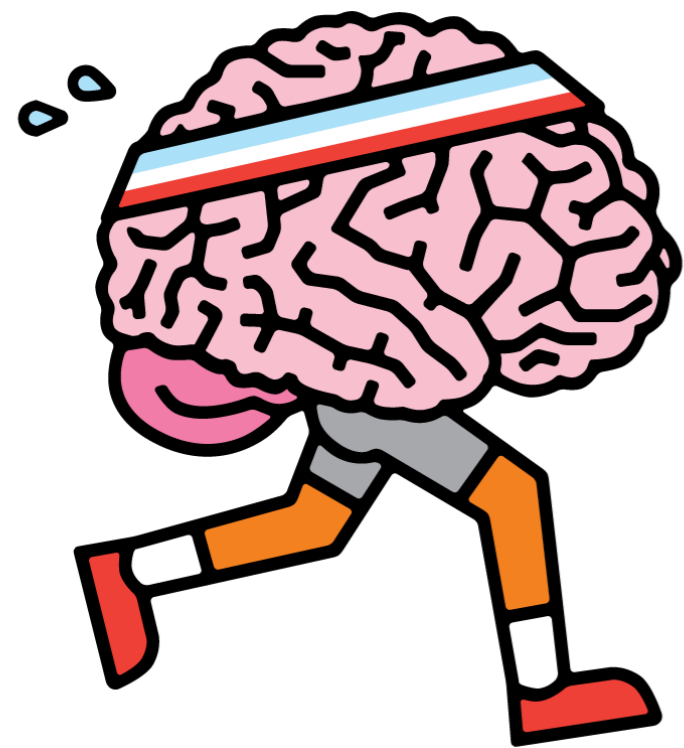
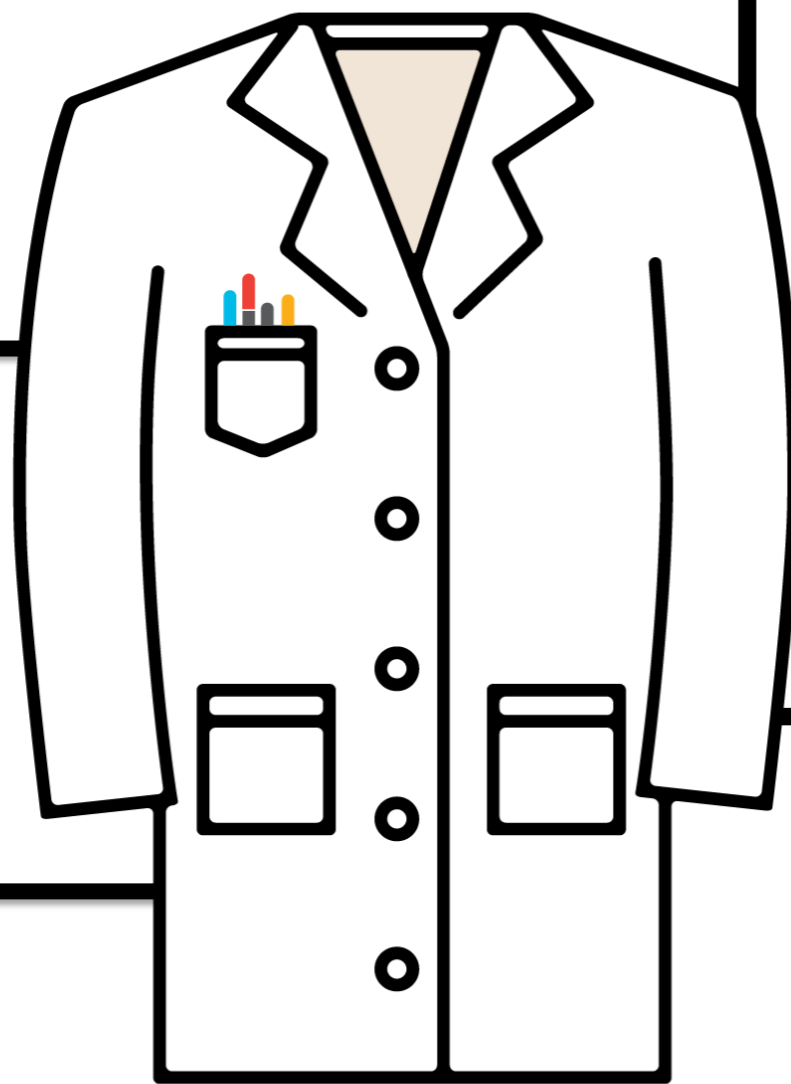


Success and Failure

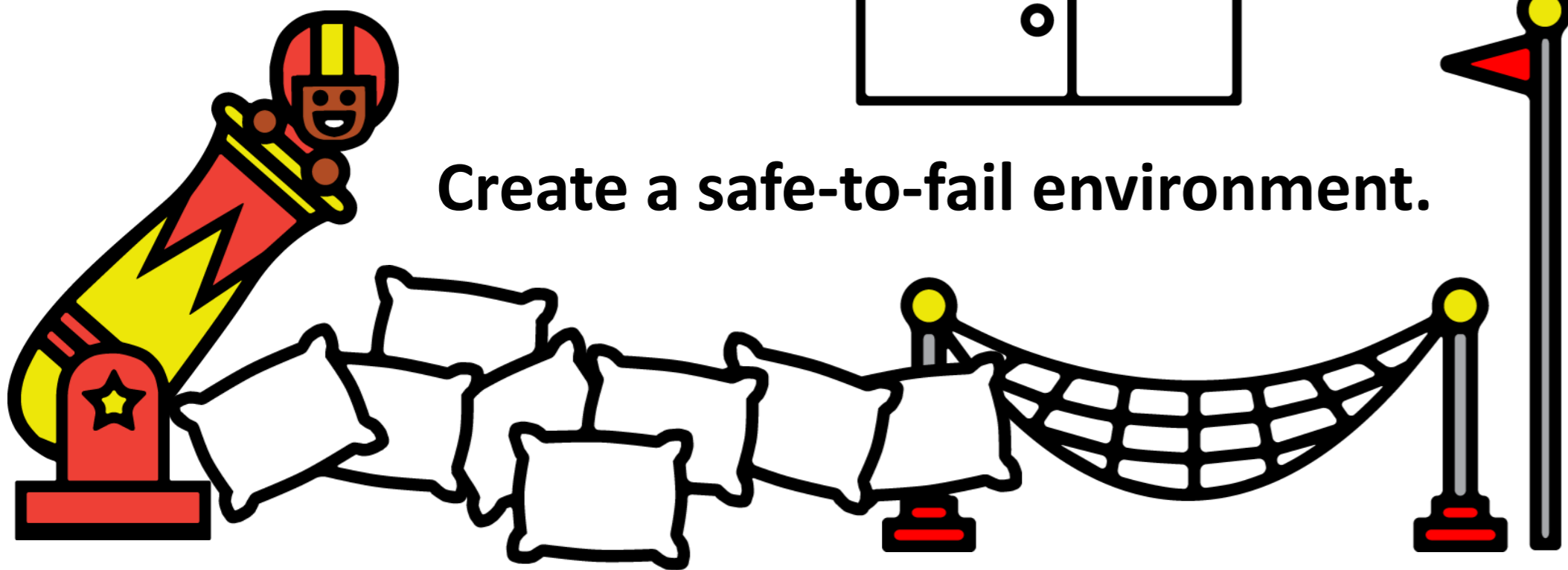


It's not about the first-mover advantage; It's about the fast-learner advantage.

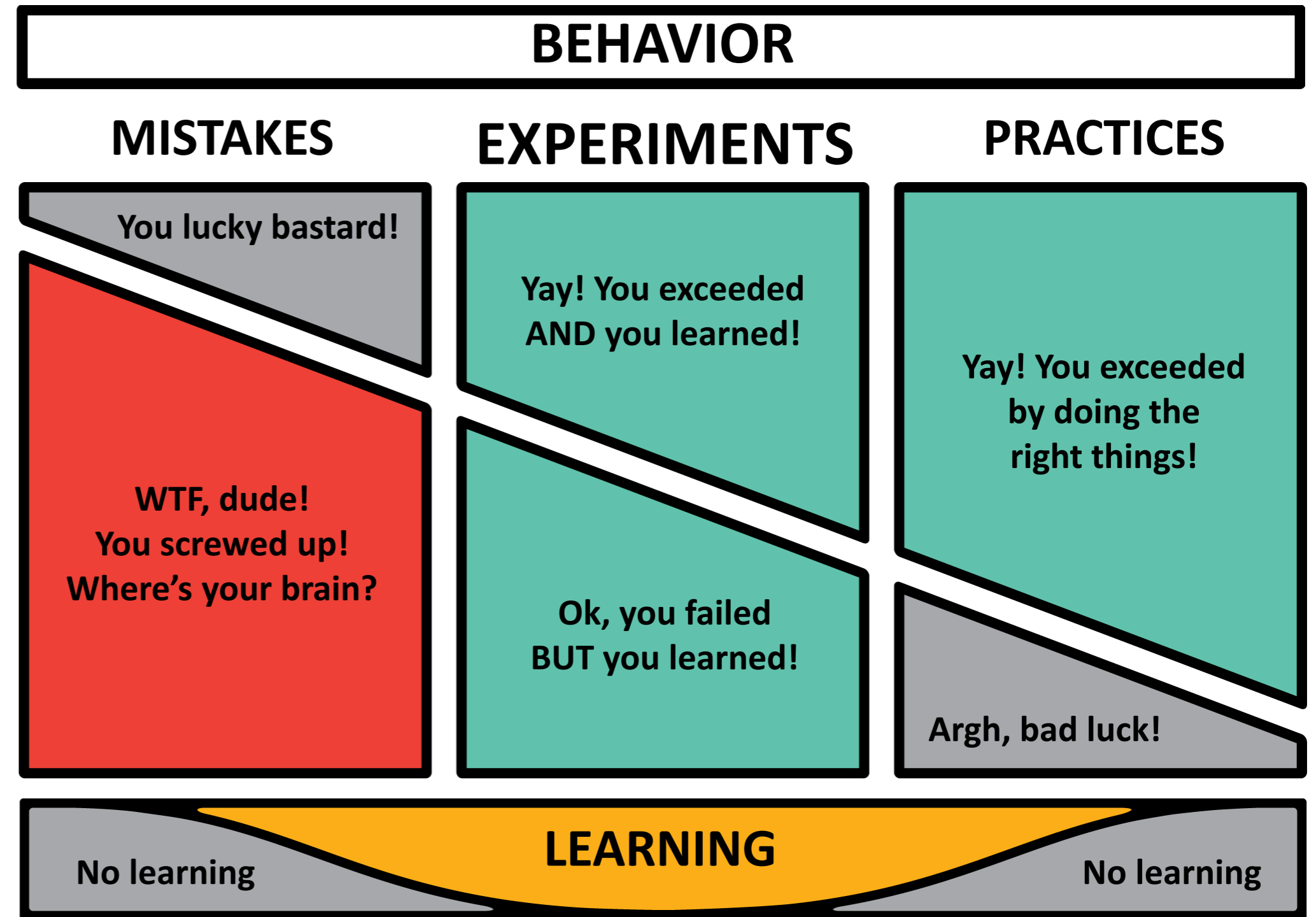


Don't *change* things; run *experiments*.

Create a safe-to-fail environment.



CELEBRATION GRID



Run more experiments, faster, and cheaper.

