

The Problem

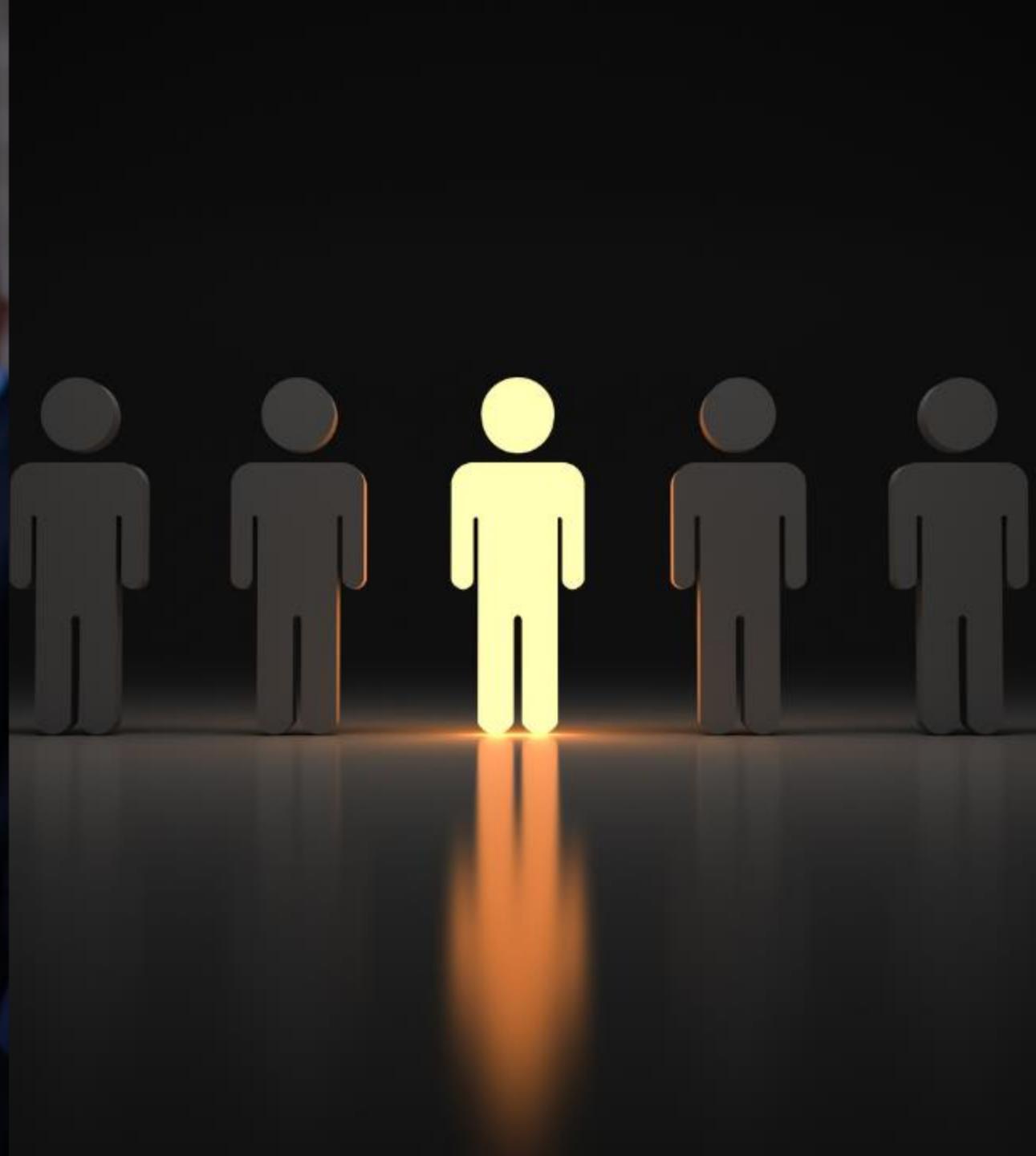


**People
Pay For
RESULTS**

The Shift







NOT SURE

OVER THERE

SOMEWHERE

???

UNCERTAIN

DON'T KNOW

NOWHERE

NO IDEA

FAR AWAY



The Payoff



