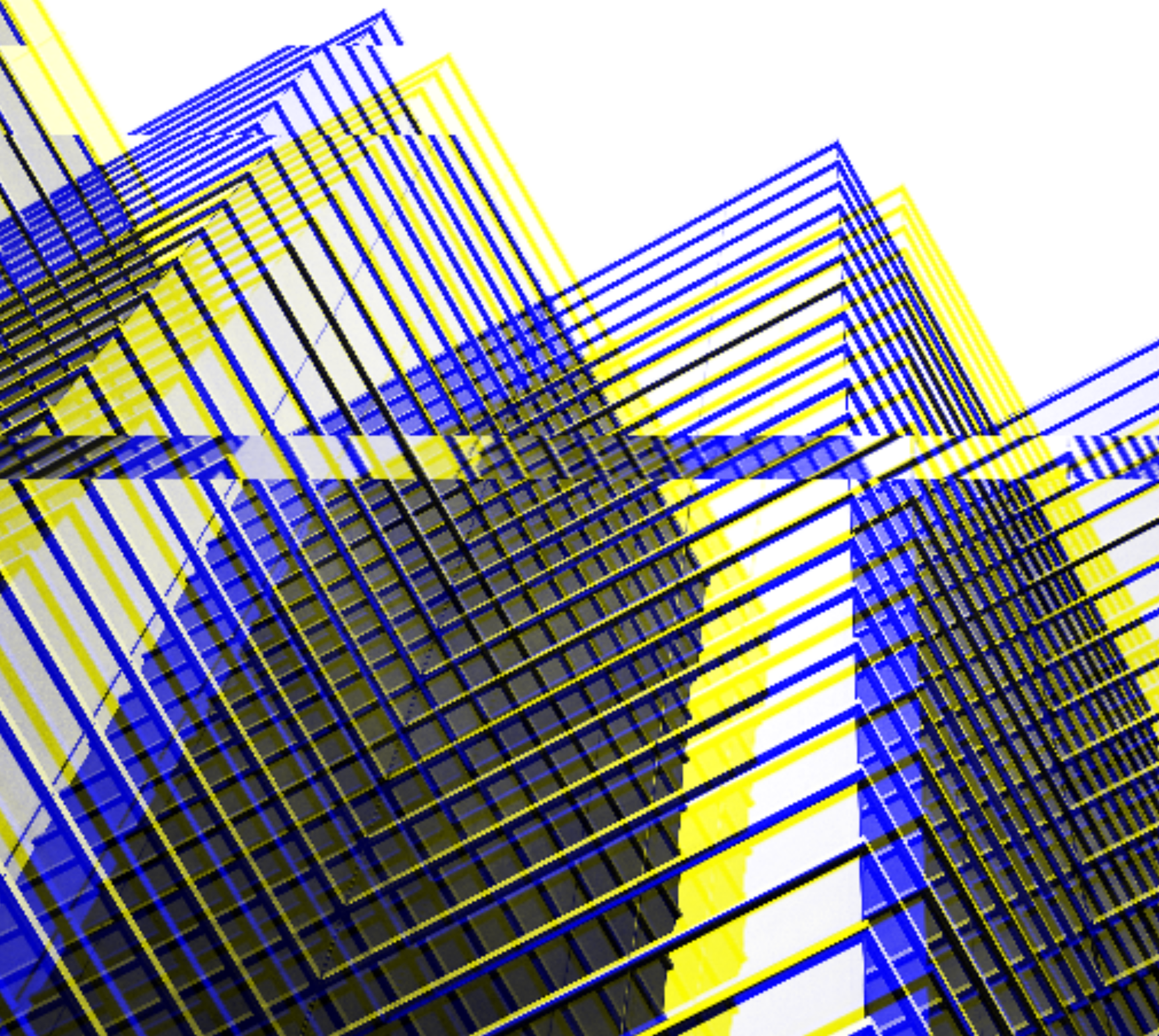PEOPLE INNOVATE. NOT COMPANIES.