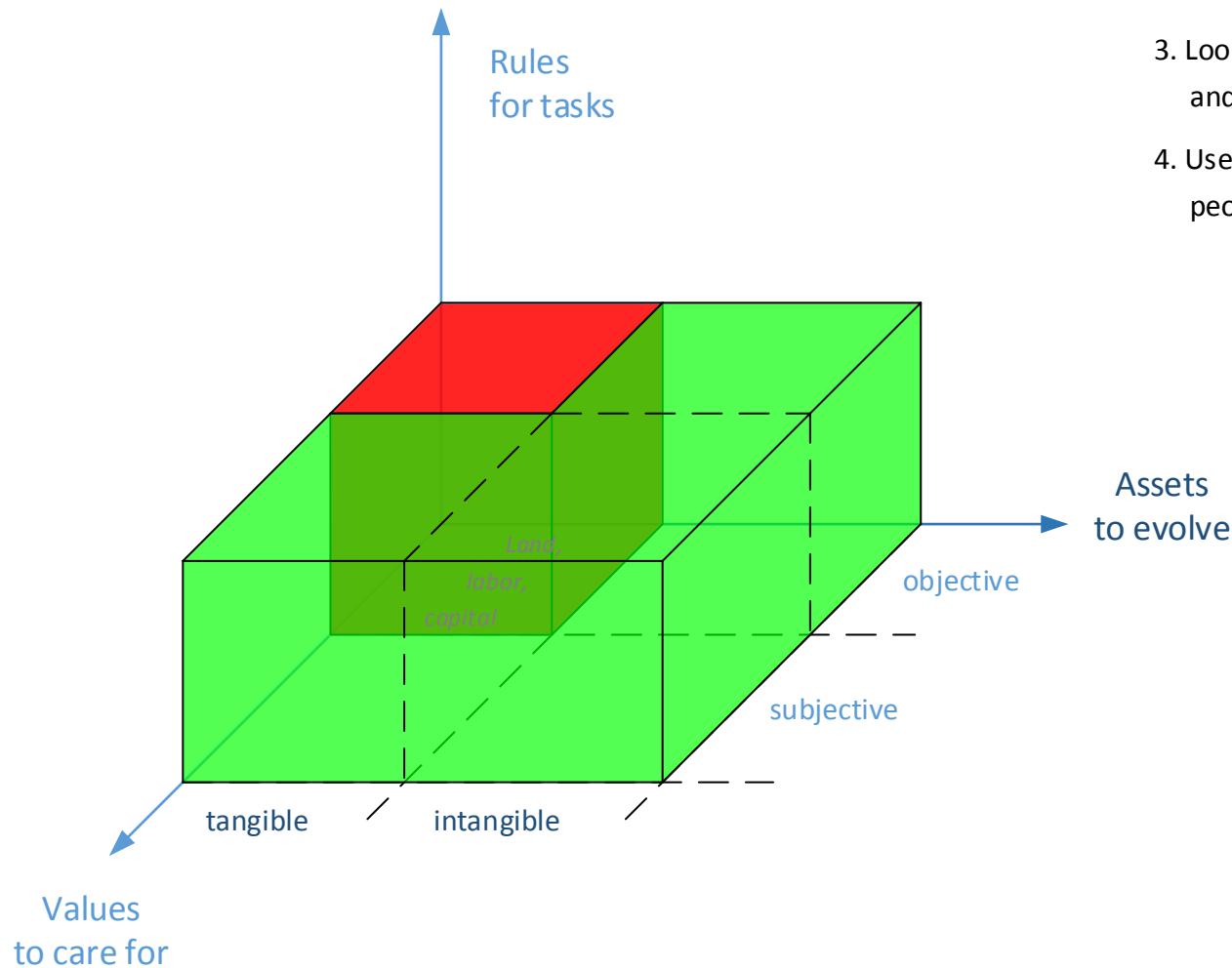


Clever solutions waiting outside **old box-thinking**



1. Start with classic **Business Administration**.
2. **Break up its limits**, include intangible assets and subjective value metric.
3. Look for already existing intangible assets and solutions.
4. Use it for complementary strategy to solve people's real problems.