**Koniichiwa**

Smooth start – but why this paper? (Qualify yourself)

A is for ANIMATE – think segmentation (5 principles)

Introduction – think signaling principle

Try to increase contact with the audience

Signals – I’m starting to hear these – Let’s turn to the literature review

Let’s talk about … Next, theory behind consumers connection with second hand products

“Literature review” – keep second part (what has happened to citation?)

Green at bottom – hypothesis?

Literature review – Hypothesis – repeat?

I’m hearing signal – Let’s move on to . . .

Purpose of the study – “Research design”

Ray – don’t forget the rest of the room – Don’t forget Erin and Peggy

What you are saying about the graph is good and clear . . . but. . . A is for?

Good hand over

Discussion – think modality – what can be taken away