



VANTAGE

LAB<sup>©</sup>

strategies

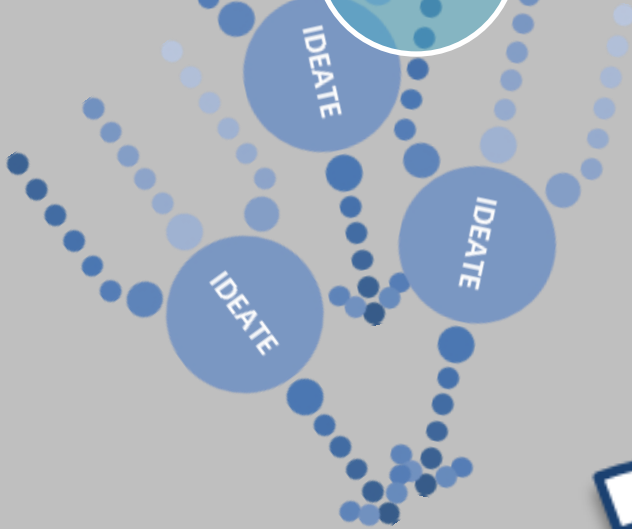
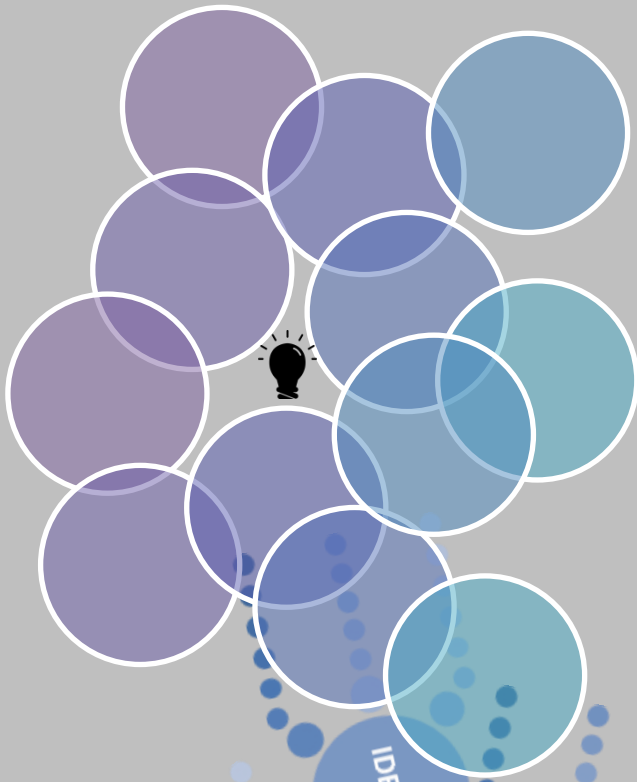
mental  
models

mind-sets

identity

explore

explore



frame/  
design

pilot/  
prototype

build/  
iterate

