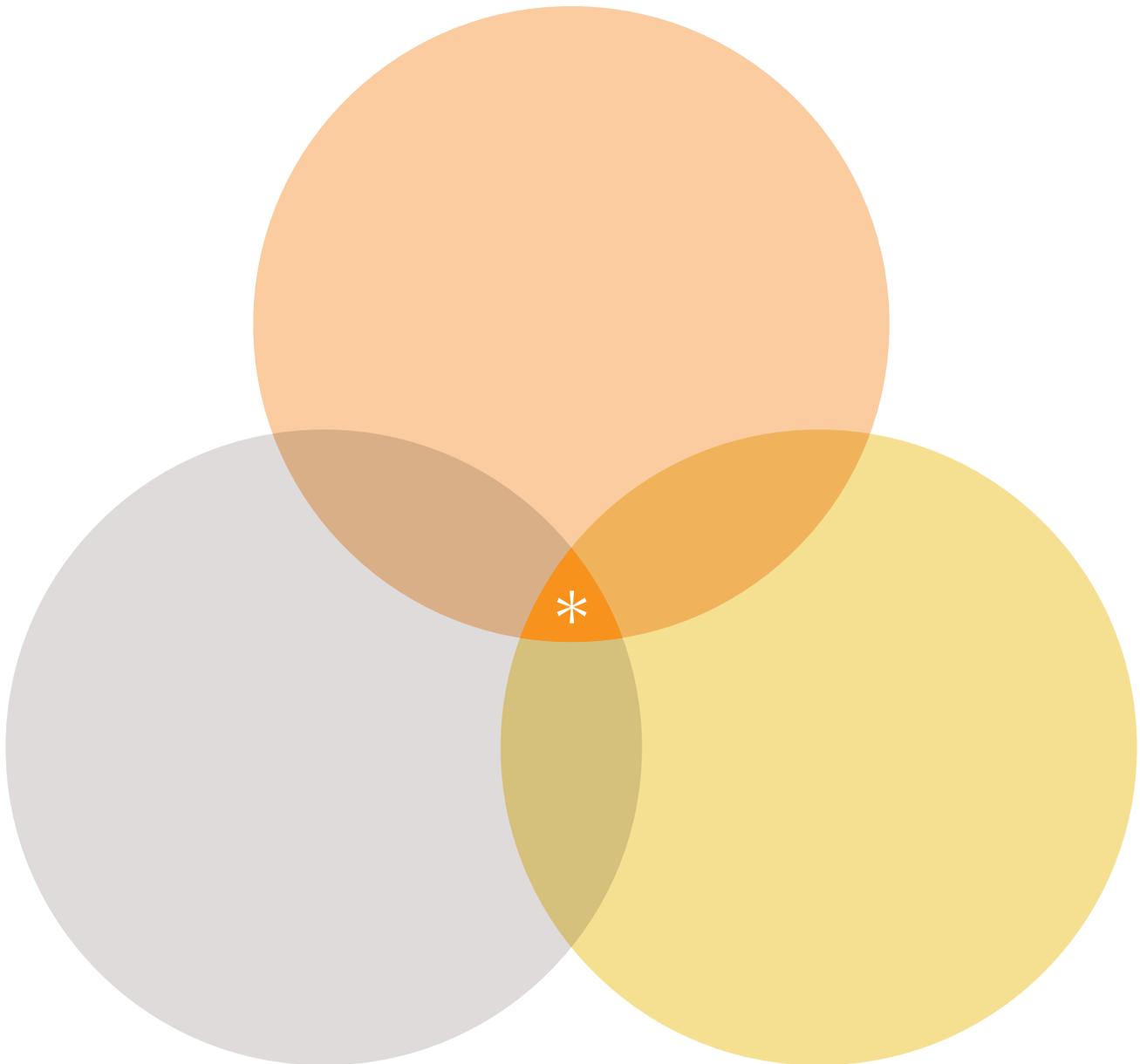


THE HEDGEHOG CONCEPT

WHAT MOTIVATES ME AND WHAT DO I FEEL
PASSIONATELY ABOUT?



WHAT AM I REALLY
GOOD AT DOING?

WHAT CAN I DO THAT GENERATES
A PROFITABLE INCOME?

* MY IDEAL ROLE