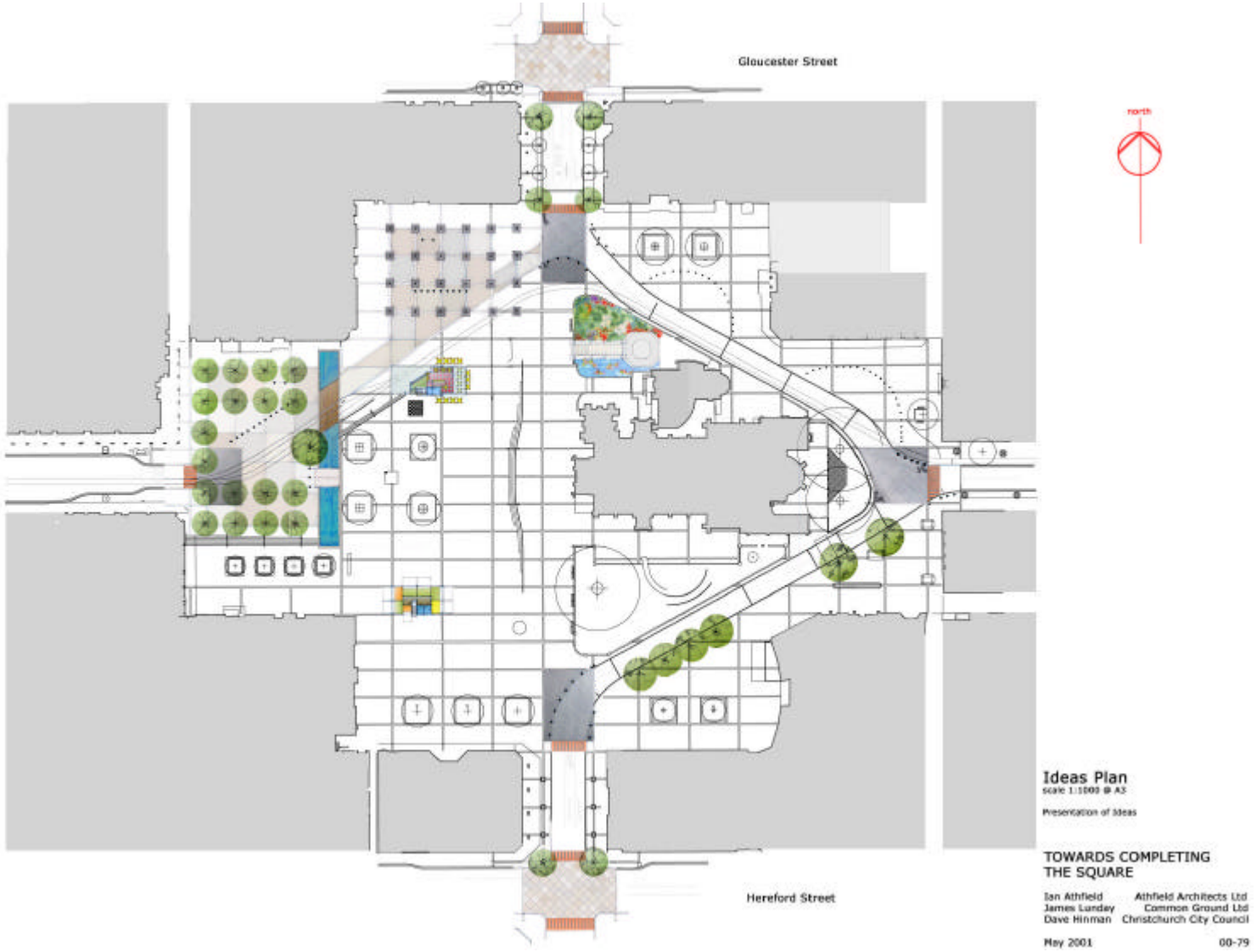Appendix 4 – Ideas Plan