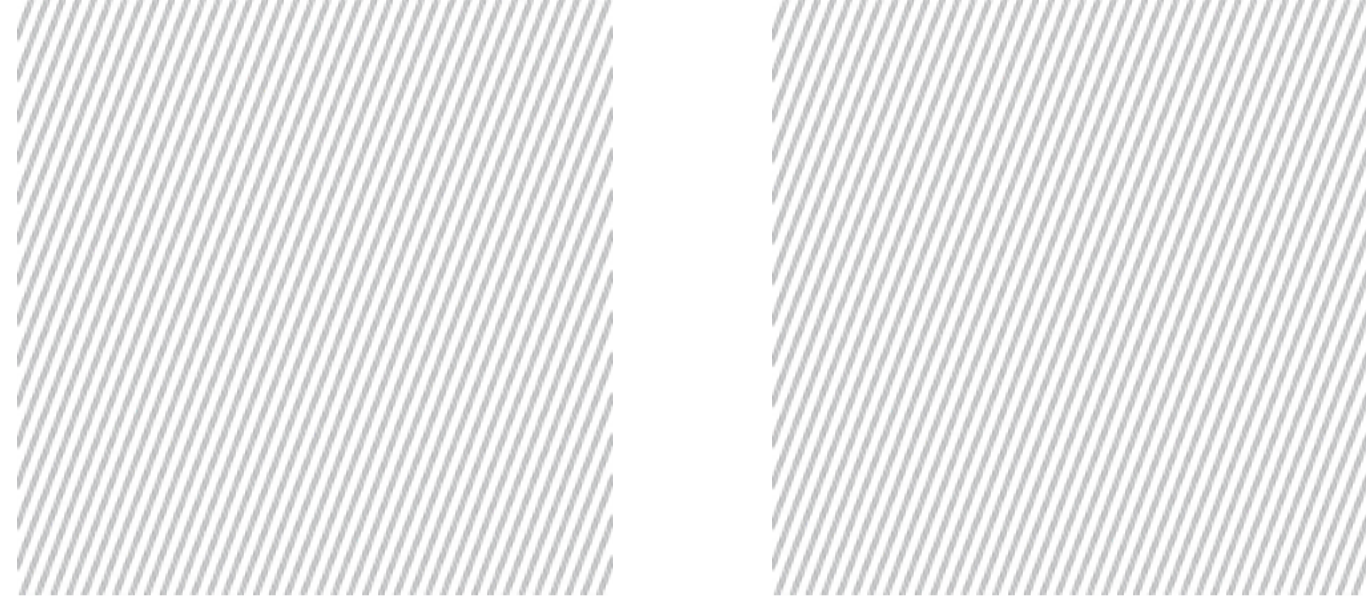


Trend vs Trend Matrix

	1 Choose Trend/Tech	2 Choose Trend/Tech	3 Choose Trend/Tech	4 Choose Trend/Tech	5 Choose Trend/Tech
HMW					
1 Choose HMW (how Might We)					
2 Choose HMW (how Might We)					
3 Choose HMW (how Might We)					
4 Choose HMW (how Might We)					
5 Choose HMW (how Might We)					