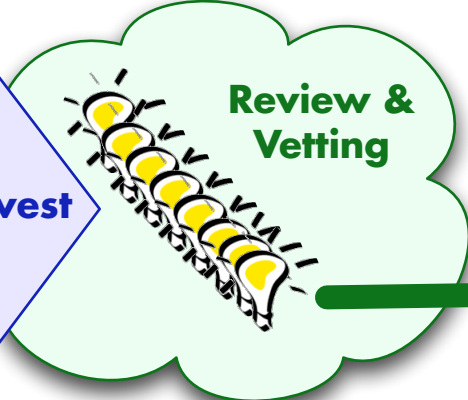
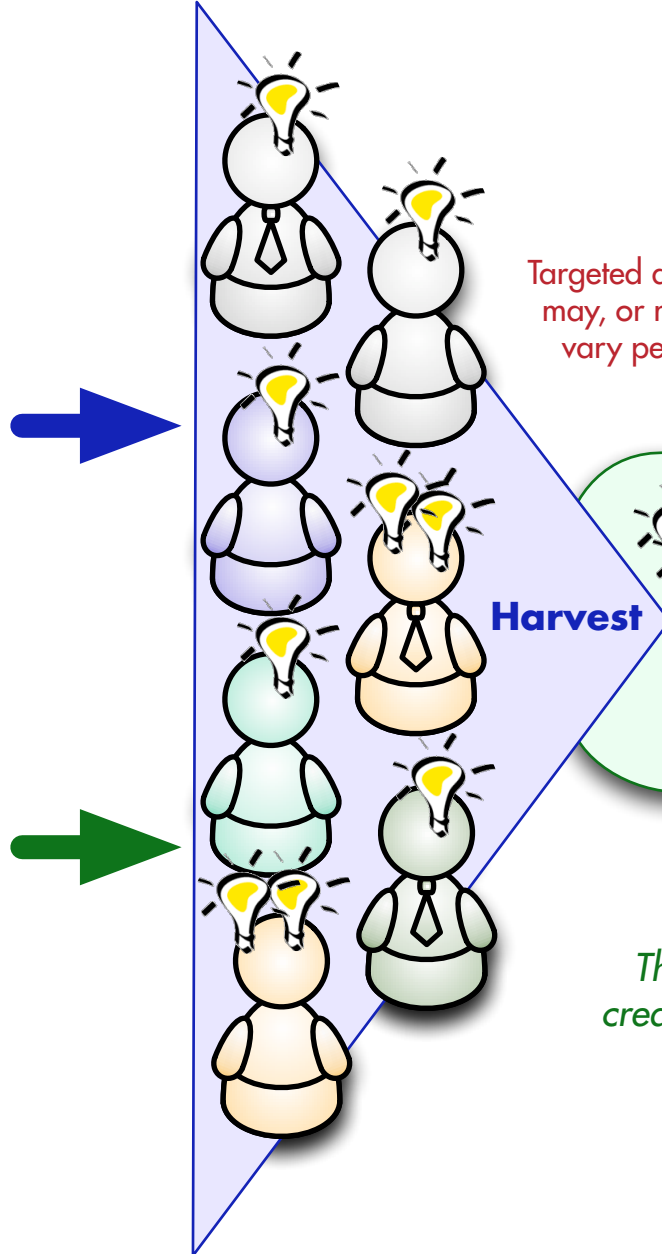


Original iChallenge™

for initial seeding (see "farming metaphor")

Destroyer iChallenge™



Progressively Chosen Idea(s)



The "Survivor" Idea



The chosen idea is applied in the creation of a "Destroyer iChallenge," which seeks new ideas that are significantly better, so as to destroy the presently chosen idea.

The cycle is repeated until the prevailing idea cannot be destroyed.

