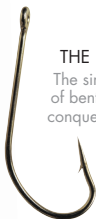


# TOP TEN SIMPLE THINGS THAT CHANGED THE WORLD.



**THE QUILL PEN**  
The writing instrument  
1000 years of history  
was written with.



**THE FISHHOOK**  
The simple piece  
of bent metal that  
conquered hunger.



**THE CANOE**  
It opened  
up a  
continent  
and there is  
still no vessel  
more portable  
or simpler  
to make.

## CHOPSTICKS

They've fed billions – have  
for over 5 millennia.



## THE COIN

A small metal disc  
to represent stored  
value created  
economies,  
banking  
and well,  
everything.



## THE BUTTON

The first ones appeared  
in 2800 B.C. and are  
basically unchanged  
today.

## THE NAIL

They've held the world together since  
Roman times.



## THE NEEDLE

Bone sewing needles helped  
start clothing us 20,000  
years ago.



## THE BRICK

Civilization was  
built with them,  
dating back  
5000 years.



## THE BOWL

Nourishment became easier  
and so did survival. They  
don't even know when the first  
one was made.

**ANTIBODY**  
SIMPLIFY

JAMES CRAN

416 929 0528 • 514 989 3157

[www.antibodycommunications.com](http://www.antibodycommunications.com)