



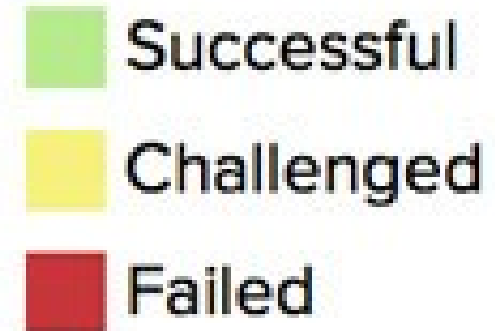
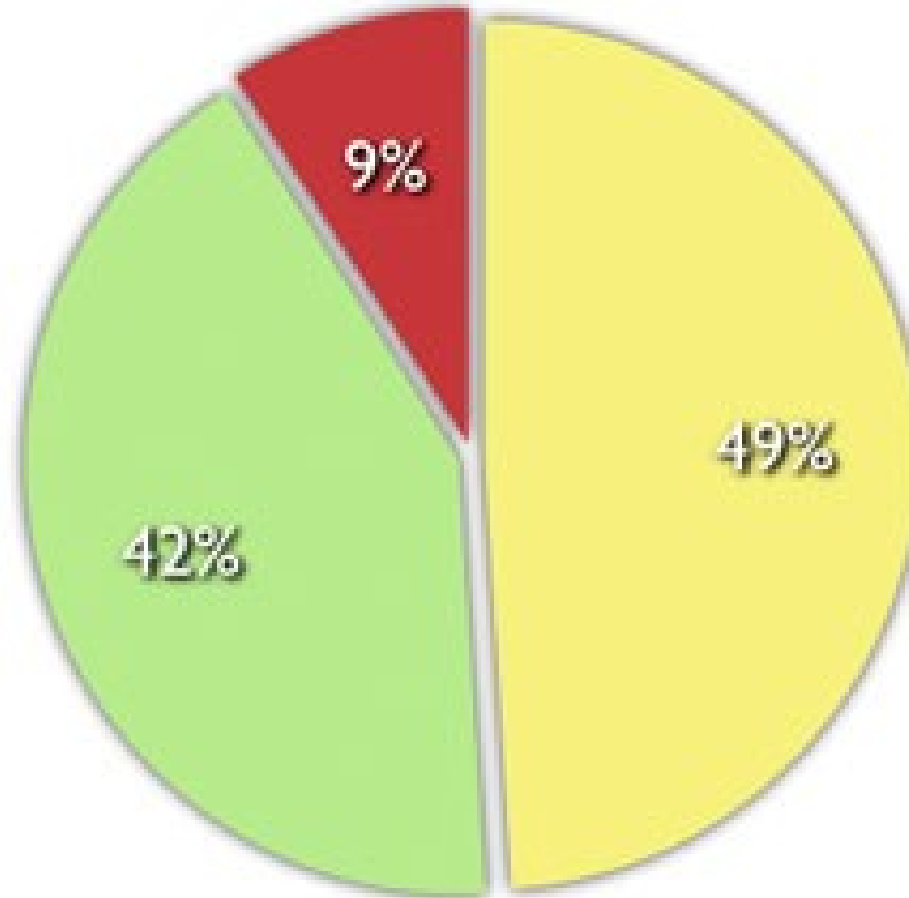
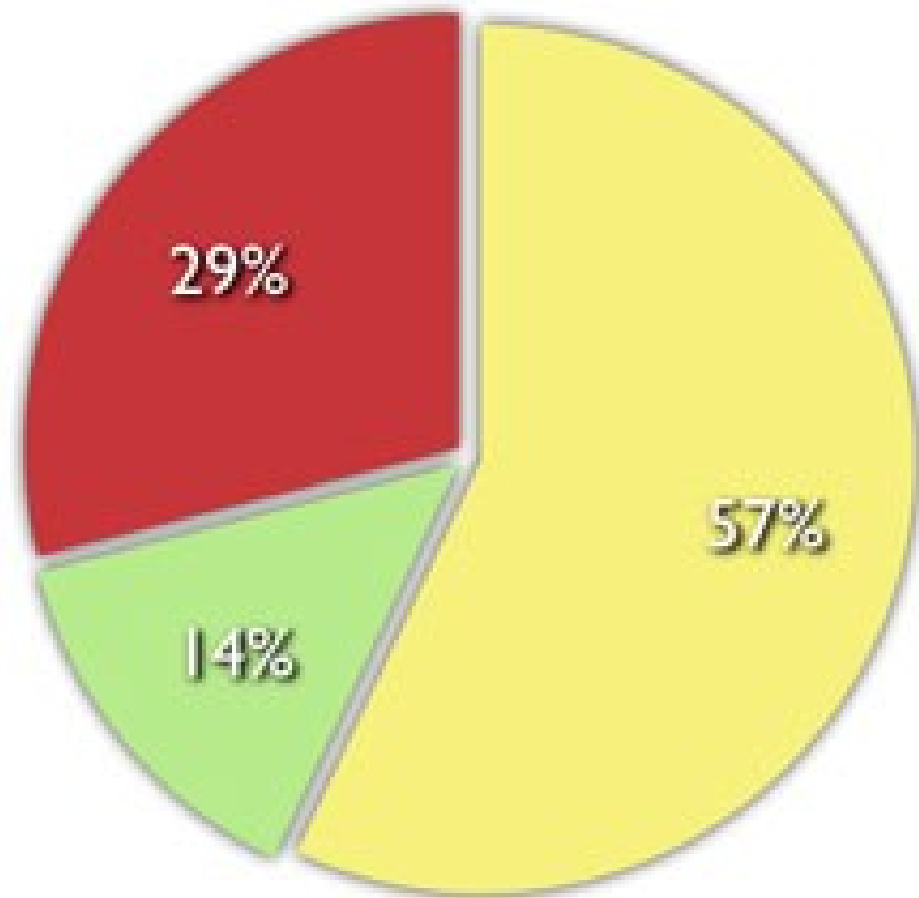
Sticky Notes Assure Good Code



[Picture: WOCinTech Stock](#)

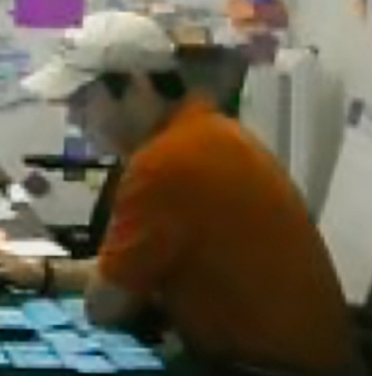
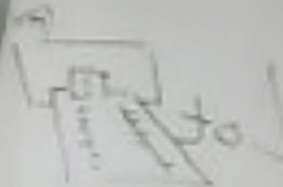
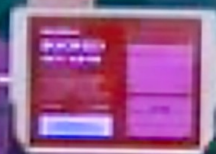
Waterfall

With Sticky Notes



Source: The FAKE Report, The Standoffish Group, 2012

Mortimer





BEVEL Experience

Product

Value
Product

Trust

Trust

Bio Experiences

Bio Experiences

Understanding the problem

Understanding the problem

Why groom? or not...

Why groom? or not...

Took Action

Took Action

Awareness

Awareness

WHICH PRODUCTS/WHY?

WHICH PRODUCTS/WHY?

GROOMING ROUTINE

GROOMING ROUTINE

NO FIVE BRAND EXPERIENCE

NO FIVE BRAND EXPERIENCE

Boring Grooming

Boring Grooming

BRANDS

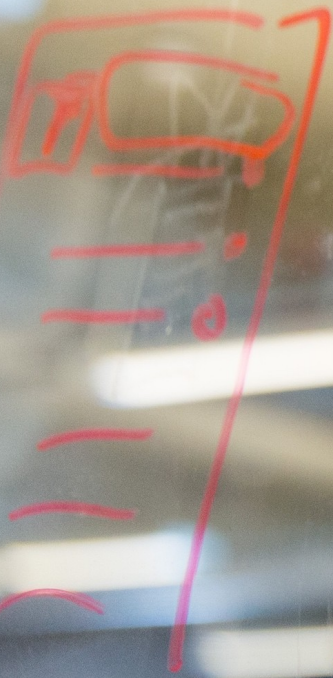
BRANDS

Pivotal

PIVOTAL LABS



Handwritten notes at the top of the whiteboard, including "AO", "RNA", and "IIA".



AO	RNA	IIA
x	v	v
v	x	v