Part 13

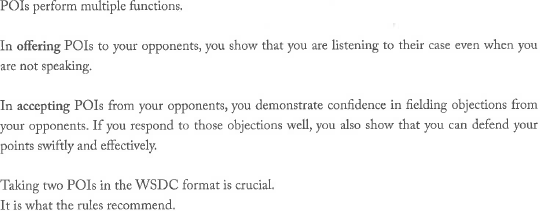
POINTS OF INFORMATION

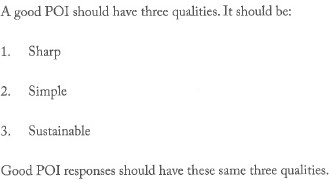


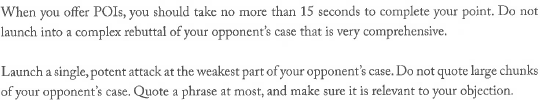
In a nutshell

* Be sharp
* Be simple
* Be sustainable

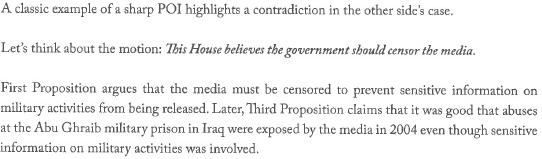


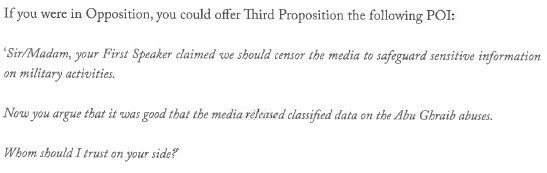




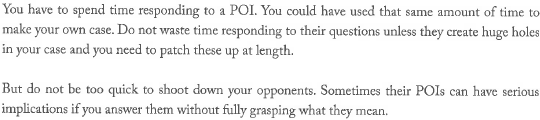


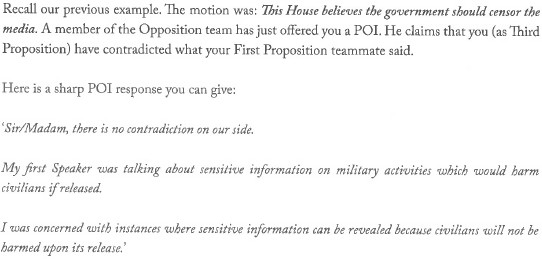
How does a sharp POI look?



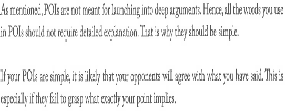


Why must a POI response be sharp?

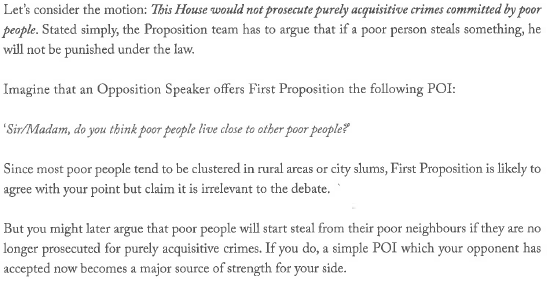




Why should POIs be simple?



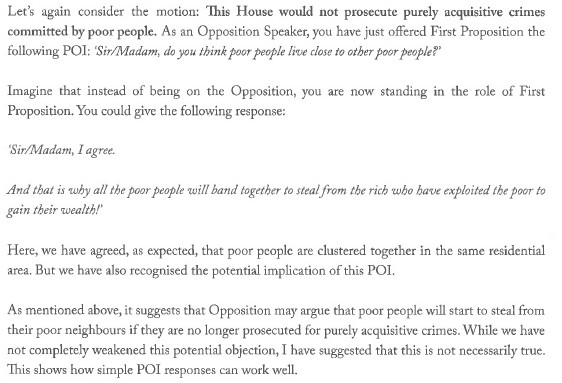
How does a simple POI look?



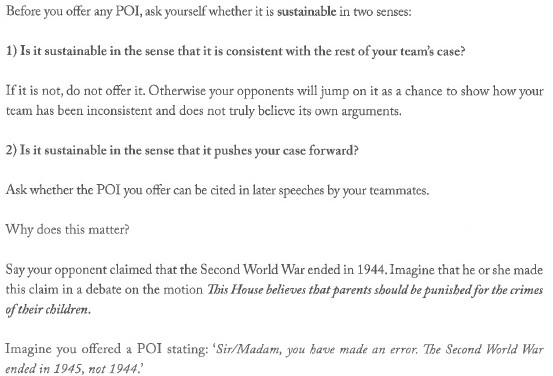
Why should POI responses be simple?



What is a simple POI response?



Why should POIs be sustainable?







Why should POI responses be sustainable?





Thank you!