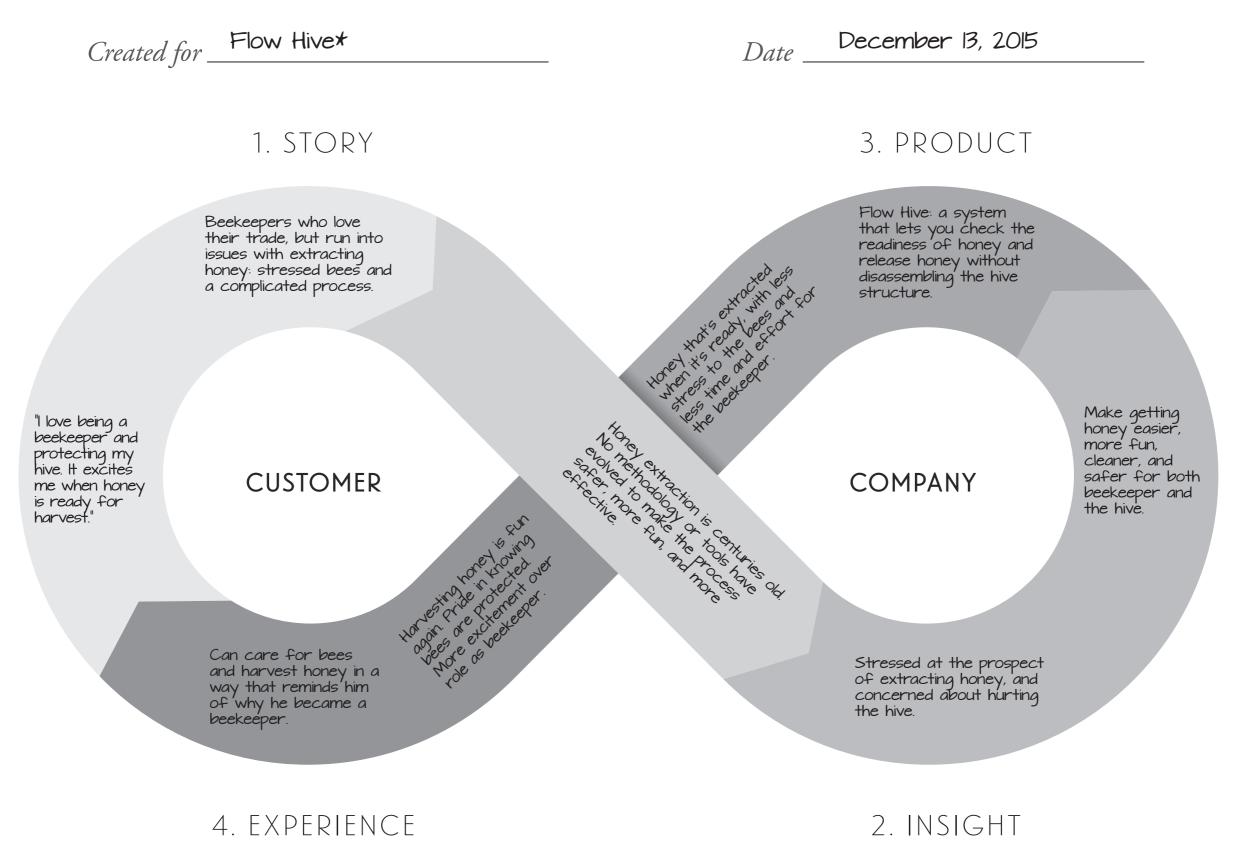
THE STORY STRATEGY BLUEPRINT



*For illustrative purposes