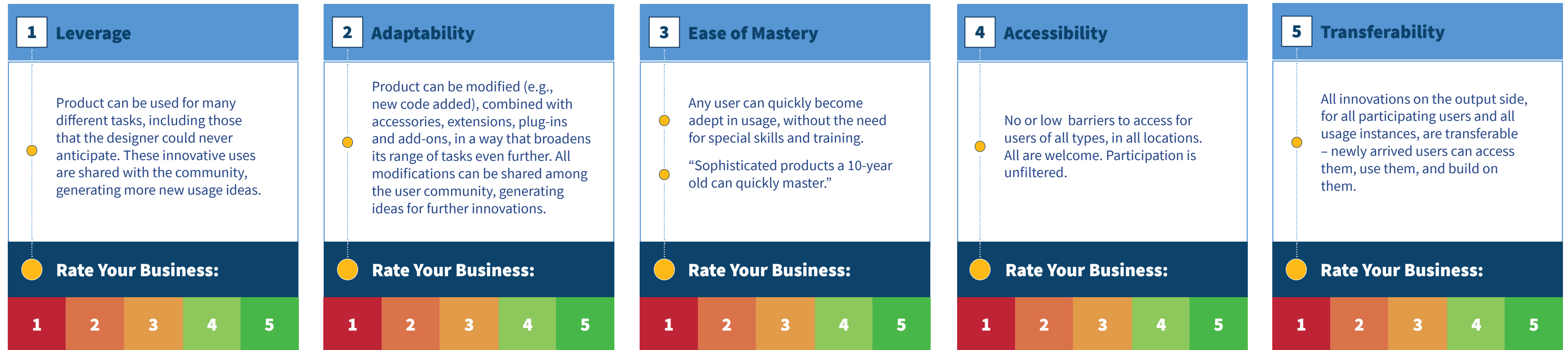


# How Generative Is Your Business?

*Generative businesses produce unprompted, unanticipated change through unfiltered contributions from a large, broad, and varied audience.*



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