXECUTION, ANSWERABLE TO

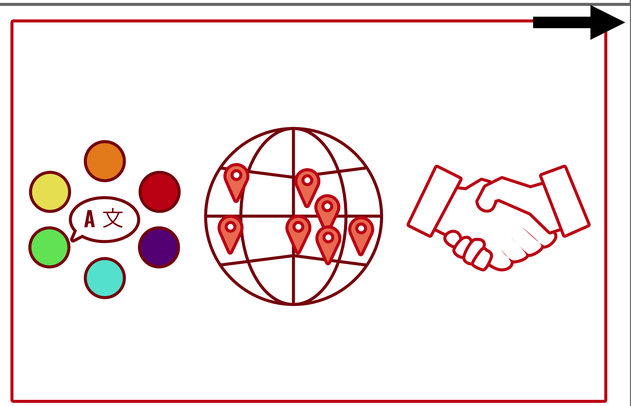
Text pops up and floats - icons appear simultaenously.



6. <M: image above (variant on 2/1) – structure of 1/12>

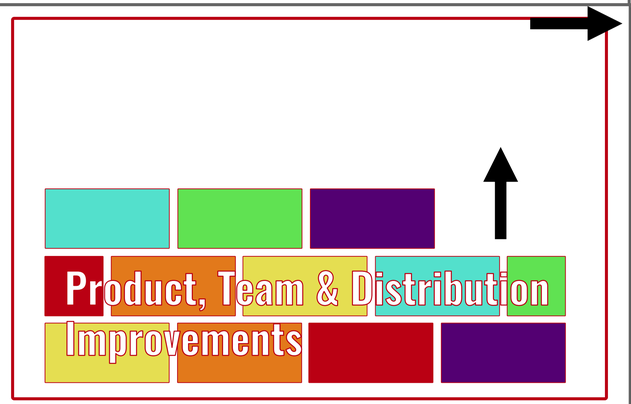
People/Bricks multiply and build up

7. Corporate Innovation <M: text>



8. Buying distribution experimentation <3/9>

International Expansion & Culture - Location markers pop up for 5, then retreat from 3, then pop up 5 more, and retreat from 3. Language/Diversity graphic pops up cirlces clockwise then the speech bubble and text. Hand shake graphic pulses once.



9. <3/7 – in diagonal split screen structure as per 1/12>

Product, Teams & Distribution - Building bricks animate upwards.