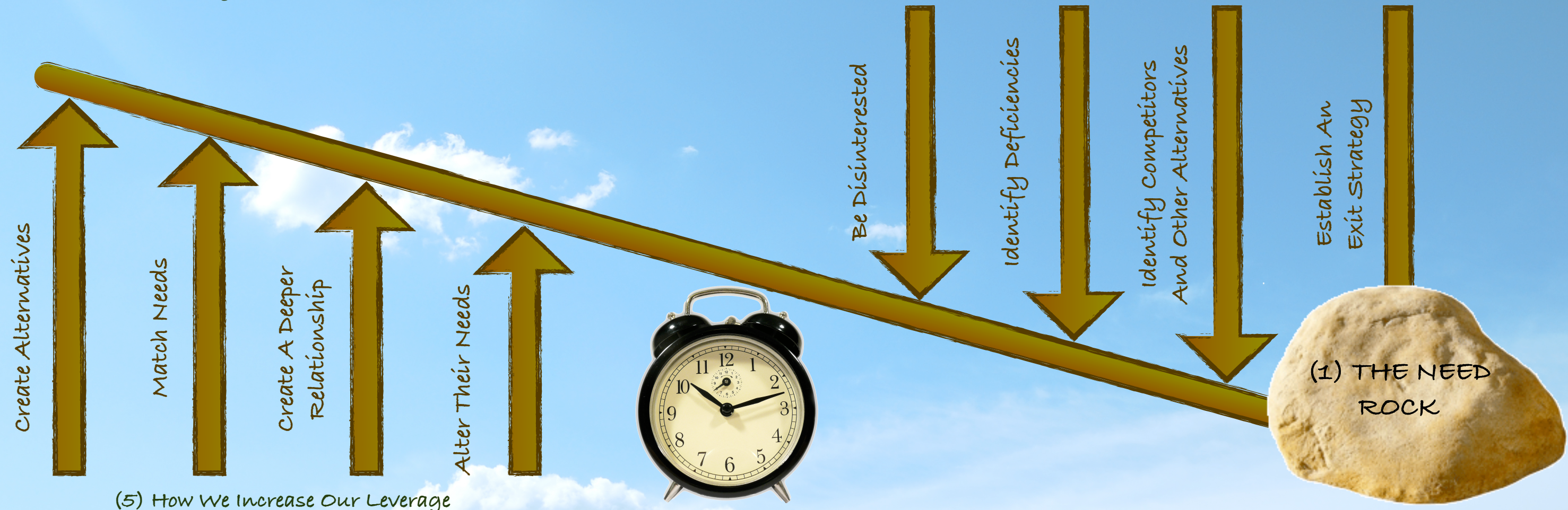


THE LEVERAGE CANVAS

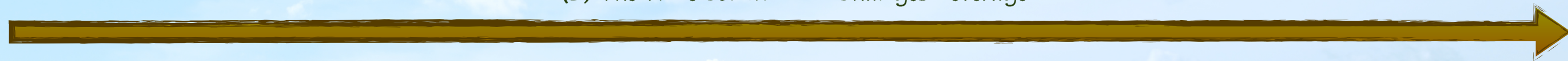
(2) Environment
(The Surrounding Circumstances)

(6) How We Decrease Their Leverage



(5) How We Increase Our Leverage

(3) The Time Continuum Changes Leverage



(7) HOW TO SERVE IT UP - PERCEPTION IS REALITY

