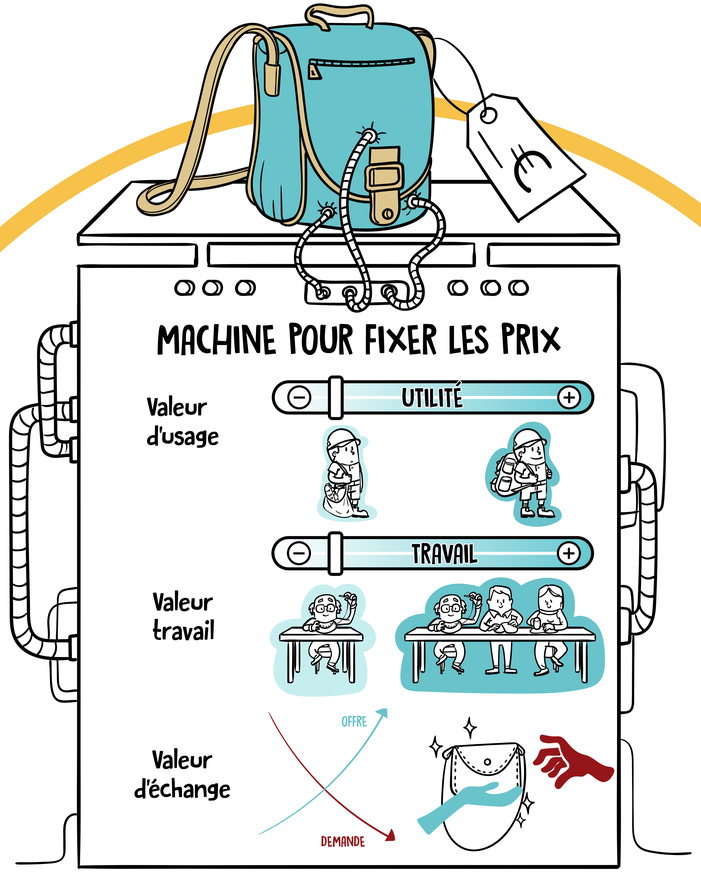
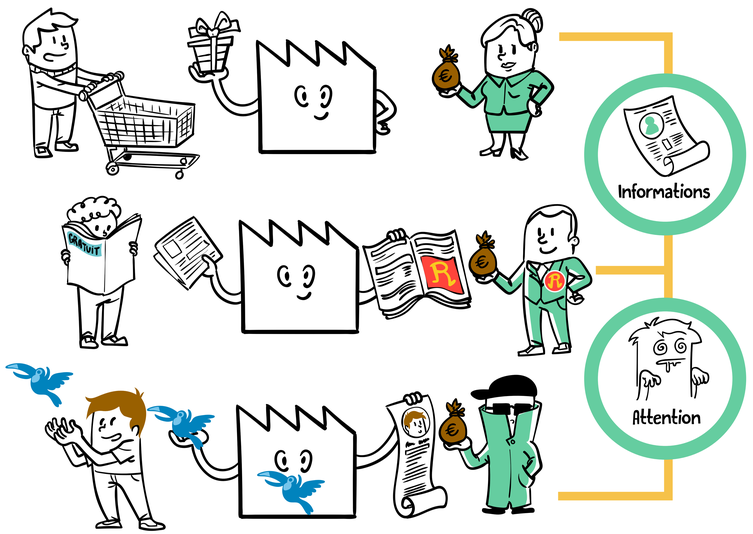
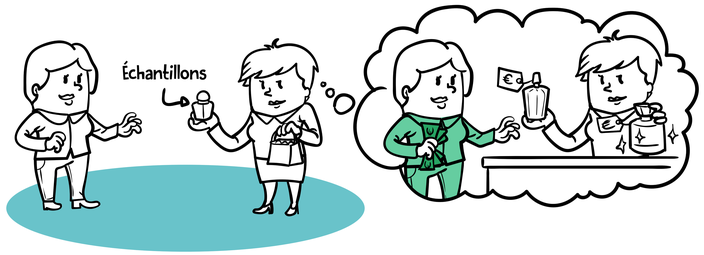
SUBVENTION CROISÉE DIRECTE

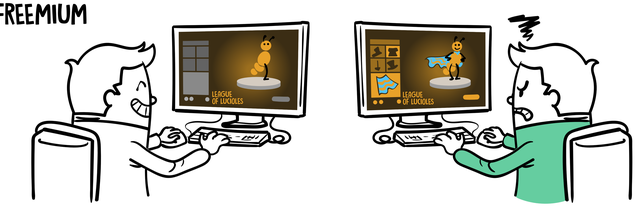




MARCHÉ TRIPARTITE



FREEMIUM



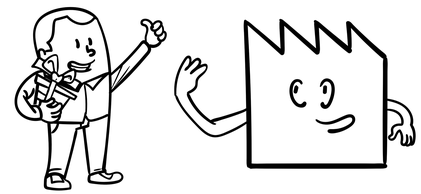
ÉCHANTILLONS / FREEMIUM

PRODUIT GRATUIT

UTILITÉ

PRODUCTION

ENVIE DES CONSOMMATEURS



DON ET CONTRE-DON