Start from an idea

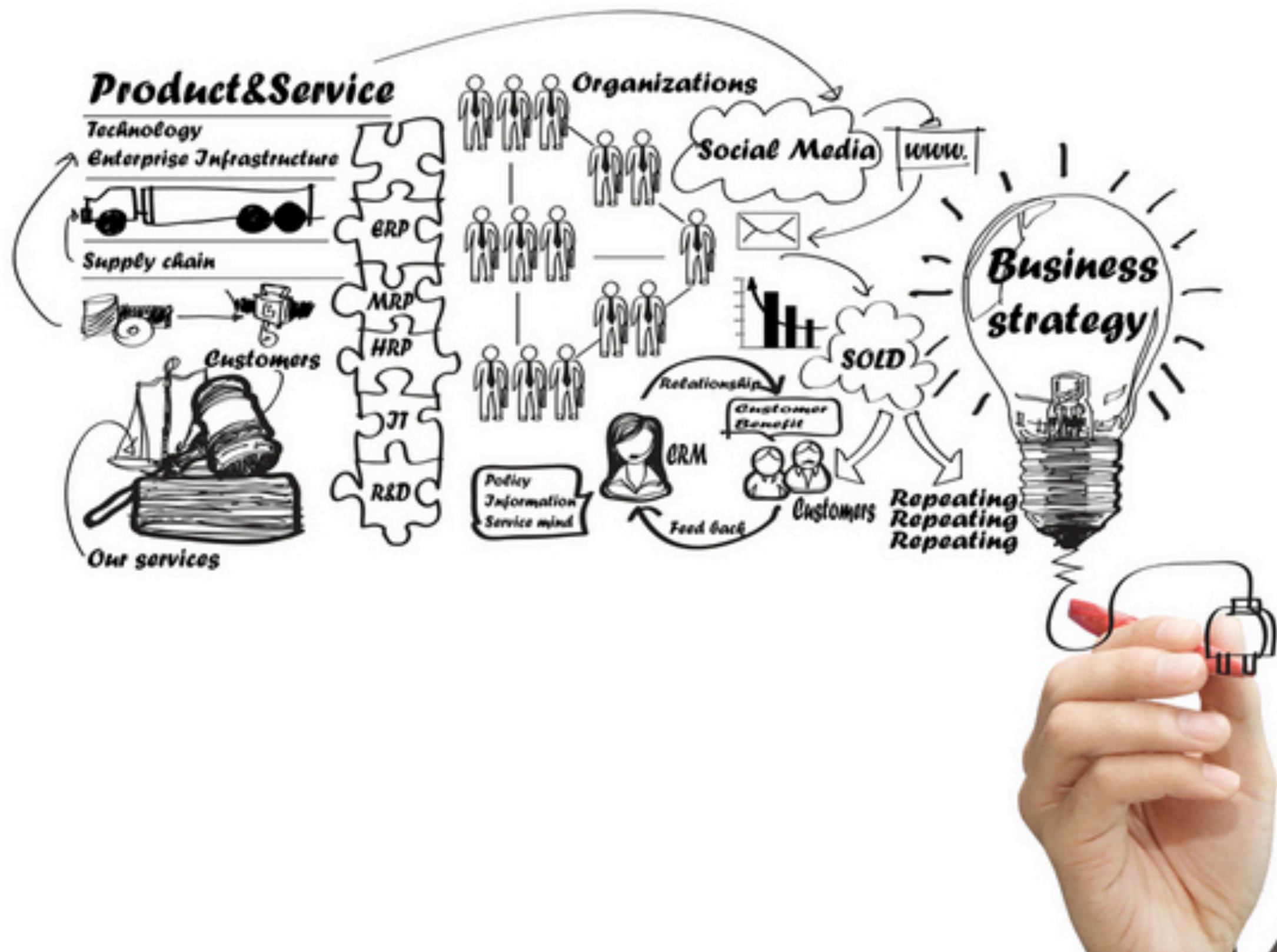# The Pitch