

# WHICH MARKET?



**Alexis Perrott**  
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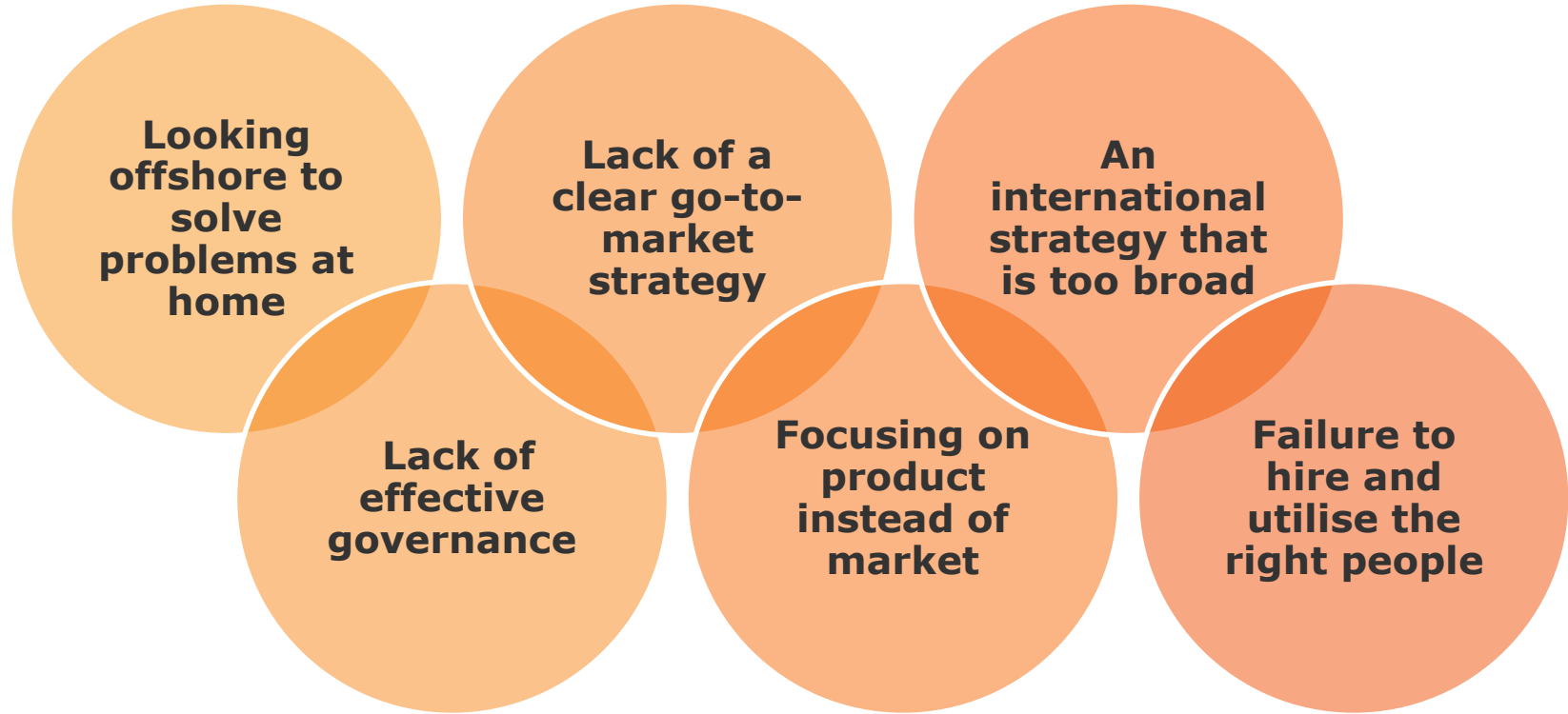
# SIZE MATTERS



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# 6 KEY MISTAKES



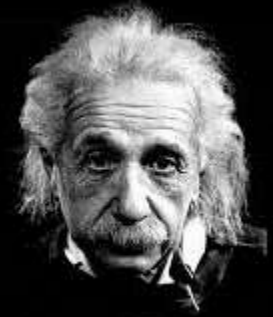
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# DATA ISNT EVERYTHING

**“Not everything that can be counted counts, and not everything that counts can be counted”.**

*Albert Einstein, Physicist*



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# FINDING THE NEEDLE OR THE HAY STACK?



**There are lots of  
needles and lots  
of hay stacks**



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# How might we help NZ companies be more curious?



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