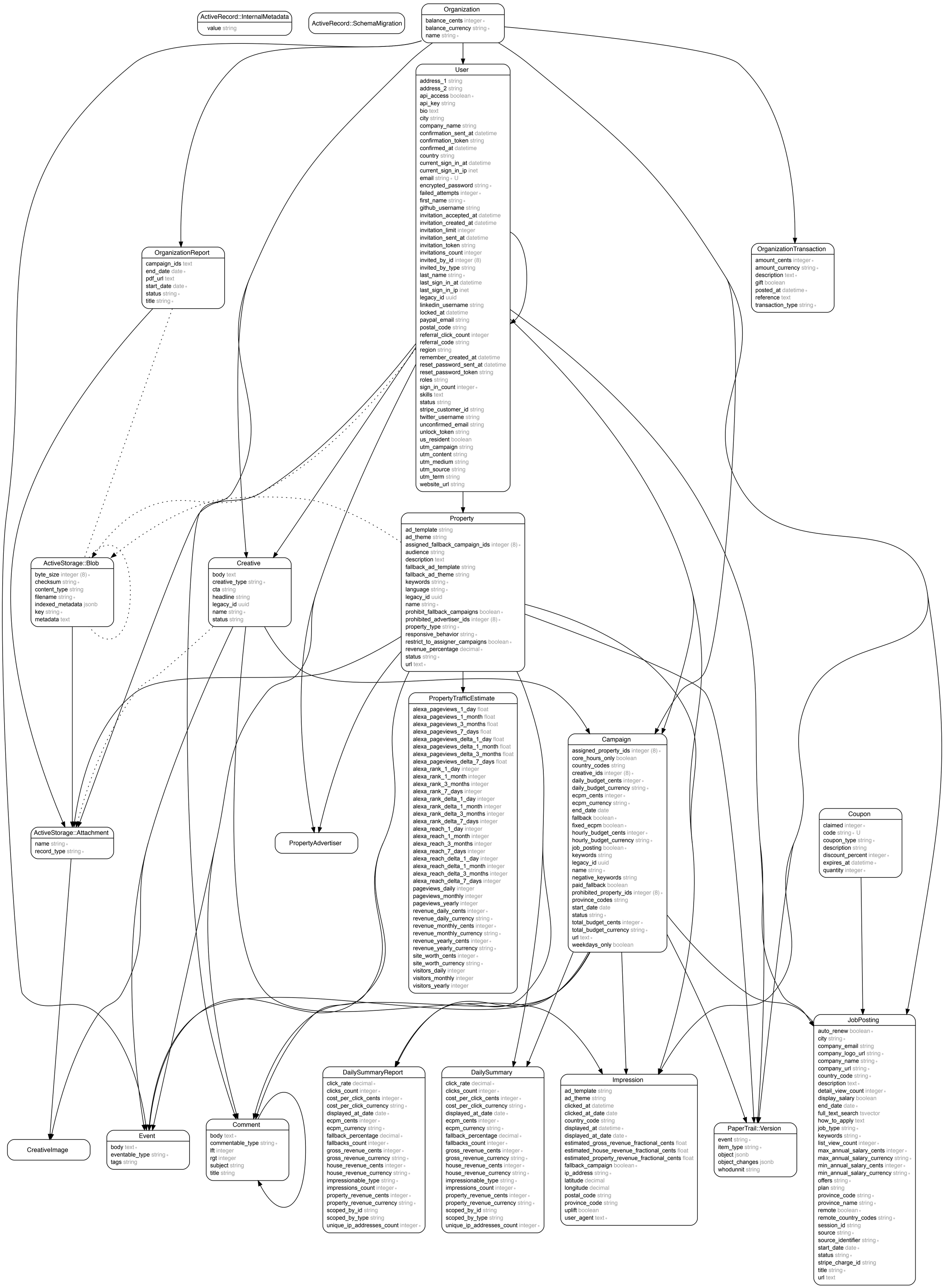CodeFundAds domain model