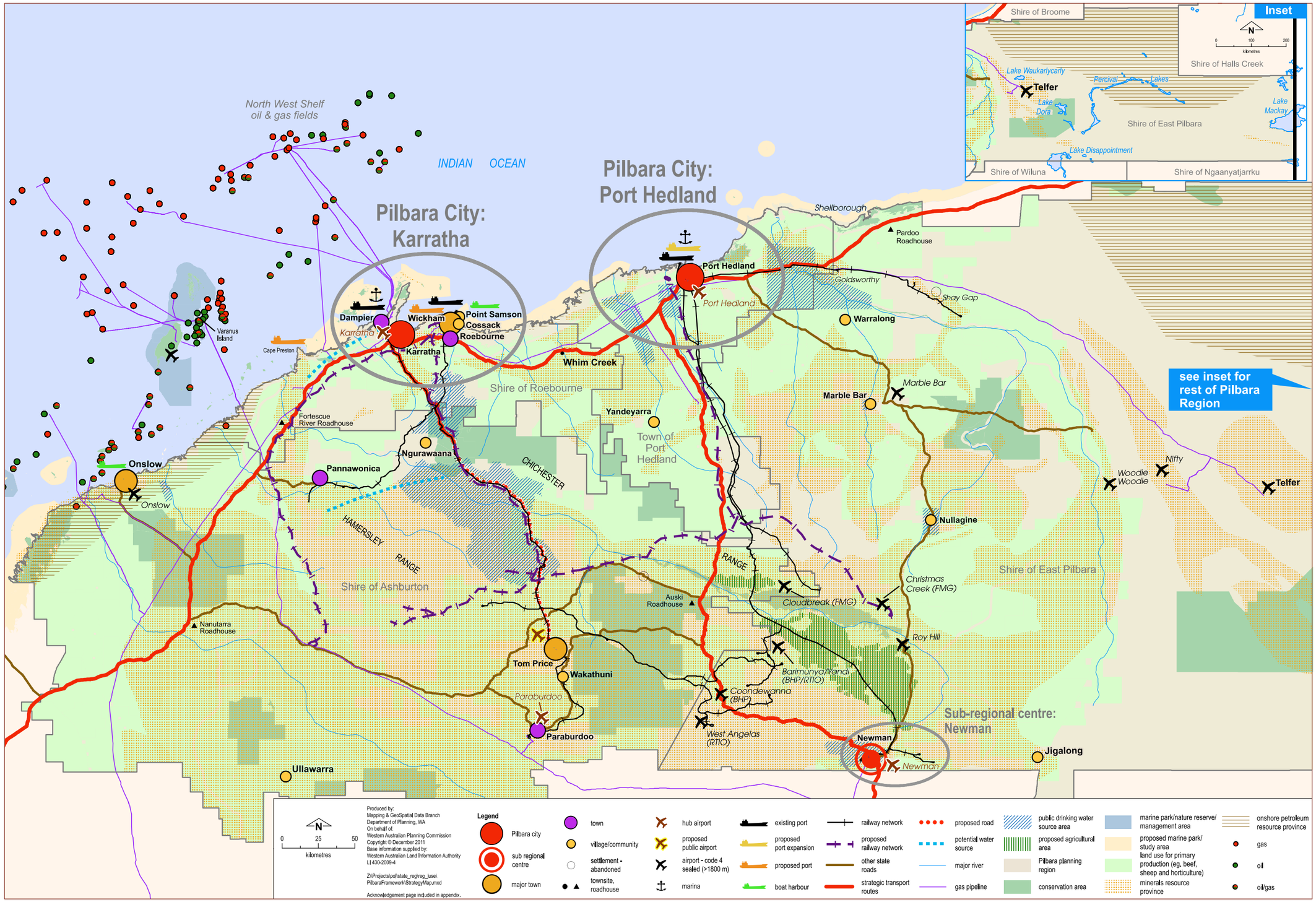

Map 1. Strategy map