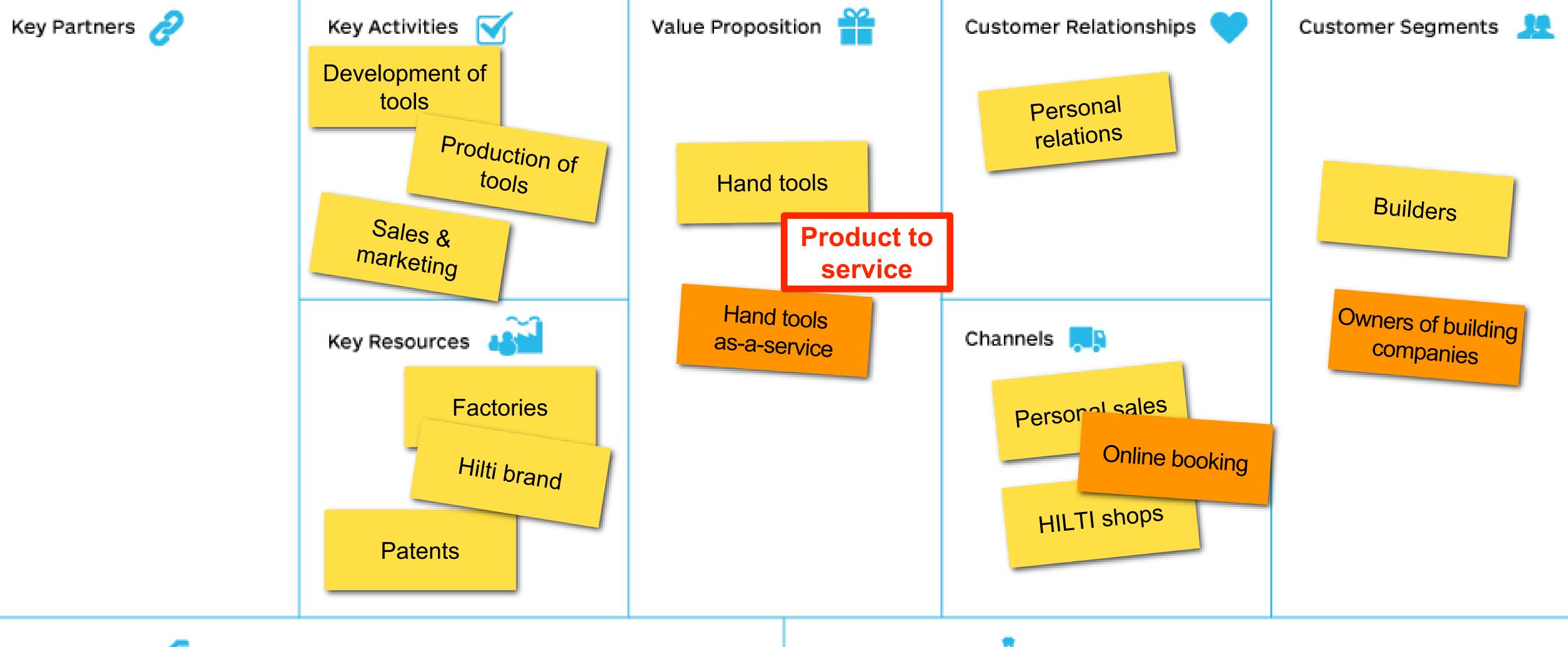
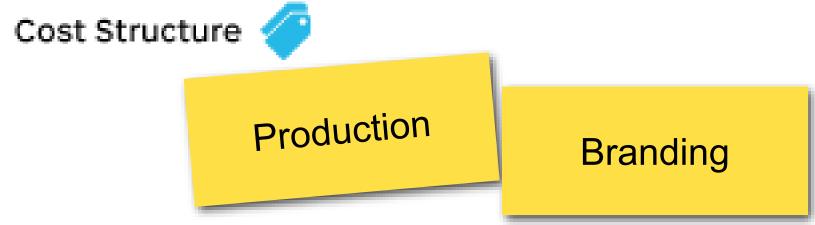




# Business Model Shift

- 1. From selling hand tools to selling hand tools-as-a-service
- 2. From transactional to long term contracts
- 3. From production company to a service company









Price per unit

Transactional

Lock-in

Production

Branding

