

IROKO

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A promotional image for IROKO featuring Rick Grimes from the TV show 'The Walking Dead'. Rick is in the center, holding a rifle, standing on a paved road. In the background, several other survivors are walking away. A map is on the ground in the foreground with handwritten text.

Understanding
Emerging Markets,
Trends &
Opportunities

THE NEW
WORLD'S
NEED
RICK
GRIMES



**Be Experimental.
Ask Your Own Questions.
Find Your Own Answers.**



**Most of Your Experiments
Will Fail and Die.
That's Expected.**



**The Key Thing is to Not Turn
or be Turned Into a Zombie**



**Most Companies Die.
Things are Tough.
You Just Need to be Tougher.**

#JustFuckingSurvive