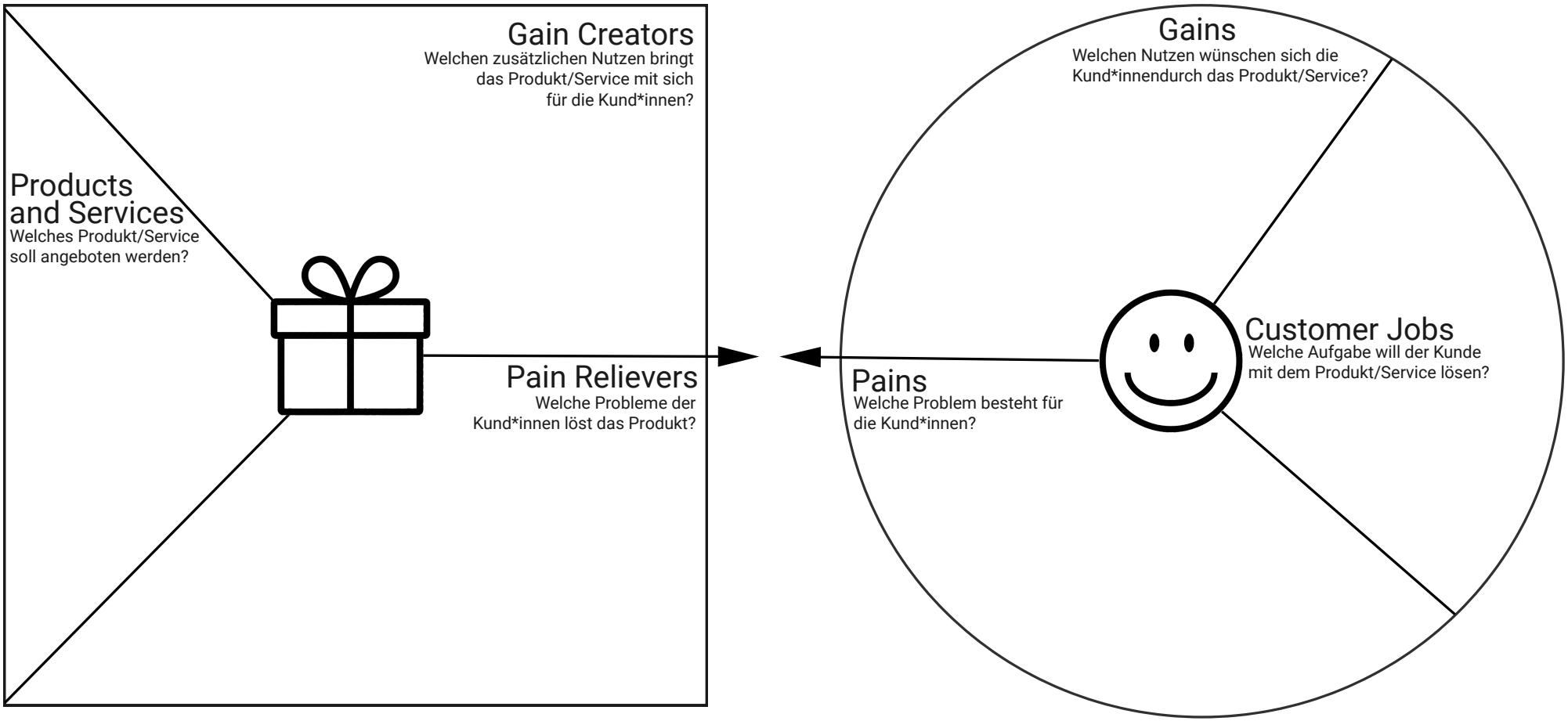Value Proposition