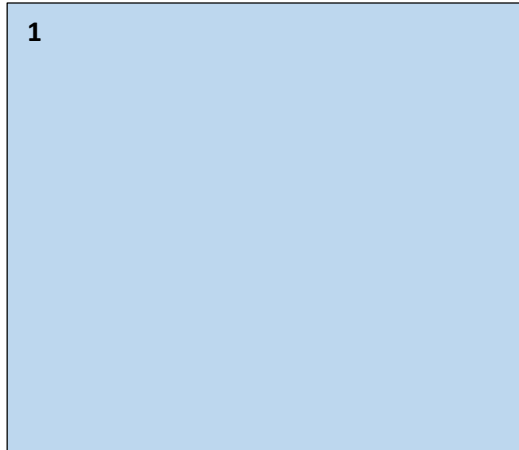


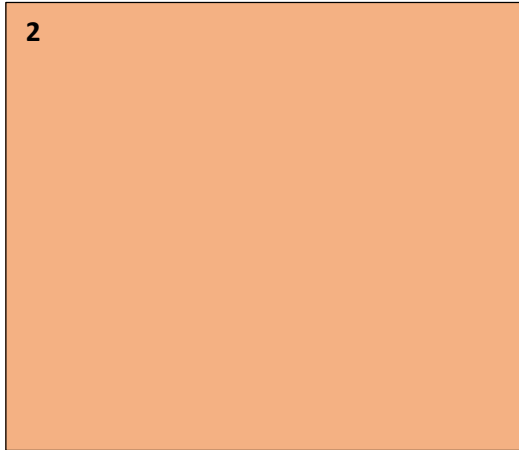
THE IDEA  
TODAY

**DIRECT RIVALS**

1



2



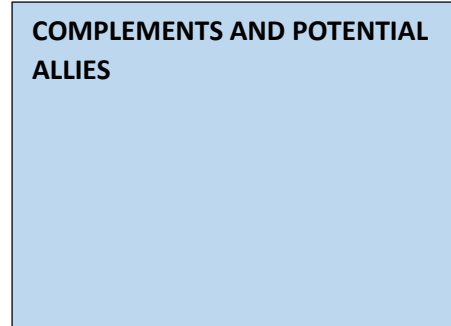
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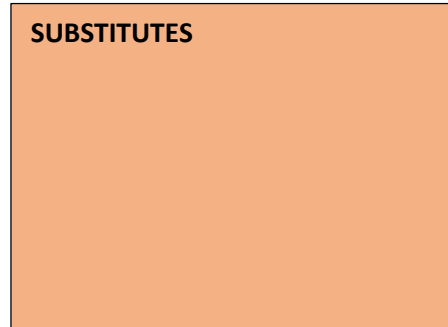
**SIMILARITY**

↑ +

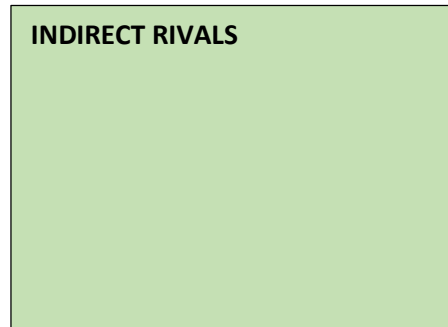
**COMPLEMENTS AND POTENTIAL ALLIES**



**SUBSTITUTES**



**INDIRECT RIVALS**

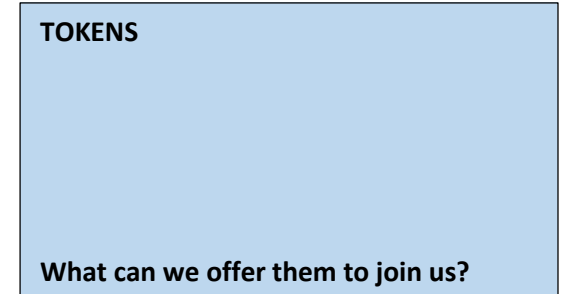


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**BARGAINING POWER**

↑ +

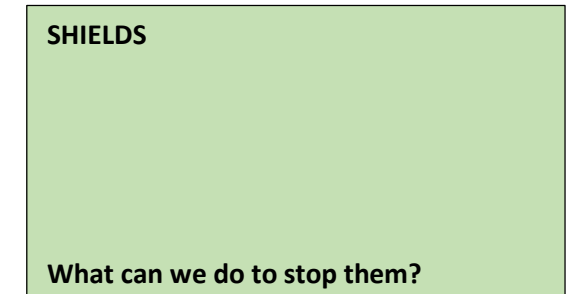
**TOKENS**



**EDGE**



**SHIELDS**



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