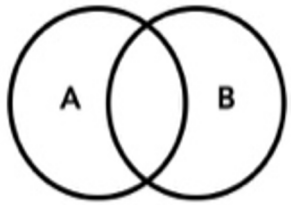
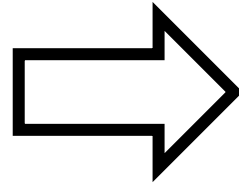


Assignment: Scope the Concept



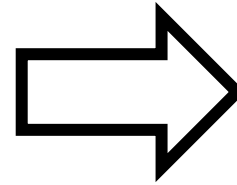
Concept

- AxB
- Ideal Experience
- Something that could be automated, done better, or predicted



NABC Story Outline

1. Need
2. Approach
3. Benefit
4. Competition



- Pitch
- Navigator

Explain your logic:
why is this a good space

Match with Team

