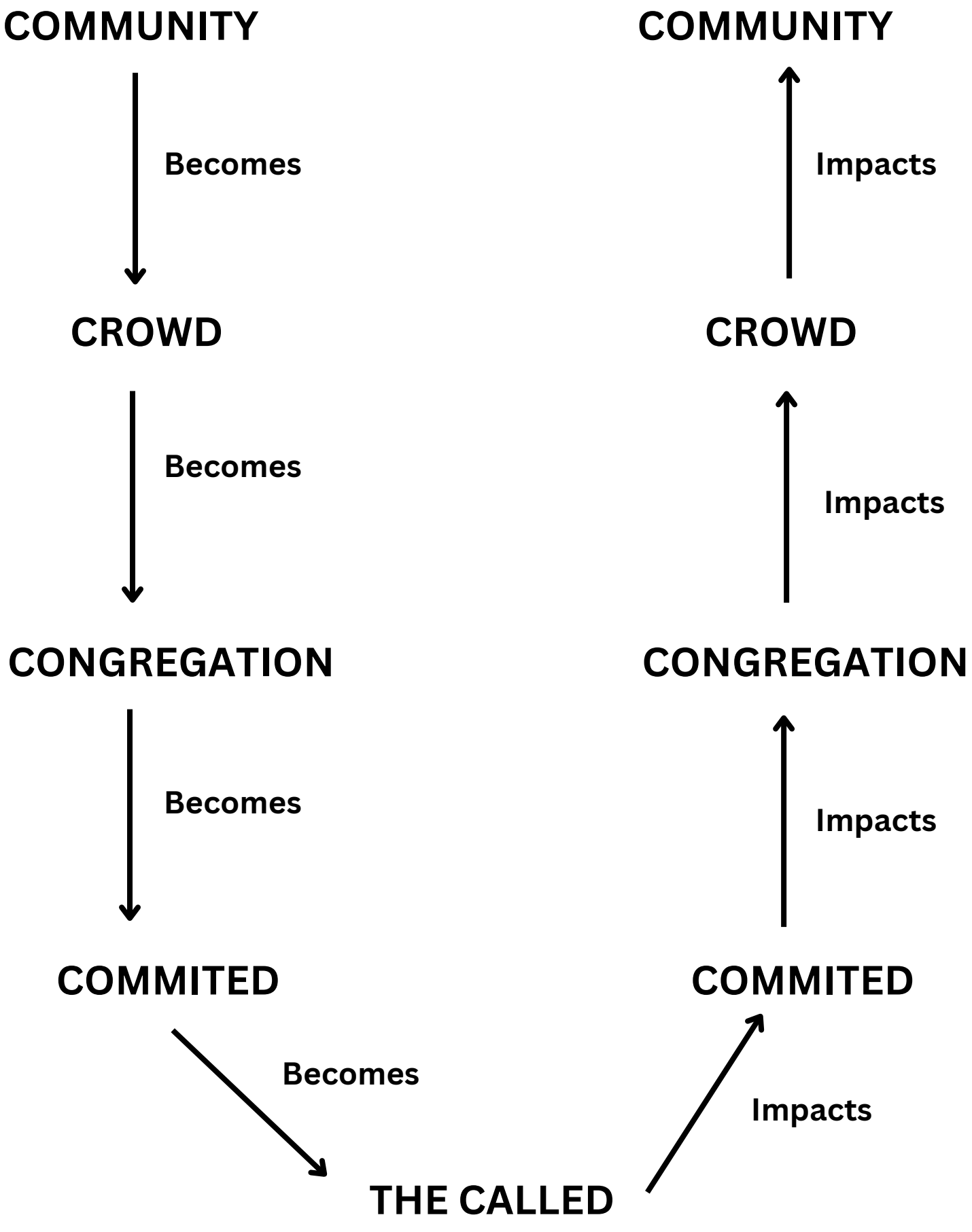HOW WE ALL STARTED