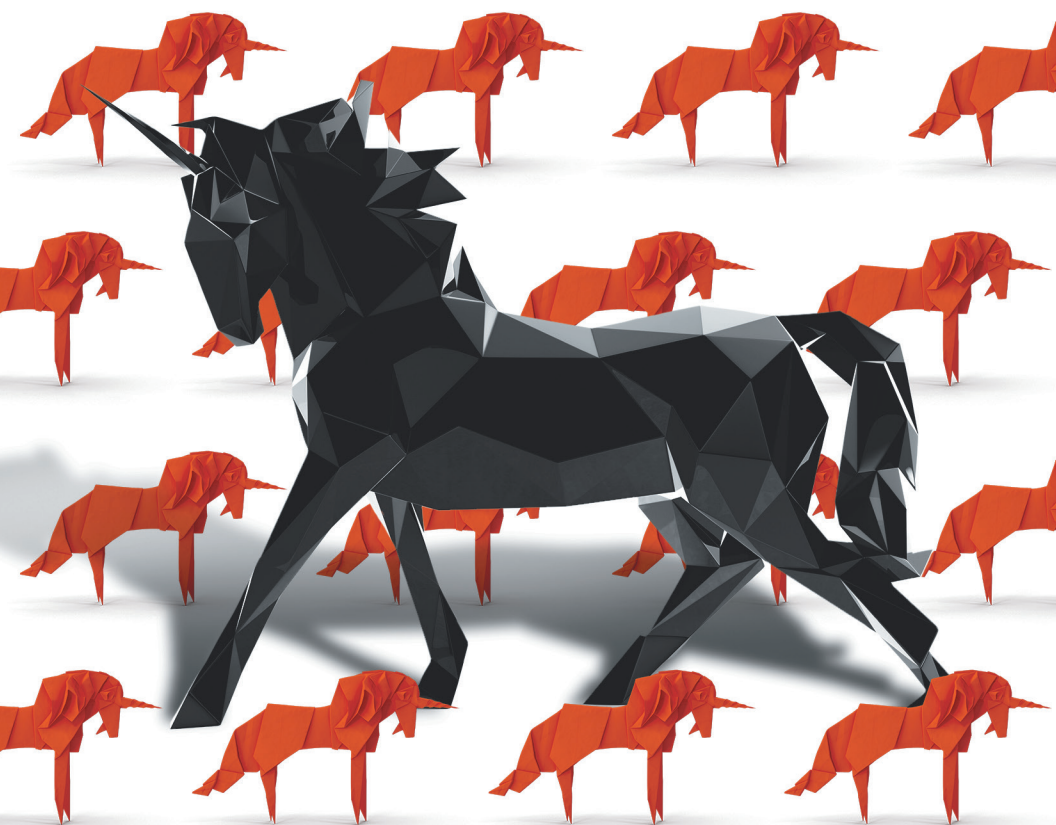


# THE UNICORN FALLACY



**DITCH THE GROWTH-OR-DIE HERD  
AND BUILD A COMPANY THAT LASTS**

**CHRIS CABRERA**