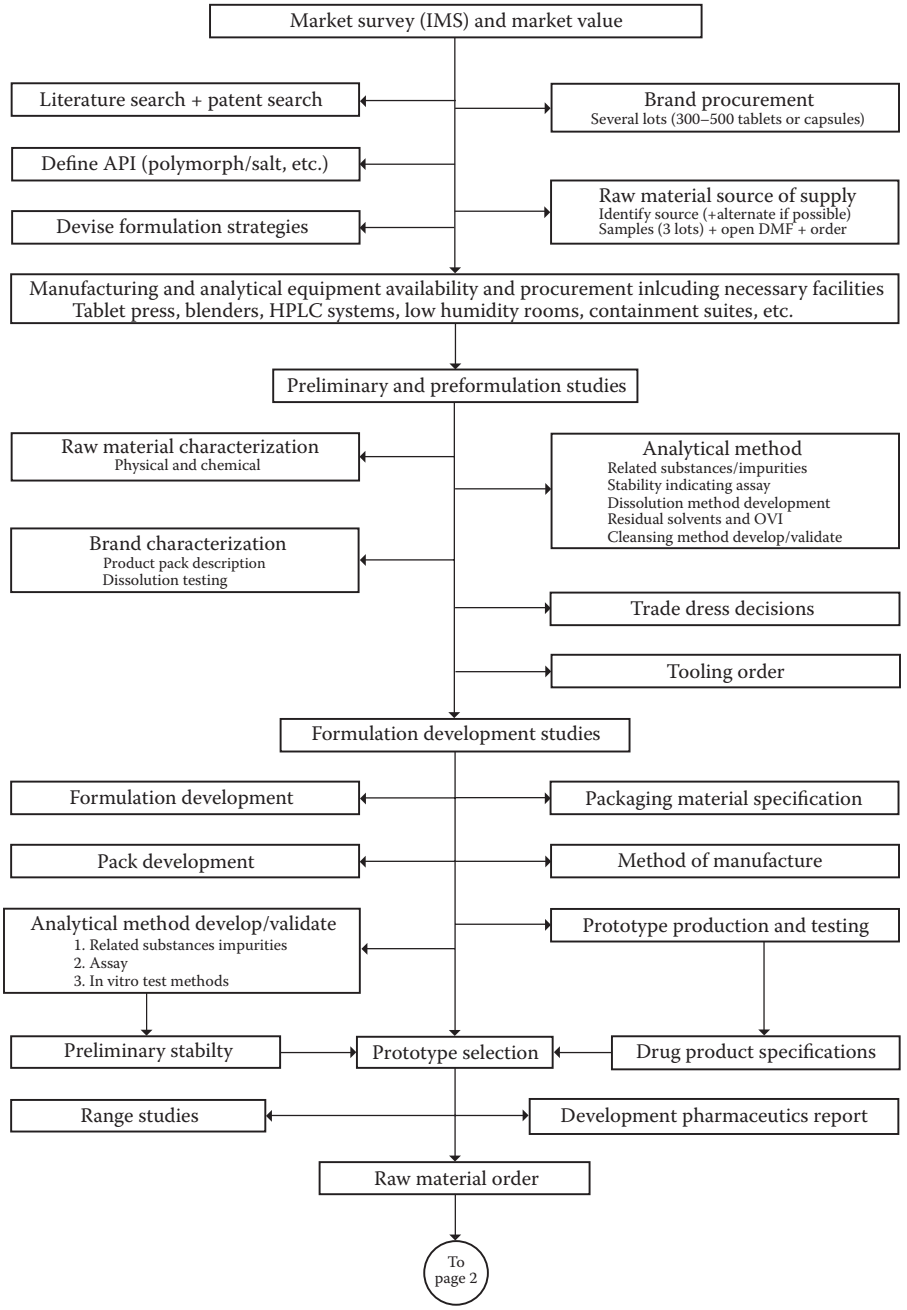APPENDIX 4.A1: PRODUCT DEVELOPMENT FLOW CHART