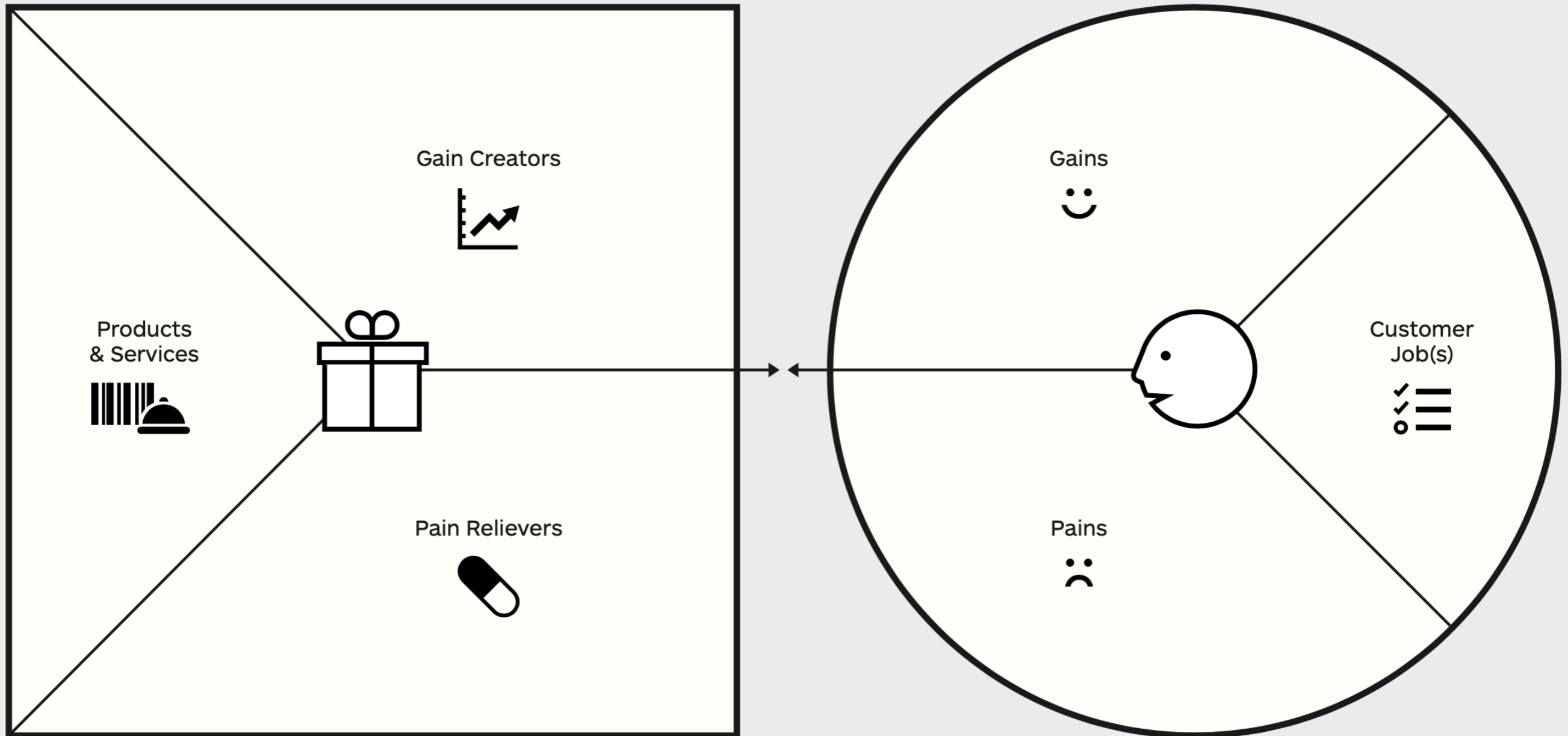
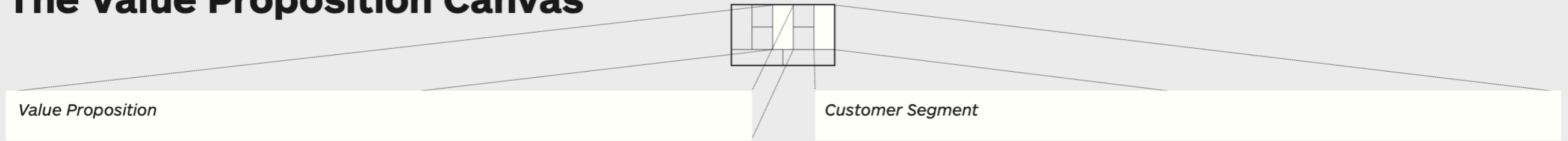
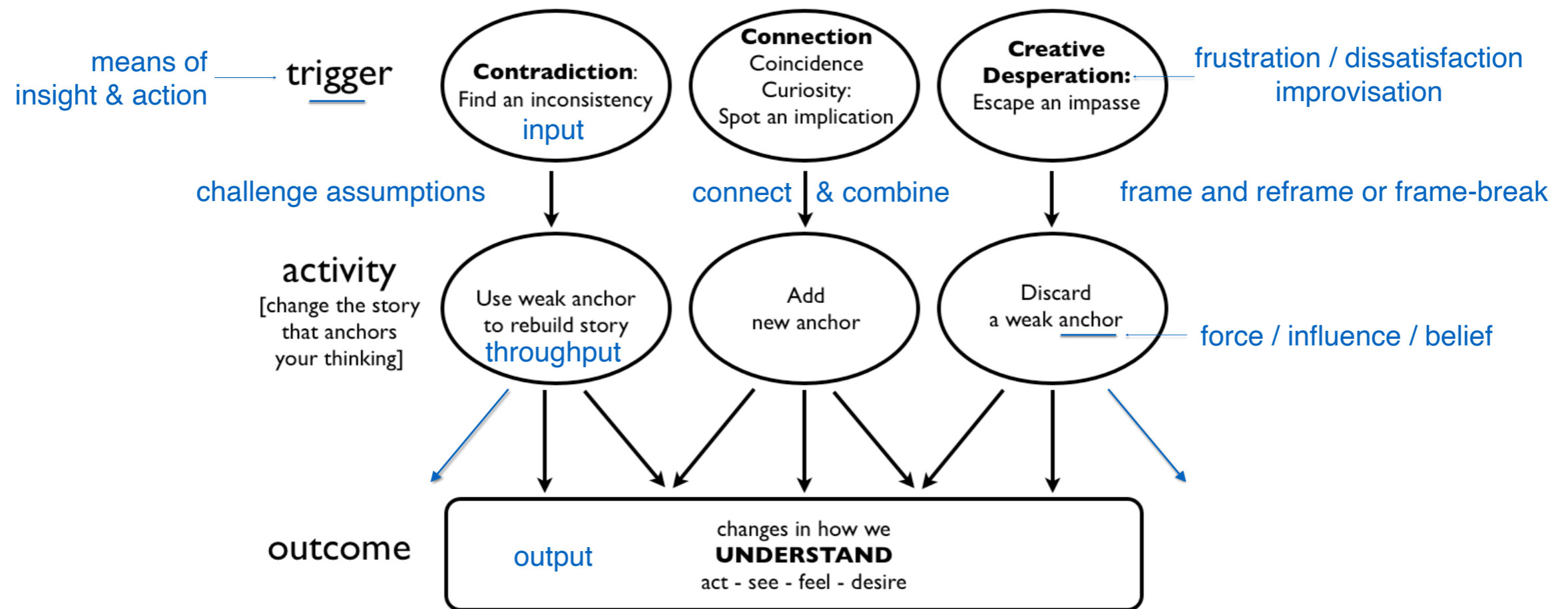


# The Value Proposition Canvas



# Creative Insights \_ Triple Path Model ...



Gary Klein, *Seeing What Others Don't* (2013)

*compelling insights typically precede an idea or a set-of-ideas*