



$$(f + f) \Rightarrow F$$

Framework
& Fuel for
the Future



Plans are of little importance,
but planning is essential.

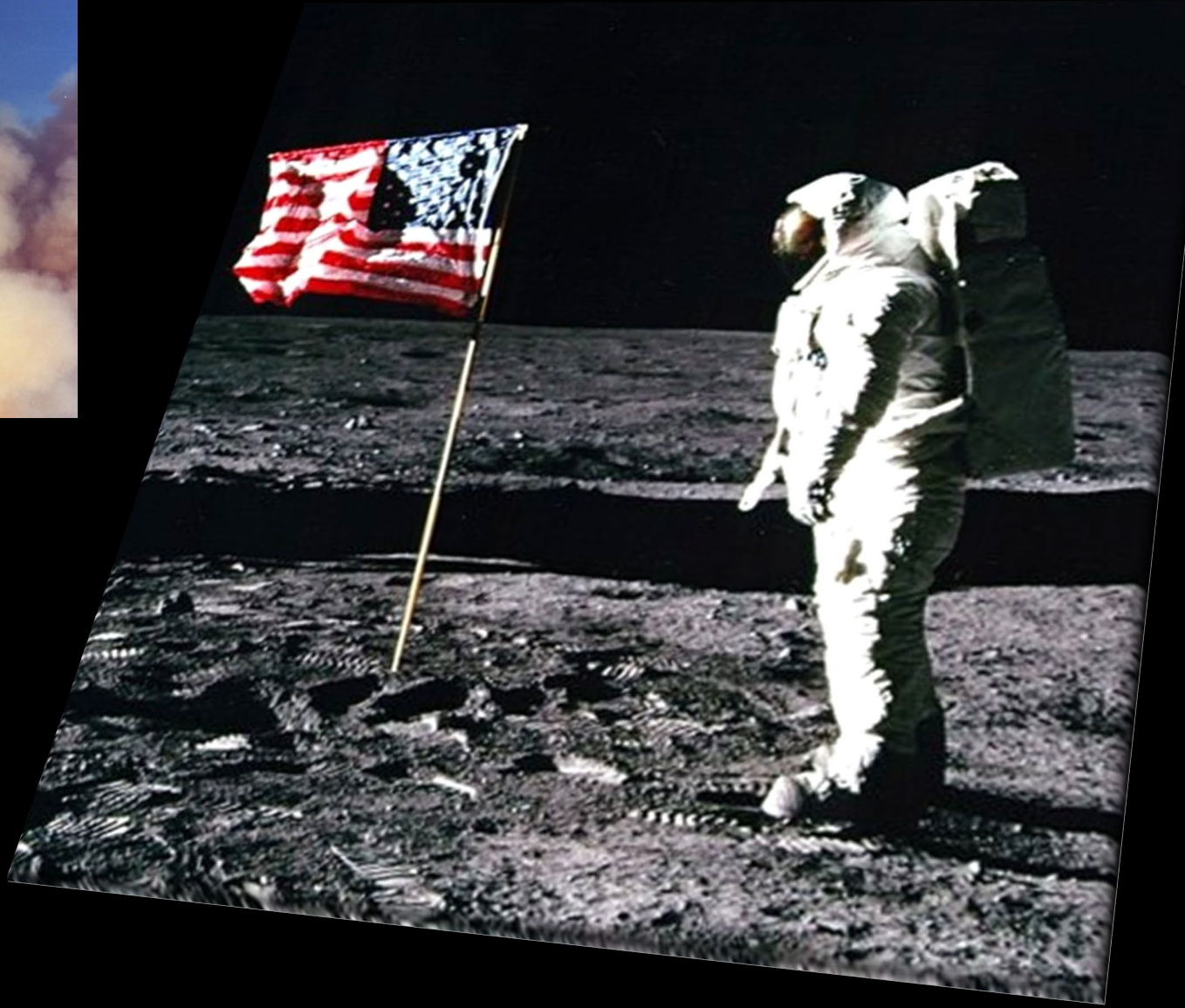
WHY?



**“WE CHOOSE TO
GO TO THE MOON
THIS DECADE!”**

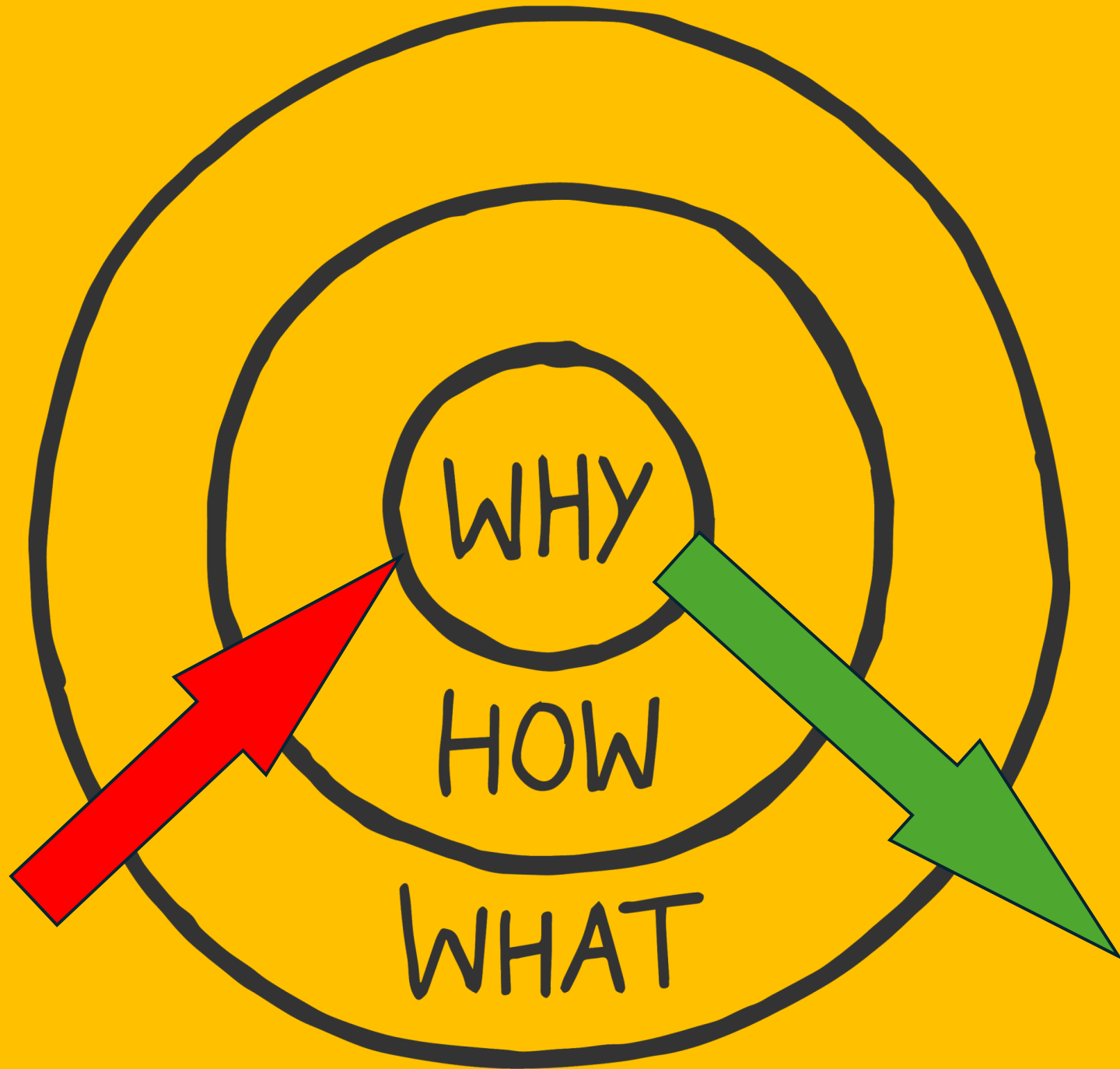
John F. Kennedy, 1962







TED
IDEAS WORTH SPREADING



The goal is not to do business with everybody who needs what you have.

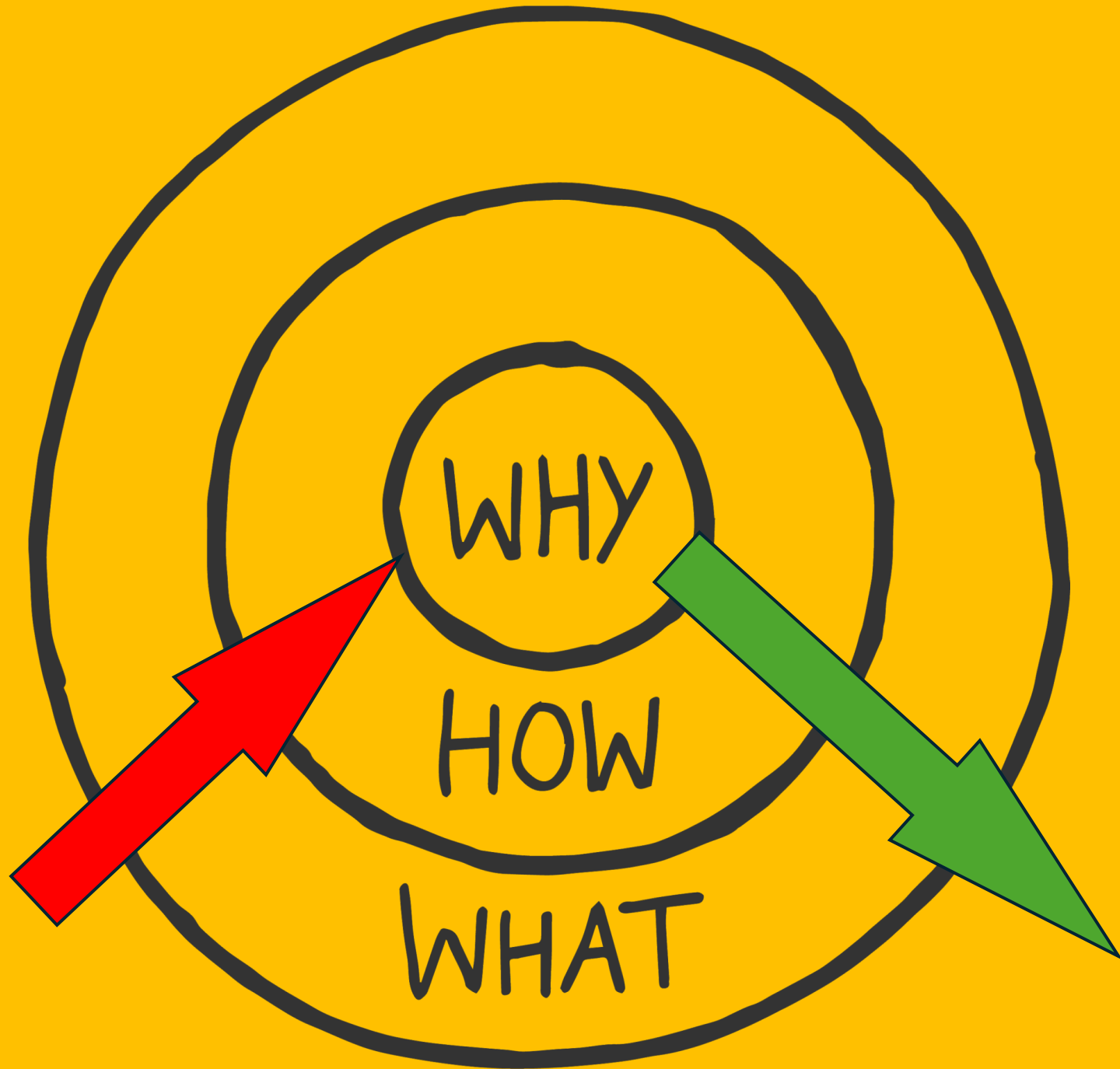
The goal is to do business with people who *believe* what you believe.

“

**People don't buy what you do,
they buy why you do it"**

- Simon Sinek







People don't buy *what* you do.
They buy *why* you do it.