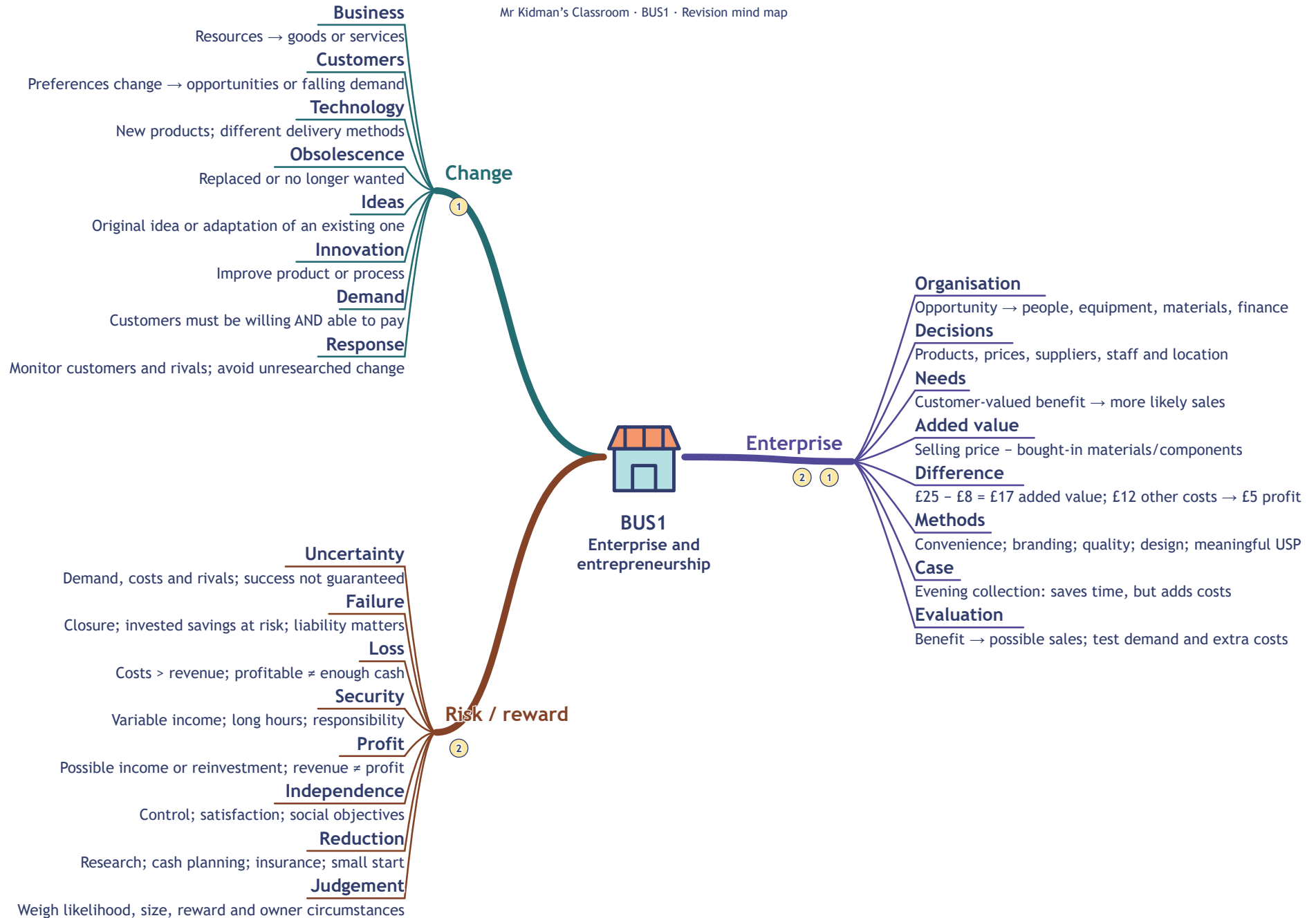




1. Change → Enterprise: Changing demand can reveal an opportunity
2. Enterprise → Risk / reward: Commit resources before demand is certain