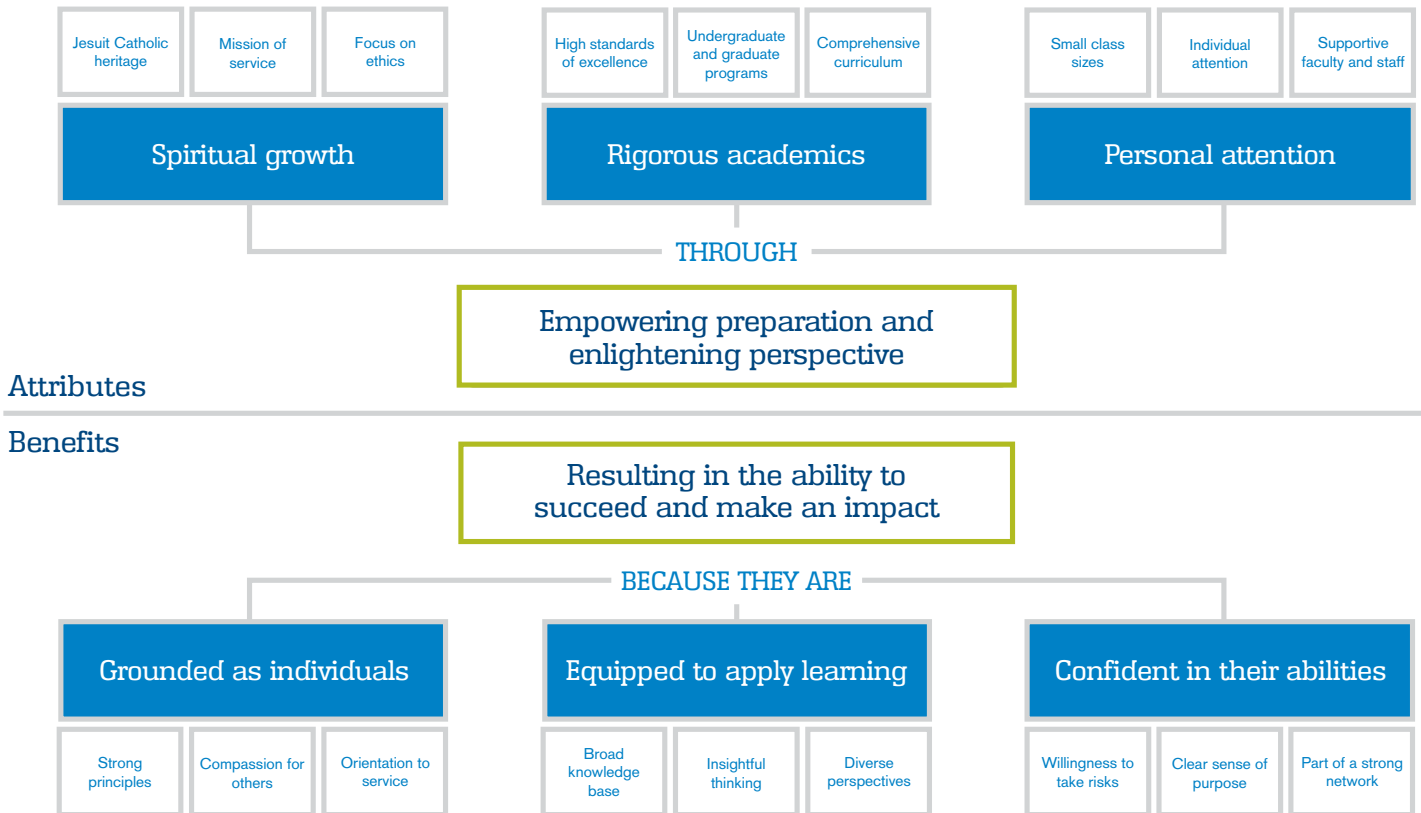


# Our message



Our message map defines what we're trying to communicate—our key messages that form the foundation of our story

The core message at the center is what makes us different, described at the highest level. From there, supporting messages further describe our core message. And lastly, our proof points add credibility to the supporting message.