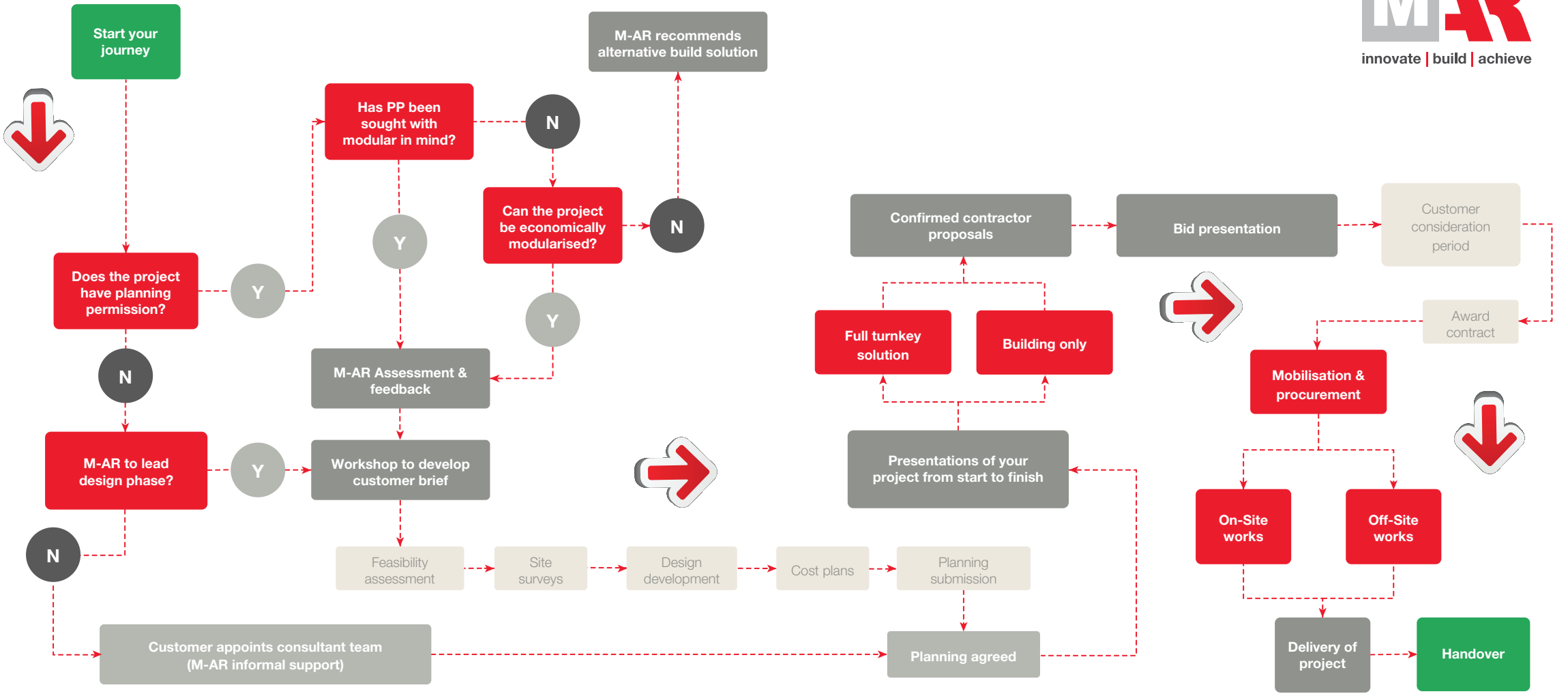innovate | build | achieve