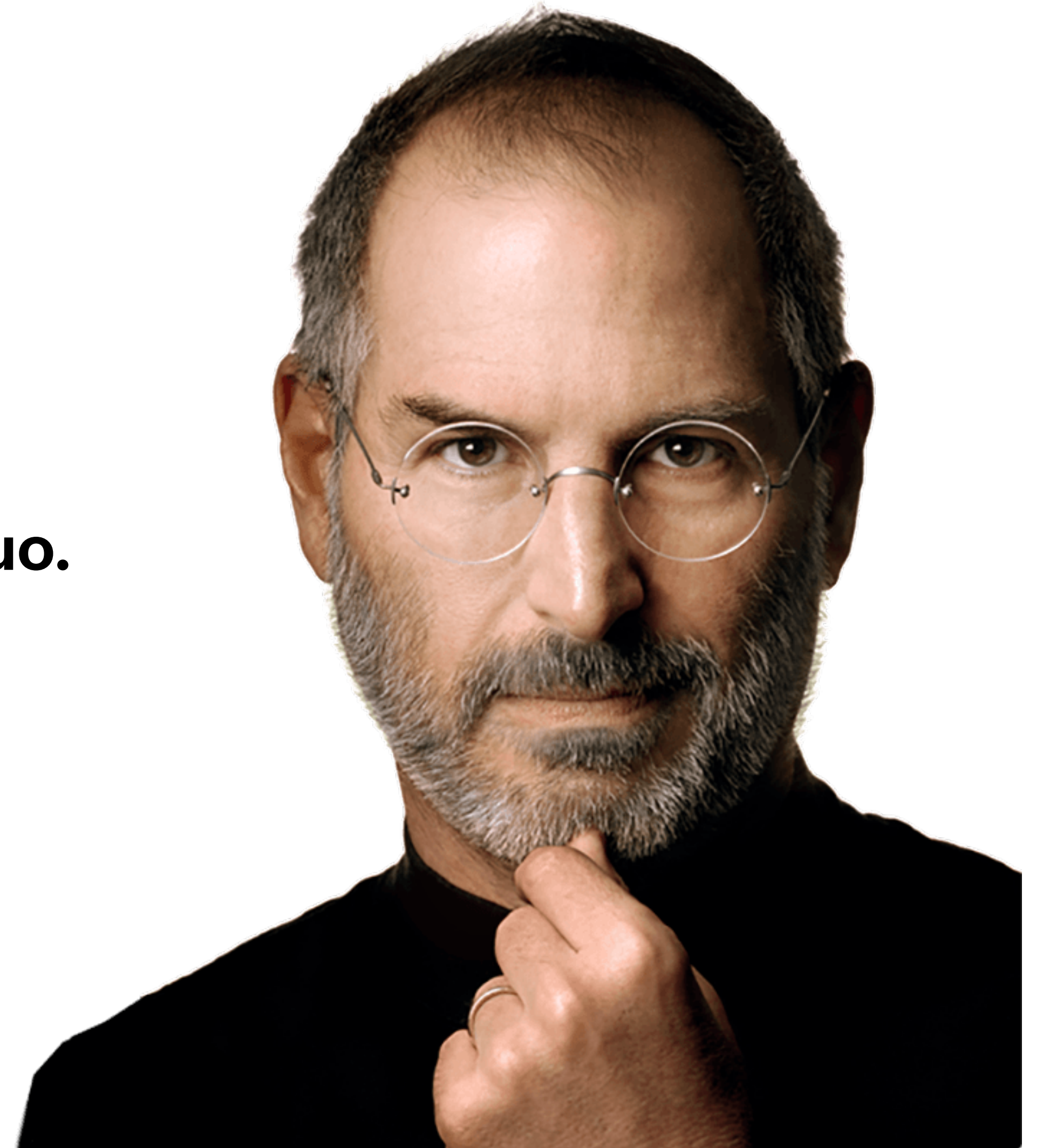


WHY / HOW / WHAT

Steve Jobs

1. **WHY: CHALLENGE**
To "think different" and challenge the status quo.
2. **HOW: BETTER WAY**
To find a better way and share it.
3. **WHAT: SIMPLIFY**
To decrease complexity.



Think different.
— Steve Jobs

