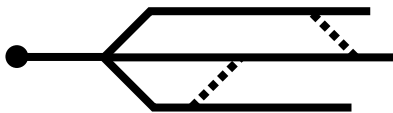


## ALTERNATIVE PATHS



What alternative routes have we considered?

## SHORT TERM / LONG TERM



What long term impact can we expect? What is this in 10 years?

## ADDICTIVE CYCLES



At what point are we willing to abort?

What is the intended longevity of this solution?

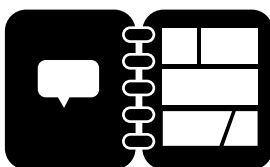
## COST CONSIDERATION



What values are we supporting?  
What values are at stake?

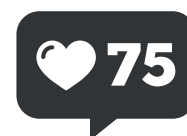
*emotion/health/security/  
autonomy/economy*

## THE OTHER STORY



What story are we supporting?  
What stories have we not considered?  
*people/culture/nation/politics*

## REPUTATION AND TRUST



Is this adding or subtracting from  
how others see us?  
How we see ourselves?