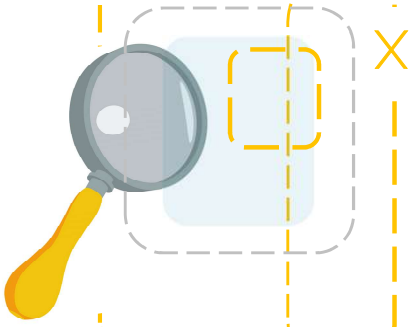
The Serious Business of

Getting Busy on White Space

1 Identify



Be agile

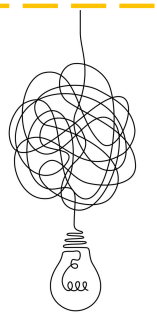
Speed over perfection

Solve an operator problem

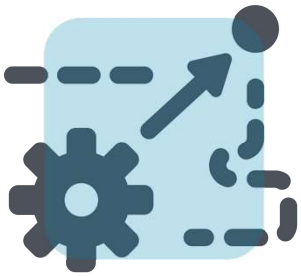
Get everybody on board

Gaps are good

Find it



2 Plan



Fund it

Have fun with it

Don't allow dissenters

Double-down on what works

Swing for the bleachers

Make mistakes

Solve it

Scale it

Sell it

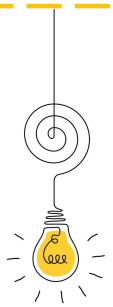
3 Execute

4 Measure

Track & adjust

Measure & modify

Win, celebrate, rinse, repeat



Julie Swift