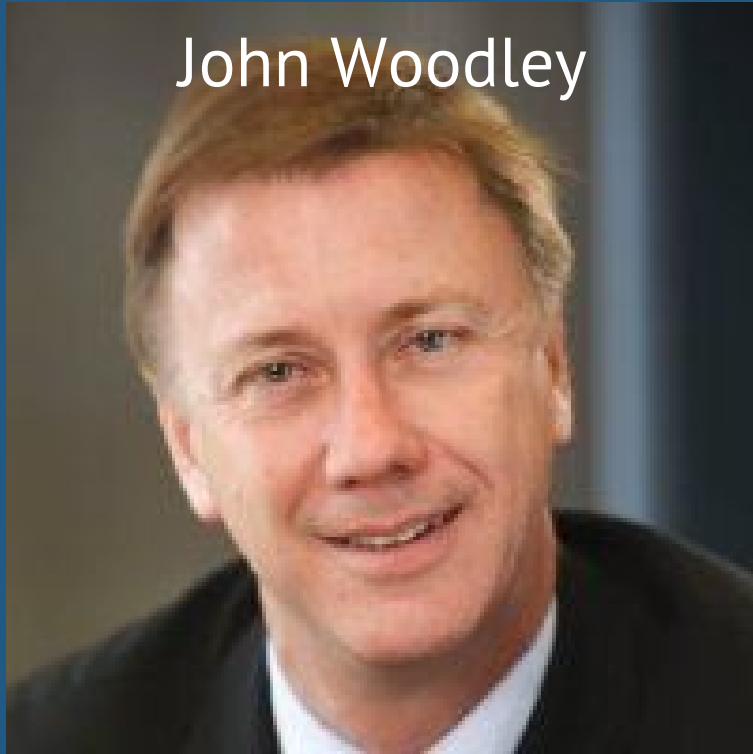


For a Healthy Cloud Market

John Woodley



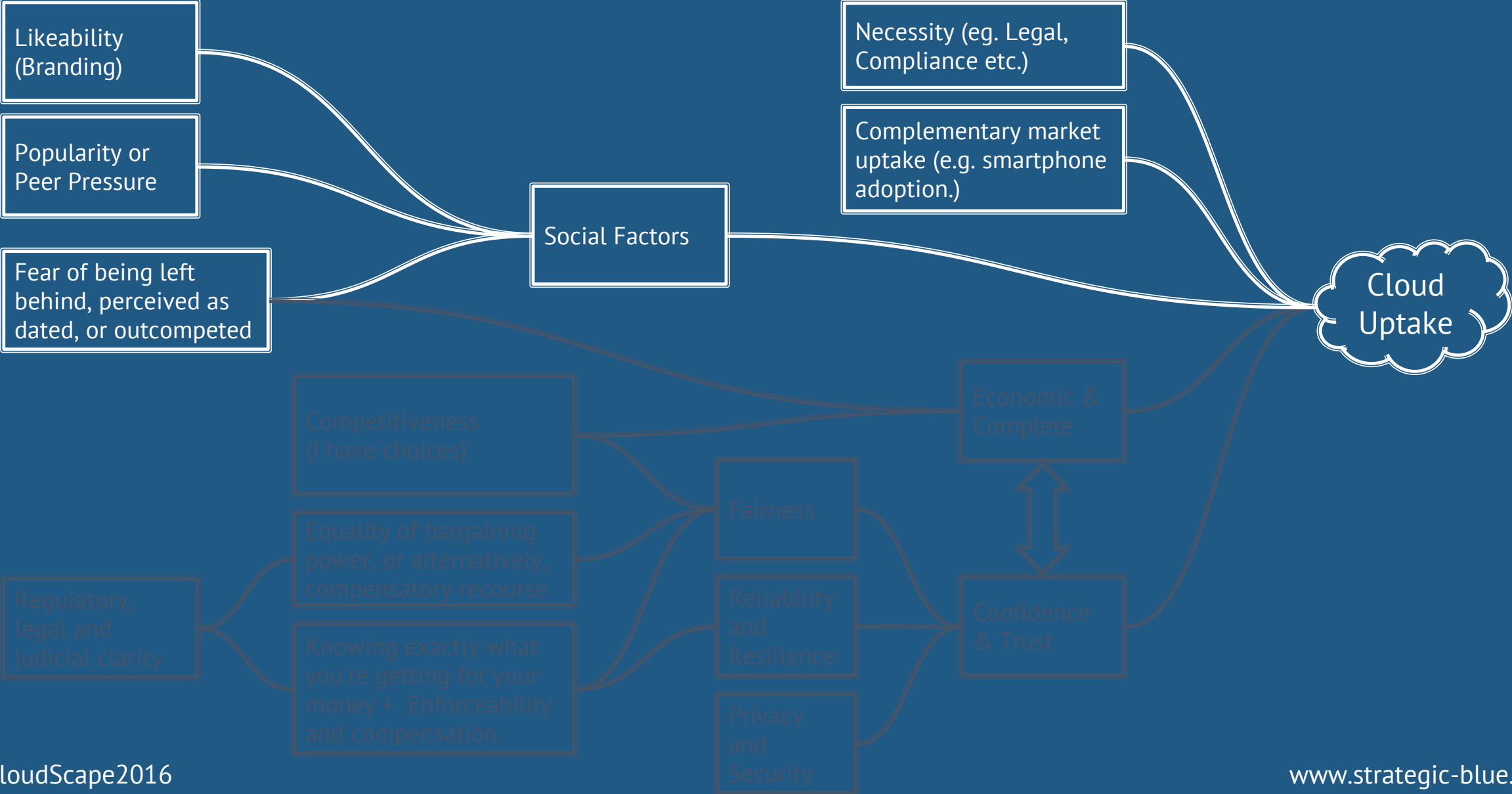
- Address market asymmetry
- Build a complete market
- Create price transparency

A + B + C = Uptake

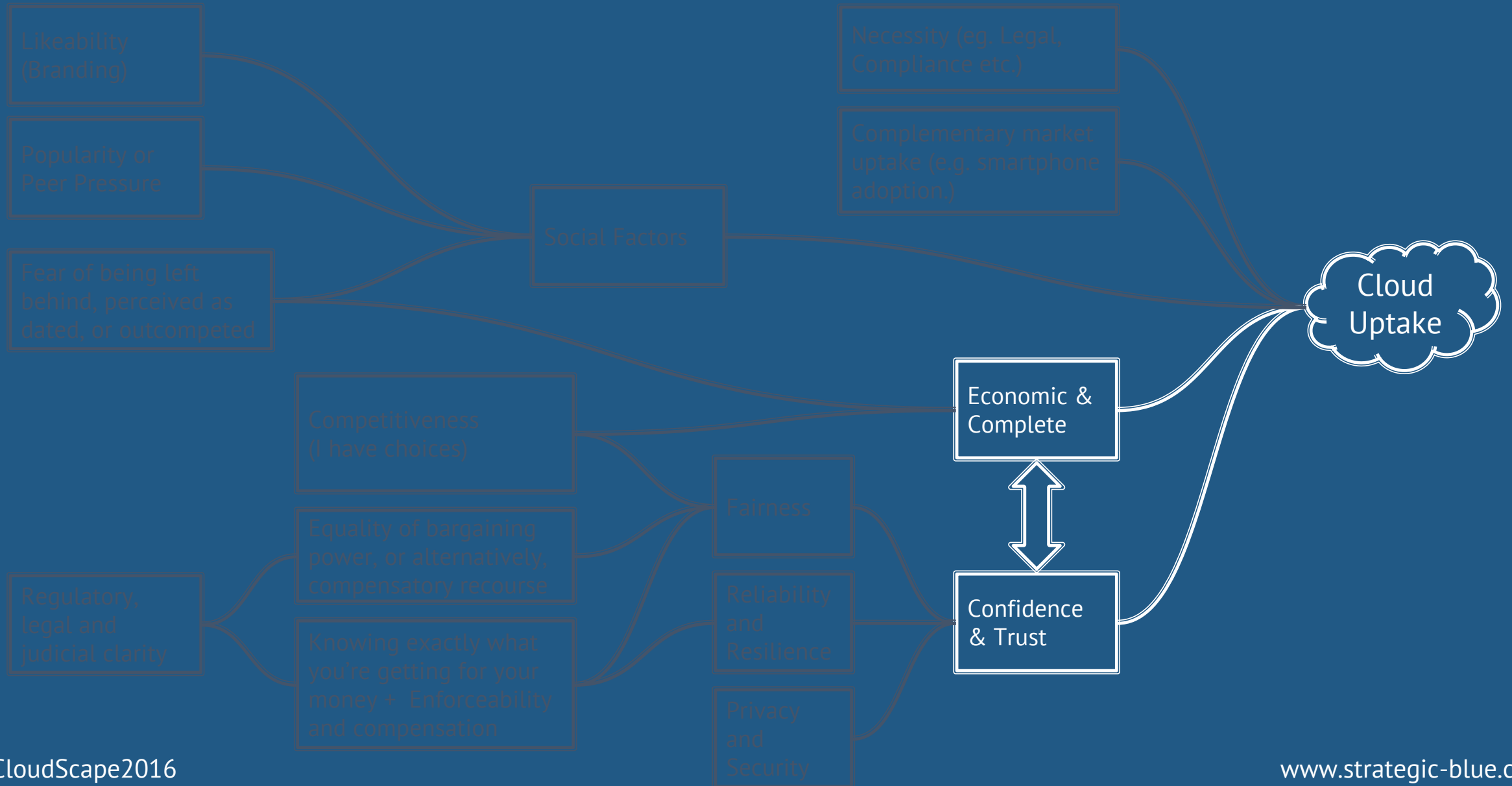
THE OBJECTIVE



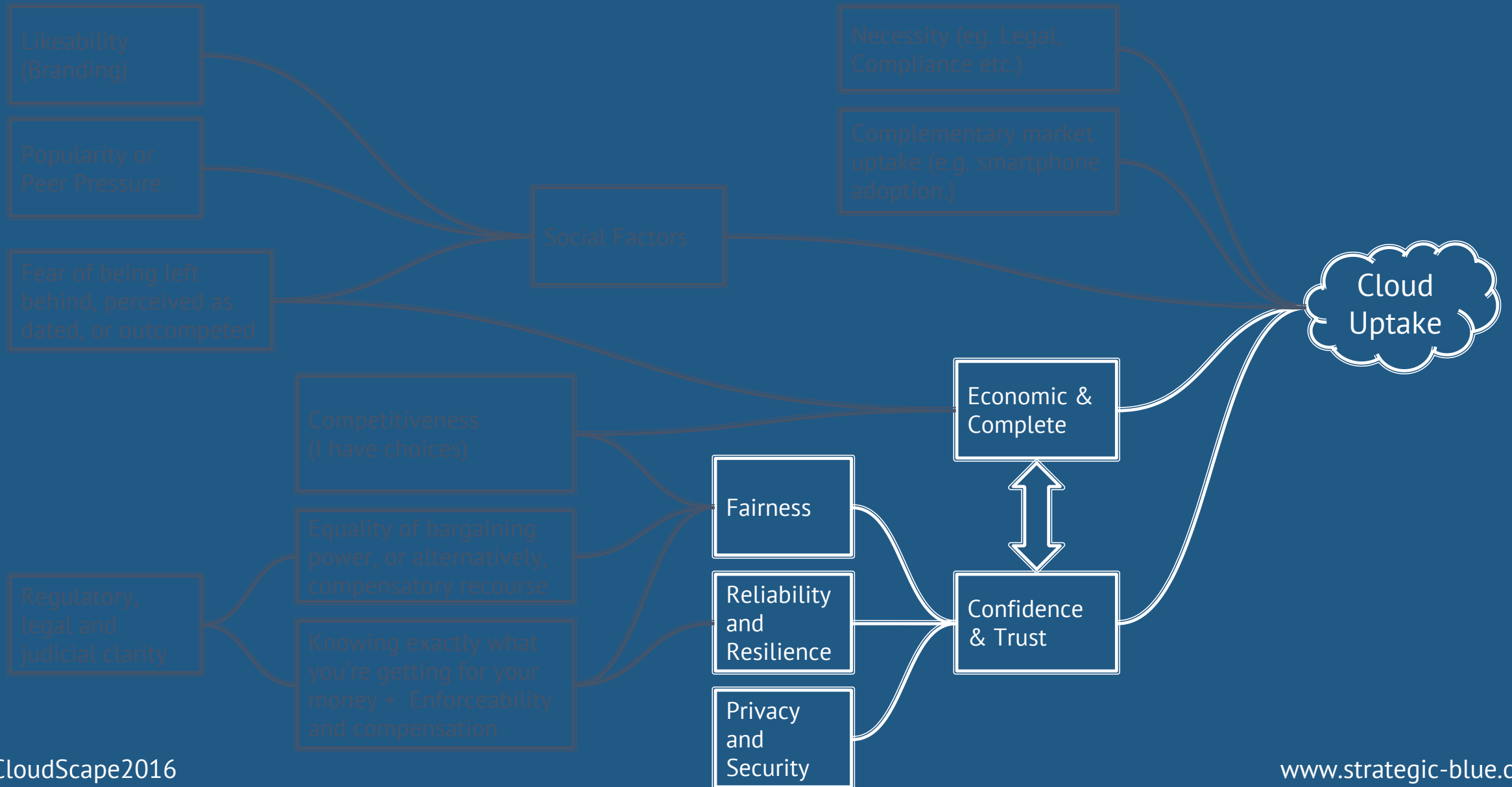
DRIVING CLOUD UPTAKE



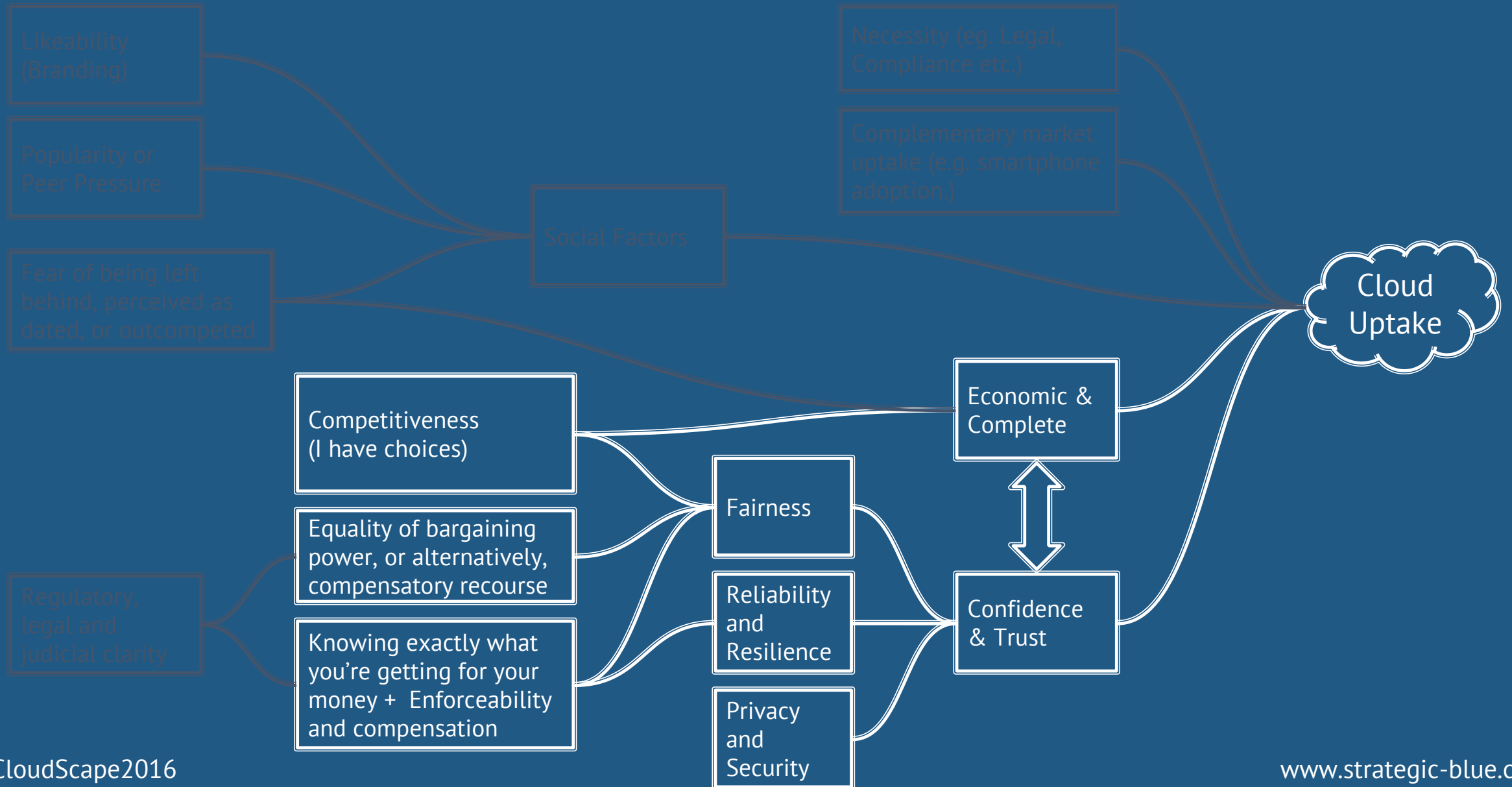
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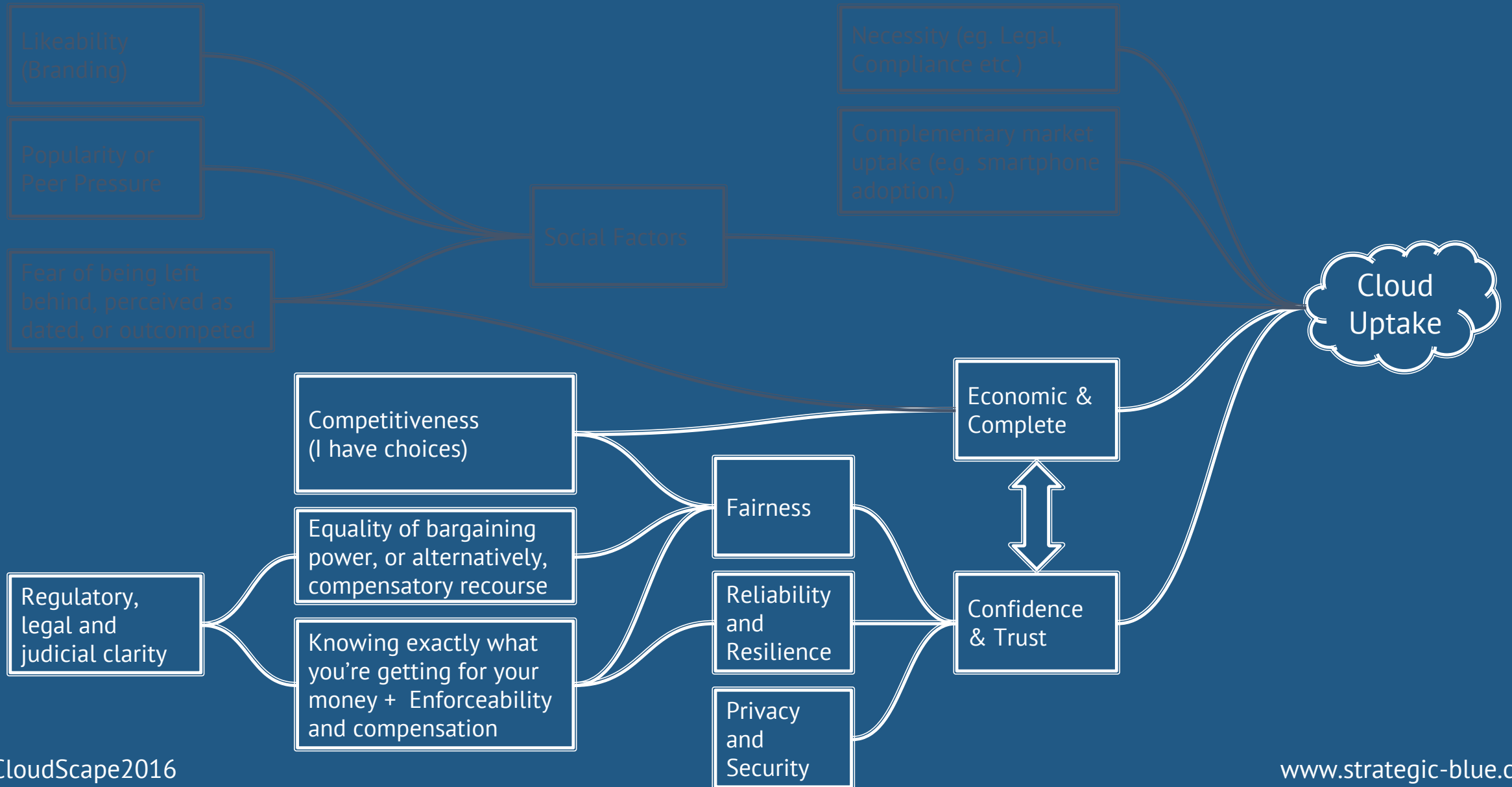
DRIVING MARKET UPTAKE



DRIVING MARKET UPTAKE

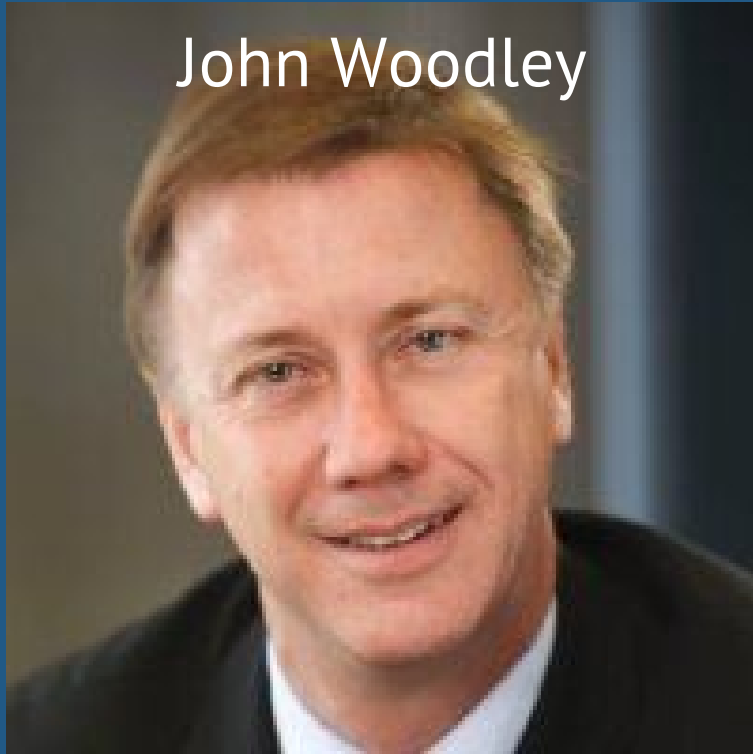


DRIVING MARKET UPTAKE



For a Healthy Cloud Market

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- Address market asymmetry
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APPENDIX

