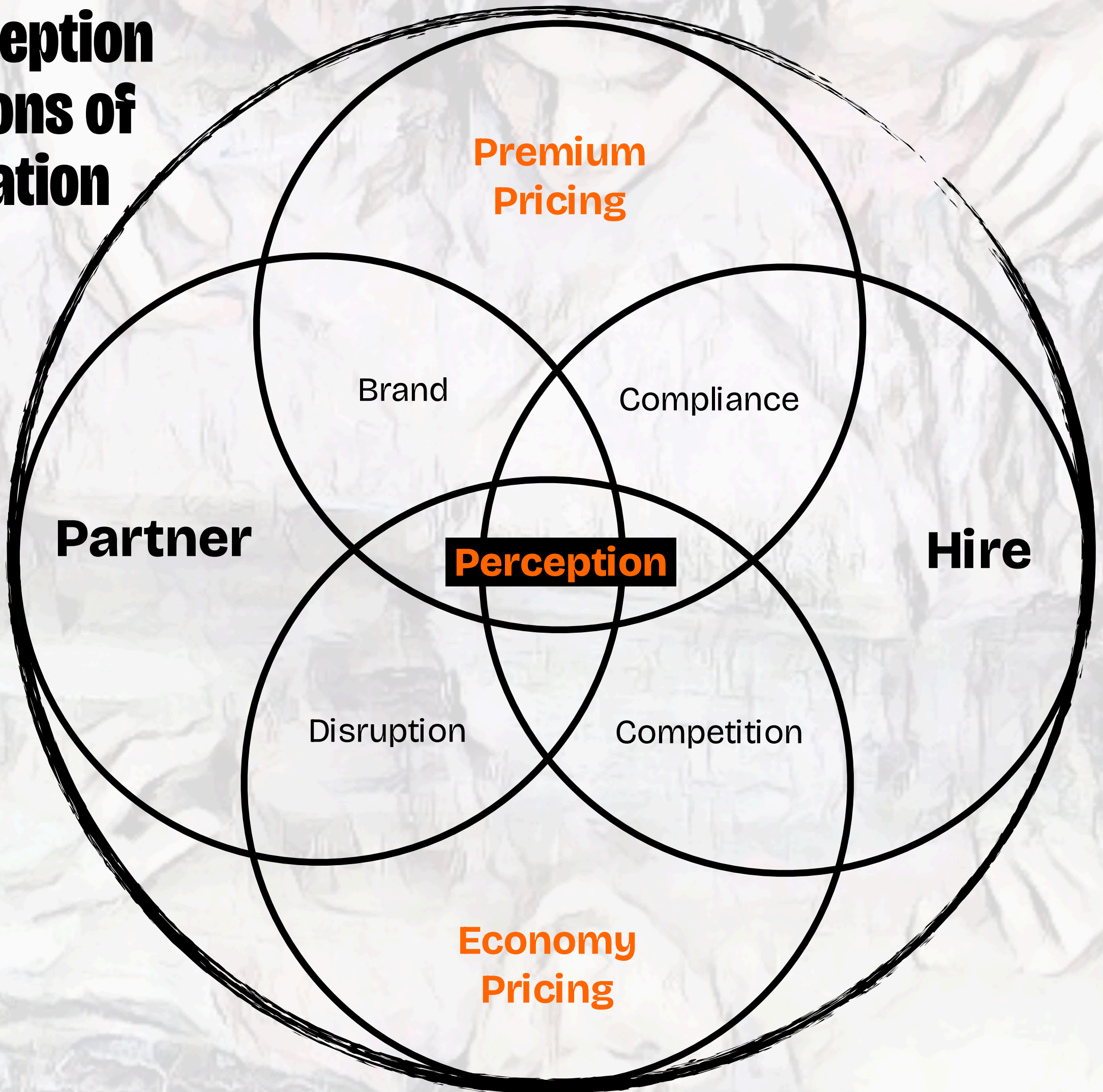


The **University** of **Monetization**

- Price is only an input into true monetization
- Perception drives value
- Perception = Monetization Potential

The Monetization of Business &
The Business of Monetization

The Perception Dimensions of Monetization



The Perception Dimensions of Monetization

