#### B<sub>2</sub>C **DIMENSIONS OF VALUE**

#### IMPACT BEYOND ME VALUE









## LIFE CHANGING VALUE









## **EMOTIONAL VALUE**





















#### RELATIONSHIP VALUE









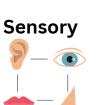


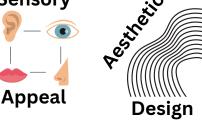


Transparency

# **FUNCTIONAL VALUE**



















Cost

Re<u>duc</u>es











**Durability** 







## TABLE STAKES









