The image gives the information about Idea1 and Idea 2.

Similarly, there are different elements in the image such as Idea3

and Idea4.   JIPSON_PTE

Moreover, other elements in the image are Idea5 and Idea6.

It also includes the Idea7 and Idea8.

And also compares idea9 and Idea 10.

The key feature of the image is idea11.

Overall, the image is very informative about Idea12.