

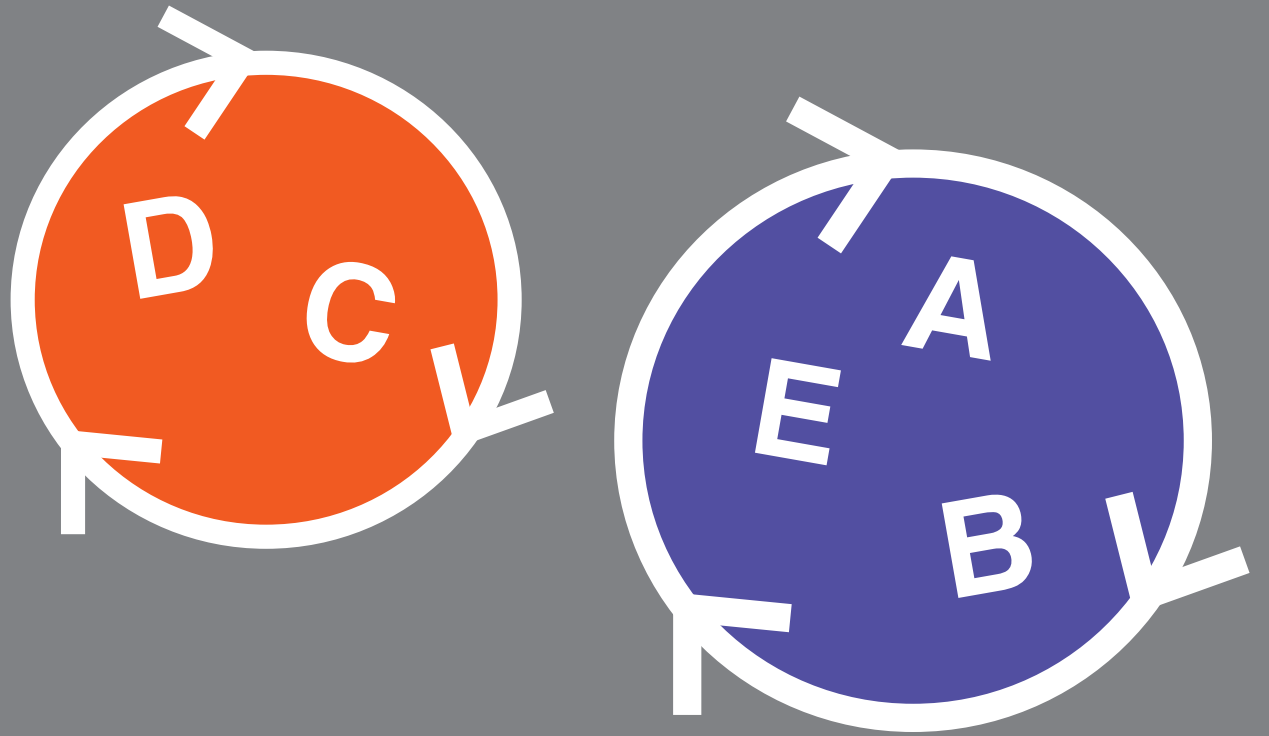
this year

PHASE 1: prototype to learn
explore variables across multiple ideas



year 2

PHASE 2: prototype to pilot
bring together variables to test



year 3

PHASE 3: pilot to launch
refine ideas to design pilot

