Offing the Off-Site Customer

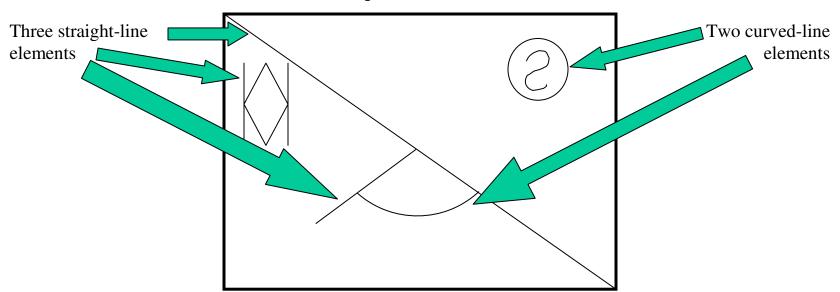
An Exploration of Customer Involvement

Goal: To create an exact copy of the customer's product vision.

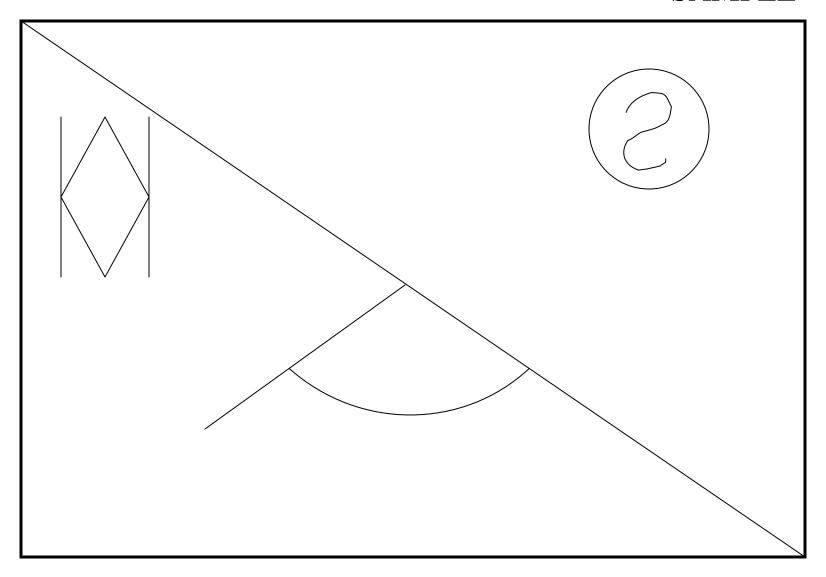
- Market Dominance is achieved when all five elements are copied exactly.
- Survival is achieved when three straight-line elements are copied exactly.
- Failure occurs unless all three straight-line elements are copied exactly.

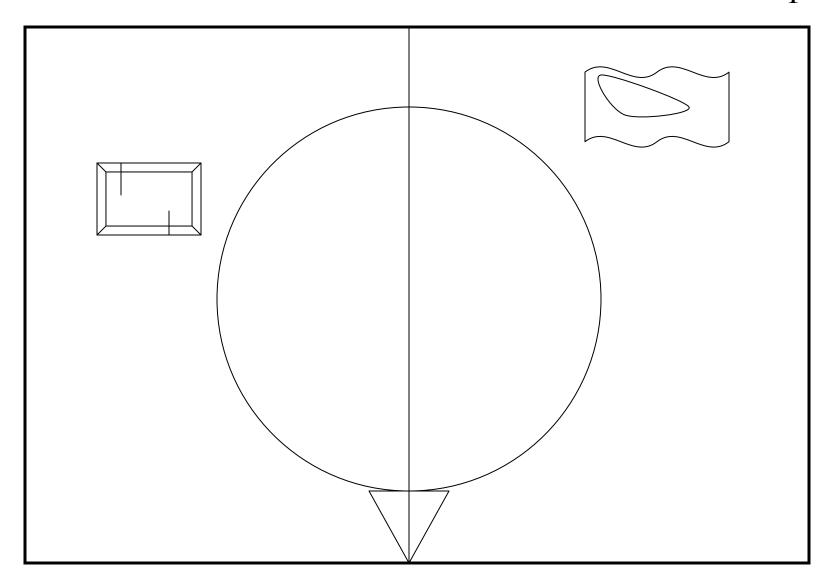
"Copy Exactly" means a perfect, photo-copier like copy. Everything outside of the box may be ignored and the line thicknesses need not be exactly the same. Everything else must be identical.

Sample Product Vision

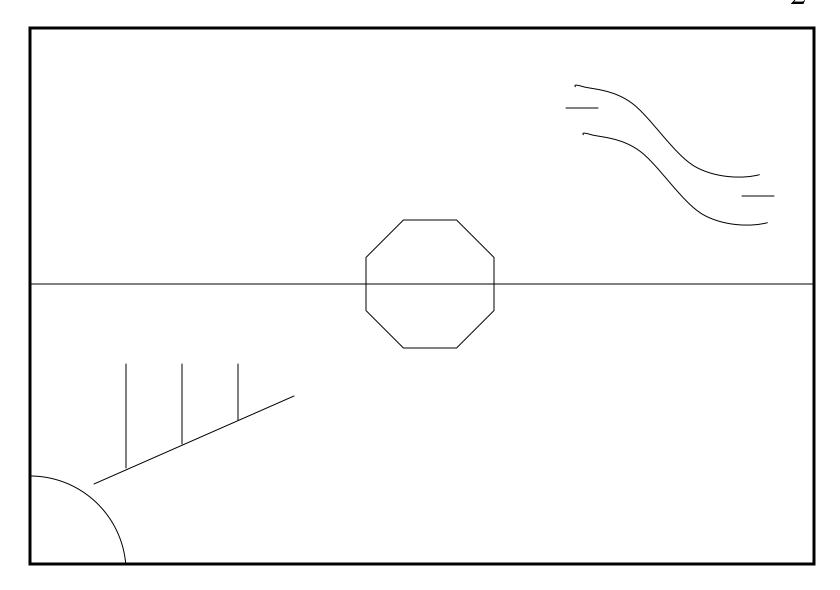


SAMPLE

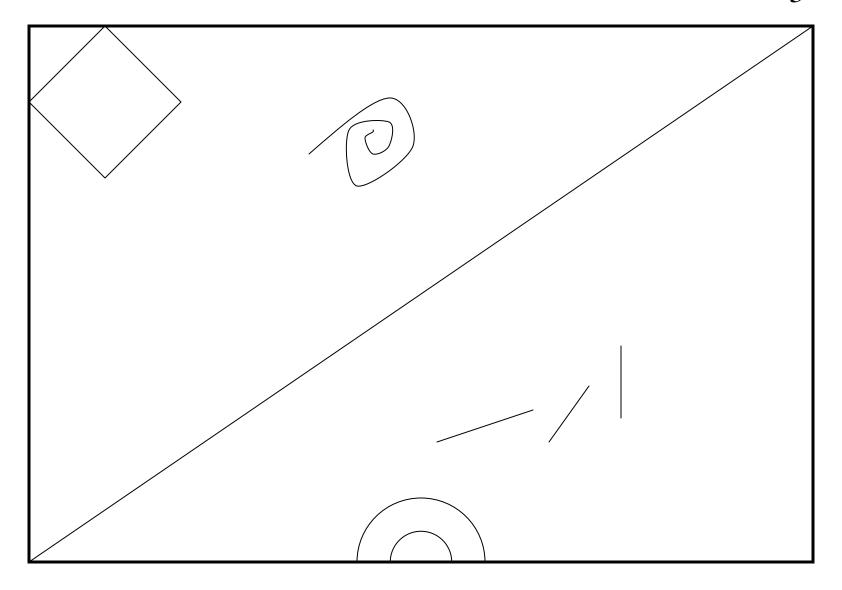




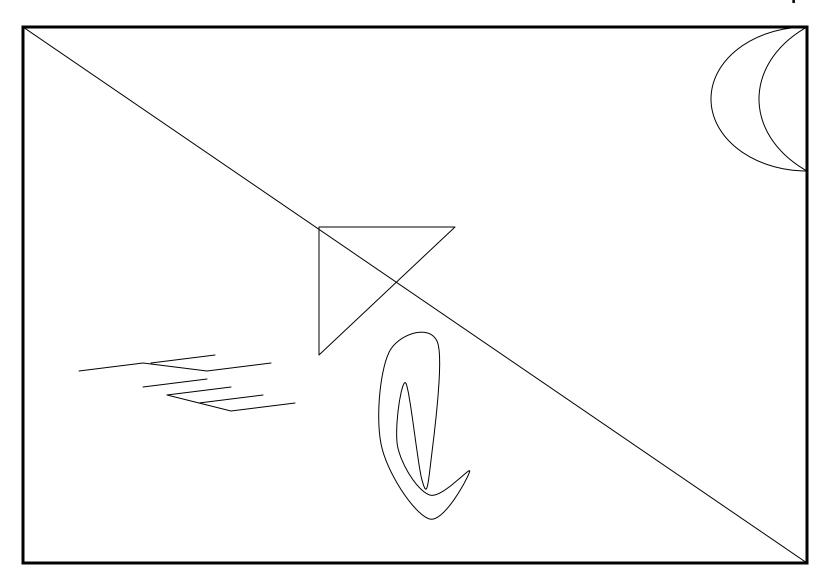
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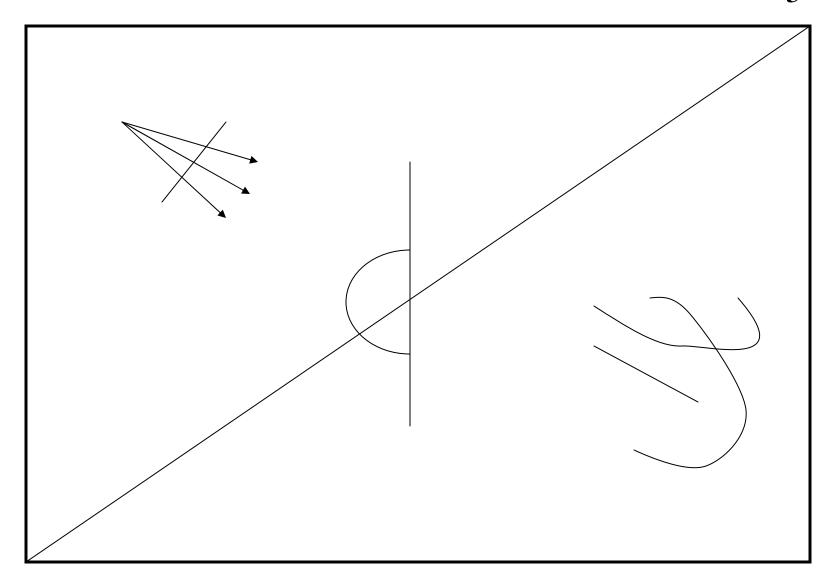
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