

INNOVATION PRINCIPLES

I  U.



fall in love with your user.

INNOVATION PRINCIPLES

TRUST



trust your process.
trust your team.

INNOVATION PRINCIPLES

FU

N



take fun seriously.

INNOVATION PRINCIPLES

**MOTI
VATE**

**encourage each other.
enjoy self-care.
fill up your glass.**

INNOVATION PRINCIPLES

DAAR

E



**dare to dream and do.
take risks.
don't wait for things to happen.
make them happen.**

INNOVATION PRINCIPLES

EXPE

RIME

NT



**go for progress.
test and iterate.
learn from your mistakes.**

INNOVATION PRINCIPLES

SAAO

LUUTE



**welcome solutions.
defer judgement.
turn problems into business opportunity.**