

B	I	N	G	O
talent	agility	accountability	economics	overconfident
long-term	cost of goods	stakeholder	multichannel	asset
optimization	rubber meets the road	FREE	uncertainty	brainstorming
monetization	high-risk	consumer focused	infrastructure	protect-the-core
jargon	on-demand	risk averse	revenue	opportunity

B	I	N	G	O
fear of failure	rubber meets the road	high-value	experiment	marketing
infrastructure	enable	brick-and-mortar	cash flow	mission
low-hanging fruit	leverage	FREE	benchmark	scalable
capability	ownership	high-quality	brainstorming	inclusive
stakeholder	asset	uncertainty	shareholder	analysis

B	I	N	G	O
monetization	overconfident	margin	benefit	incentive
millennial	sequencing	instinct	low-risk	creativity
efficient	new guard	FREE	utility	platform
opportunity	navigate	quad box	brand equity	complexity
non-linear	cost of goods	online	mashup	matrix