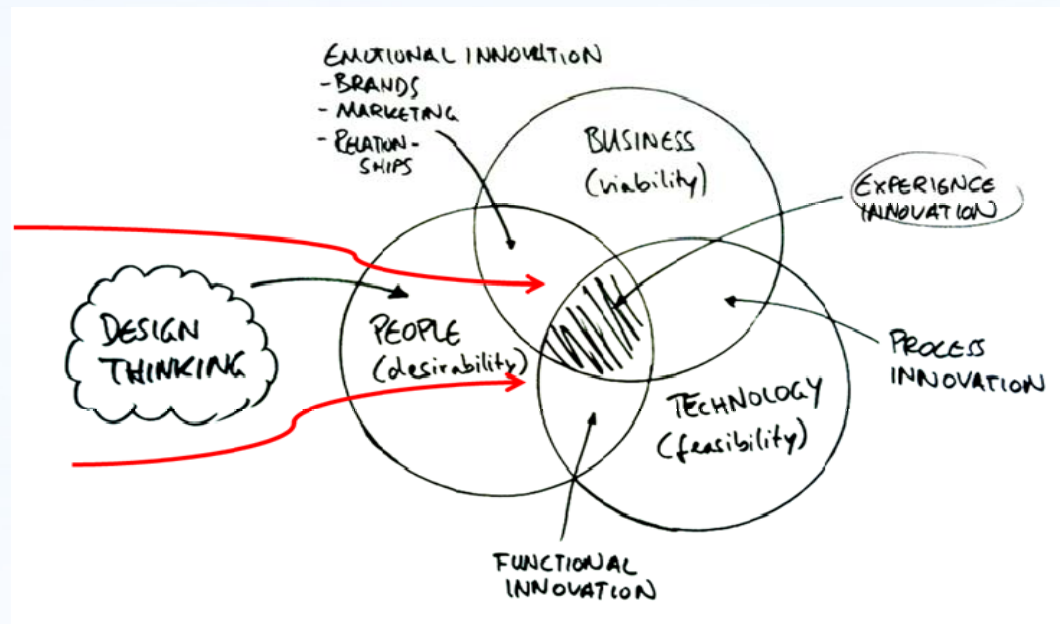
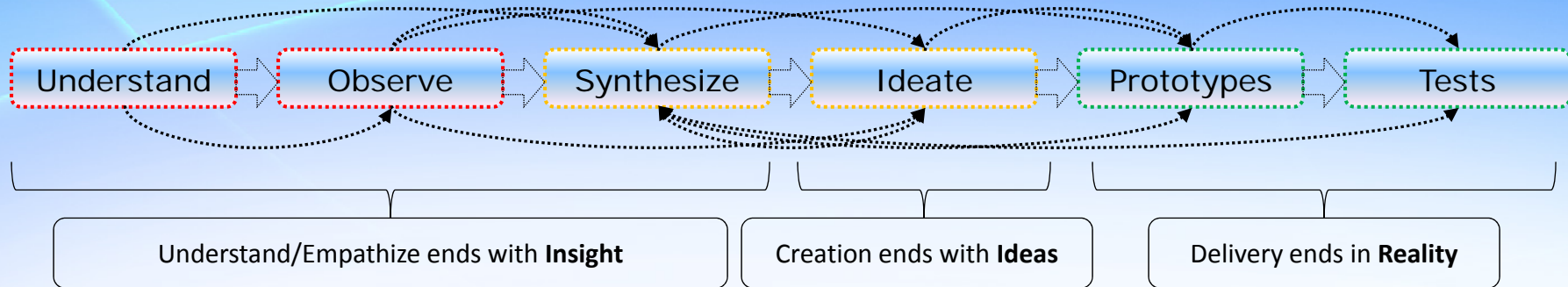
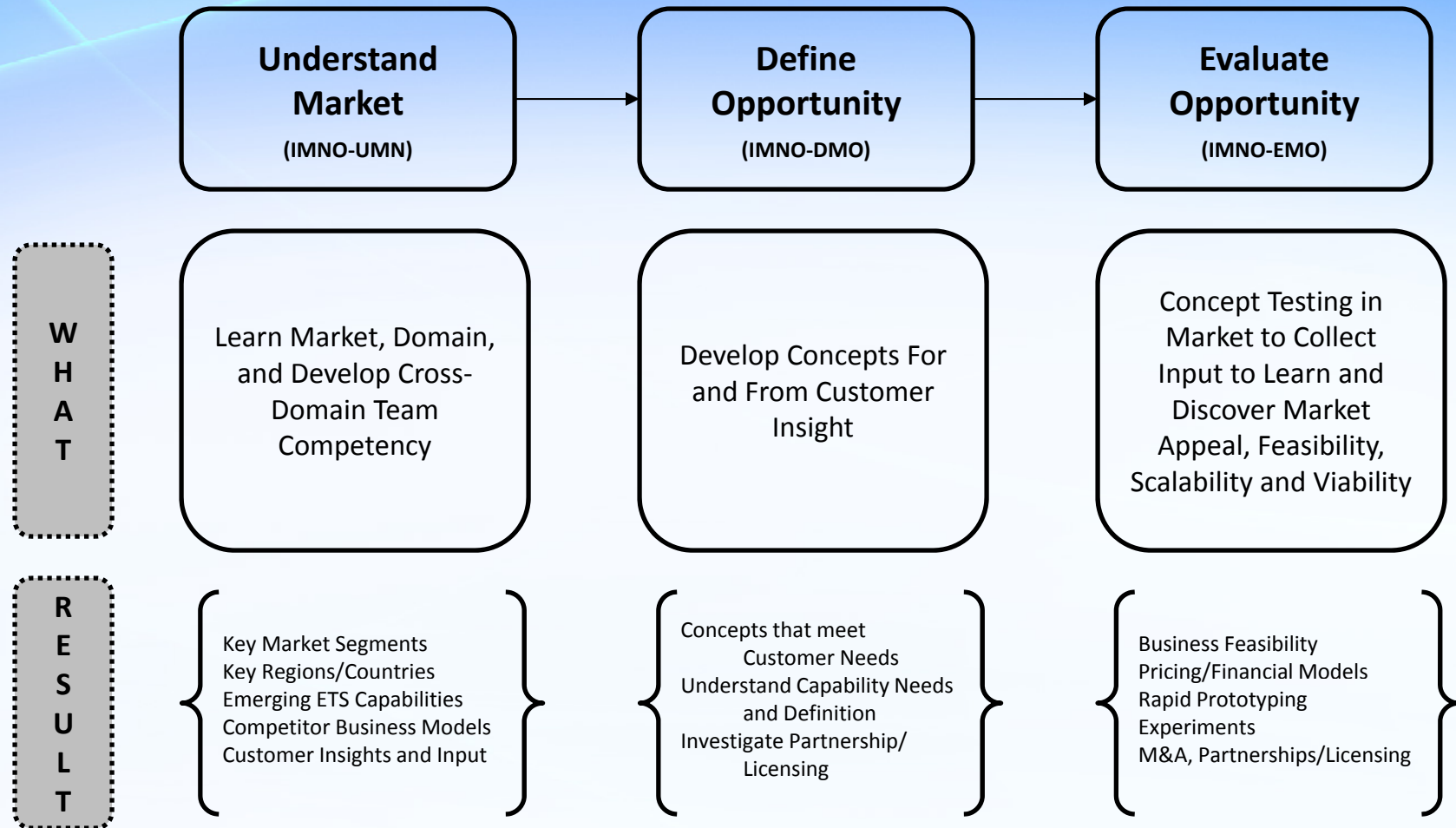


# Design Thinking Approach



*Design Thinking* is a system that matches *consumer needs* with what is *technologically feasible* and what a *viable business* can convert into *consumer value* and *market opportunity*...Tim Brown, IDEO

# Where are we headed...



Each Step is Necessary to Develop Knowledge and to Incrementally Move this Initiative Forward towards a Successful Product/Service Suite and Associated Business Models