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1 "The cover story is about how Venmo is winning the mobile payment race."

"App stories are always such fertile visual territory. What about an icon with legs that says 'Venmo,' and he's running a race against other apps, but he's closest to the finish line, and there's a talk bubble that says, 'I'm winning!'"

"We should probably go simpler. Something with cash."



2 "Now what?"

"Could probably use a headline."



3 "Maybe a headline you can see."



4 "Maybe a headline you can see that has the tiniest bit of energy to it."



5 "Let's just have the wallet screaming in pain."

