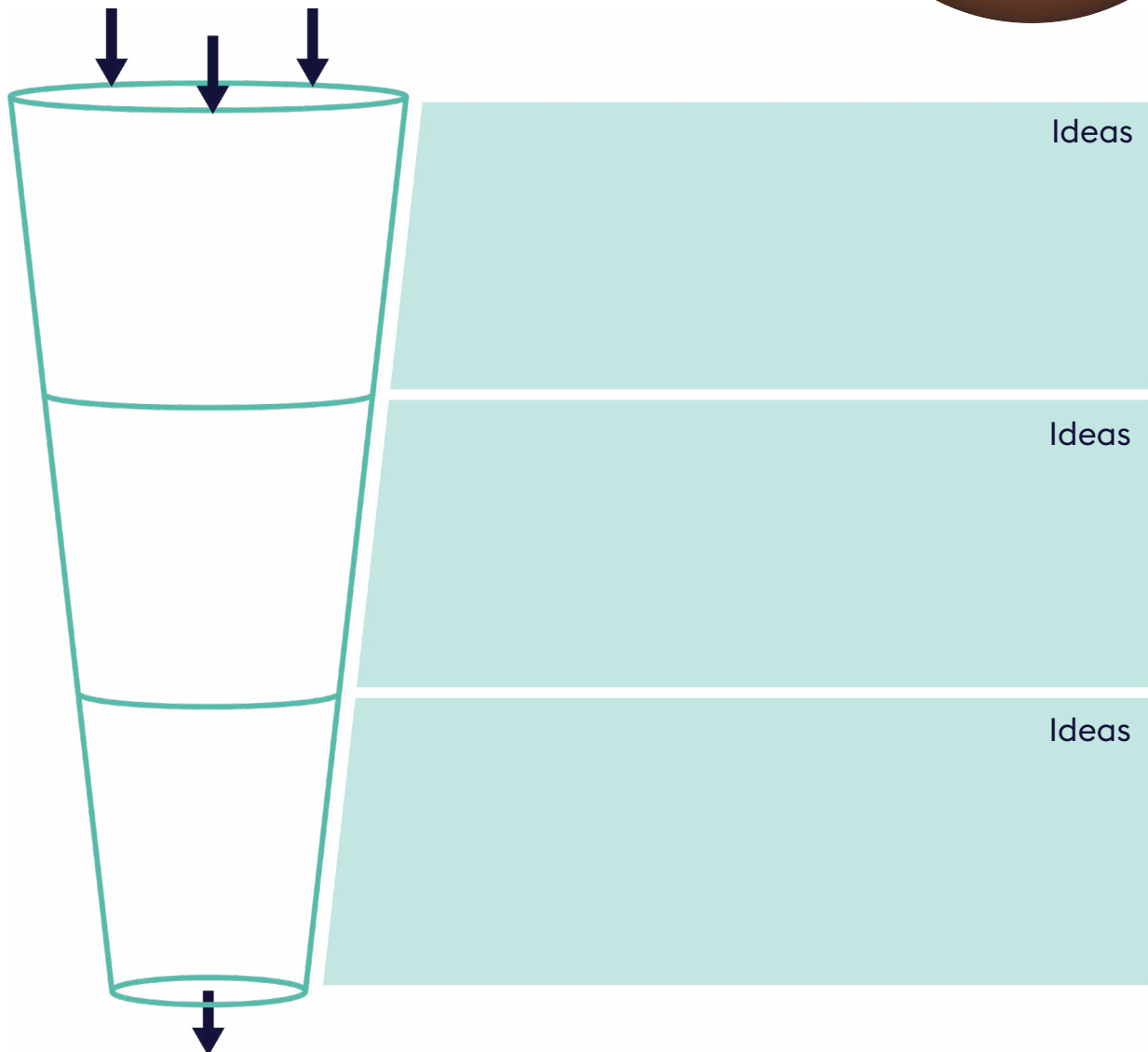


Ideas funnel



Final idea chosen:

Why?