

Figure 1. Maslow's Hierarchy of Needs

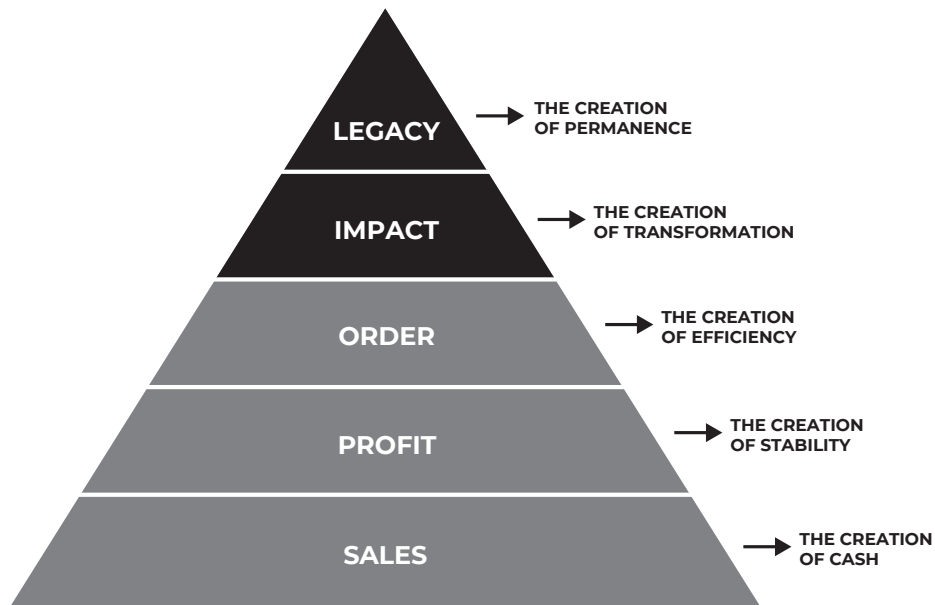


Figure 2. Business Priority Pyramid



Figure 3. The BPP with the Five Core Needs of Each Level



Figure 4. The BPP with satisfied Core Needs checked

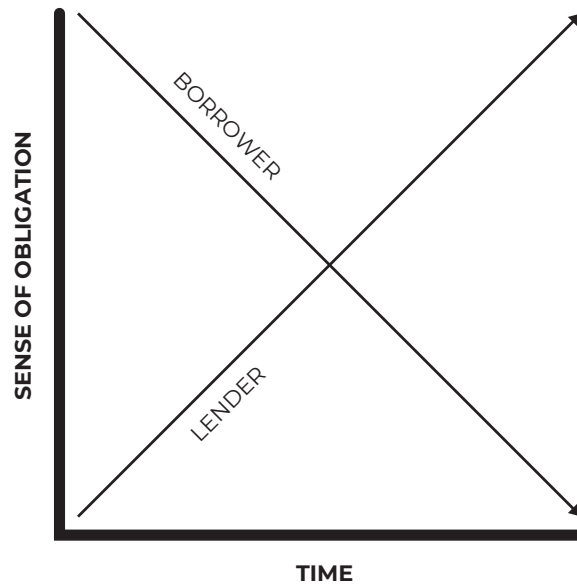


Figure 5. Borrower/Lender Obligation Matrix

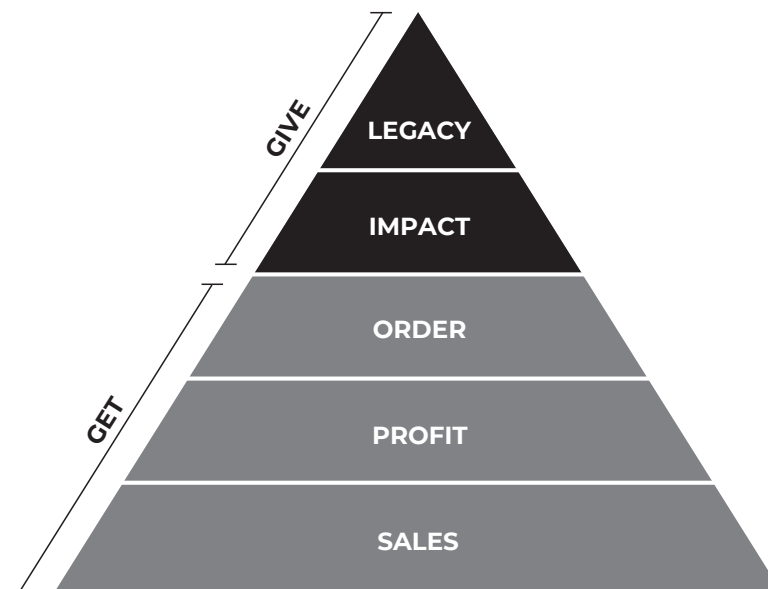


Figure 6. The Give and Get Levels of the BPP

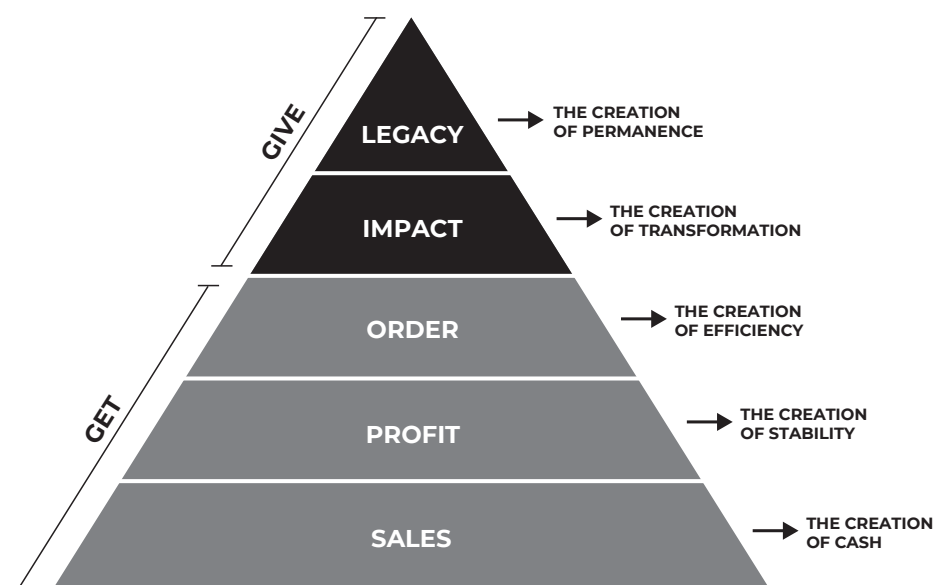


Figure 6: Business Priority Pyramid