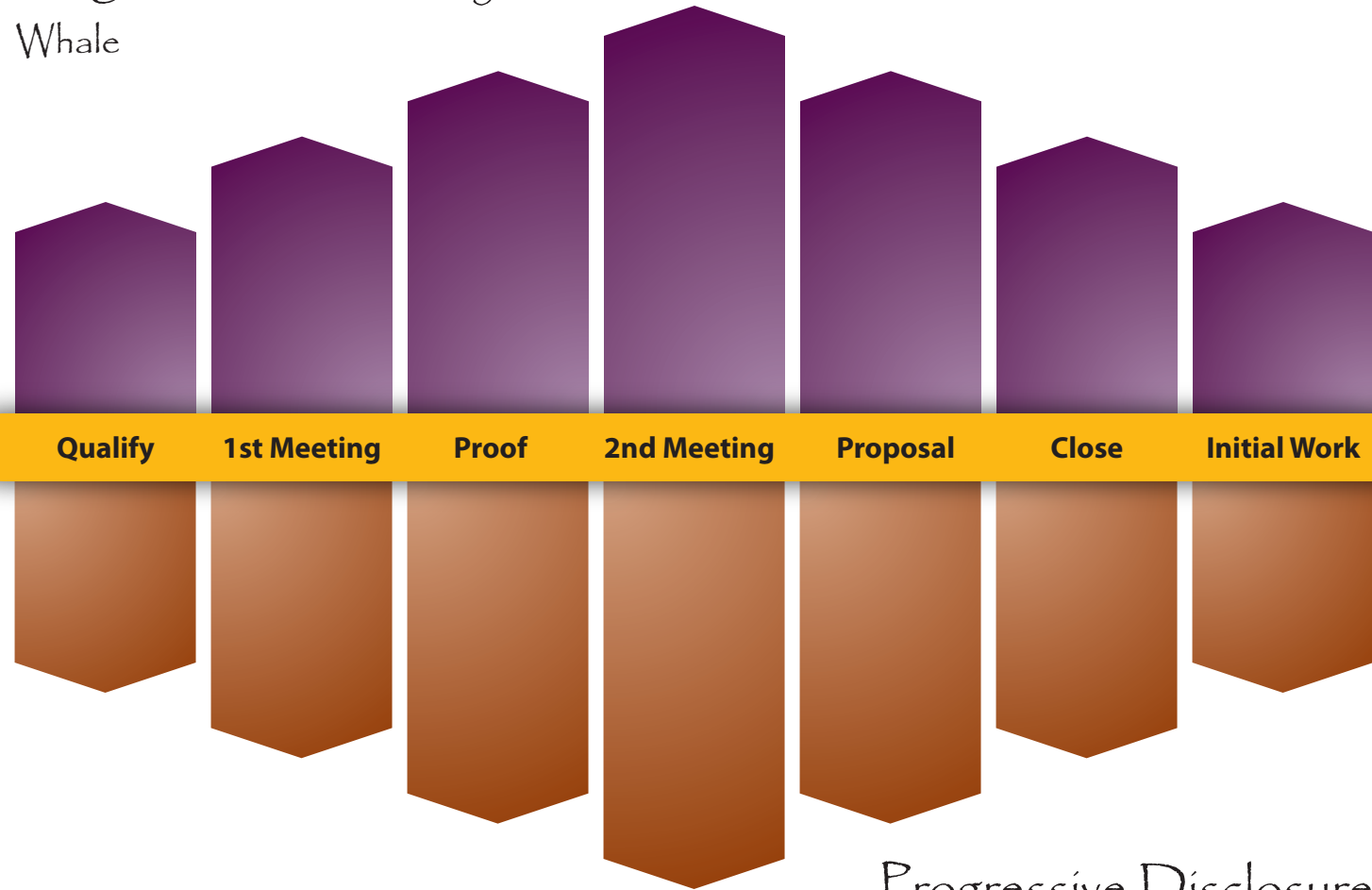


Progressive Discovery/Disclosure

Progressive Discovery
Whale



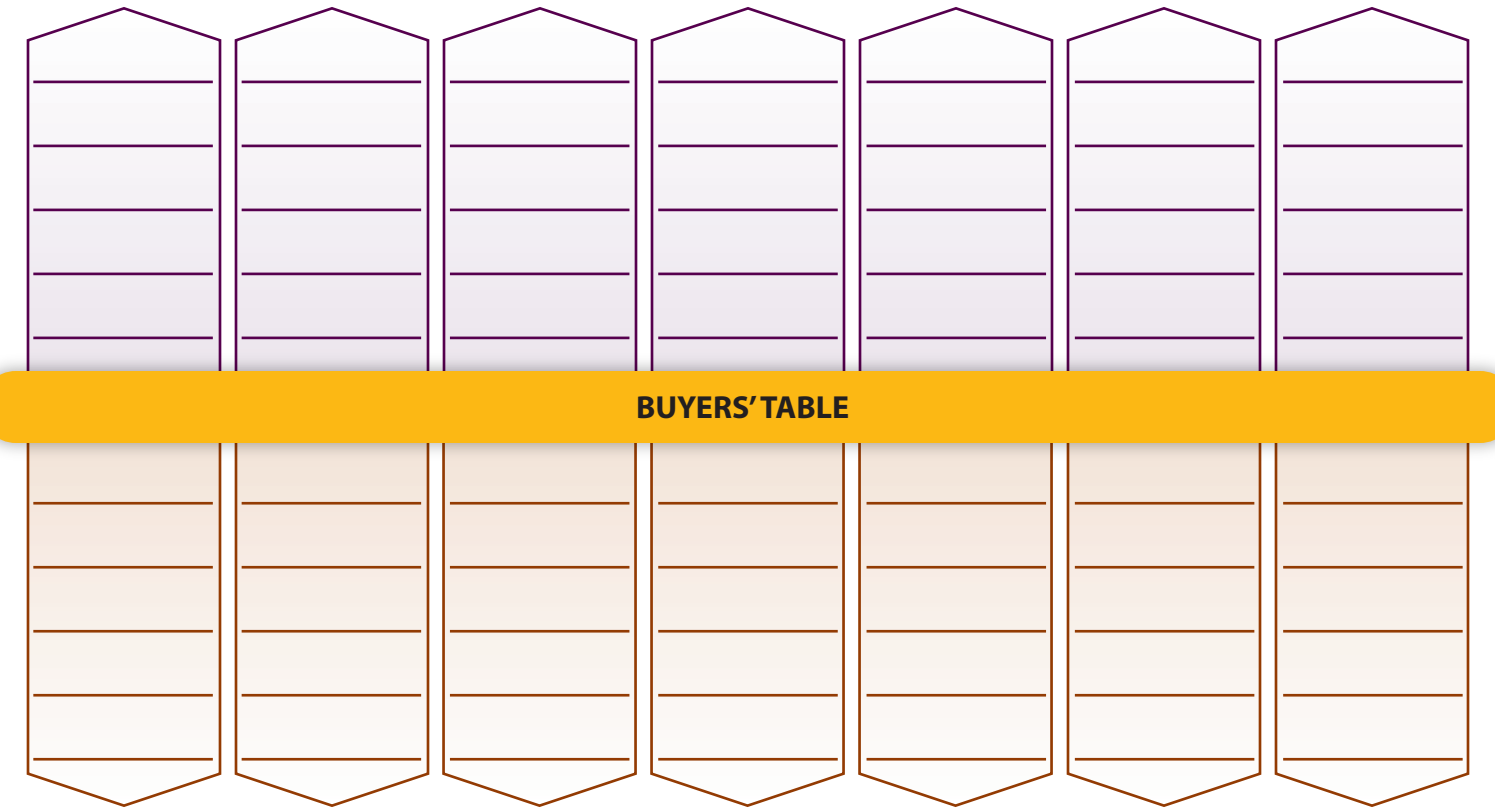
Progressive Disclosure
Your Company

Keep in mind:

1. Information is the KEY
2. Not too much, not too little, just right
3. Predict, Experience, Summarize

Progressive Discovery/Disclosure

Whale



Your Company

Notes: