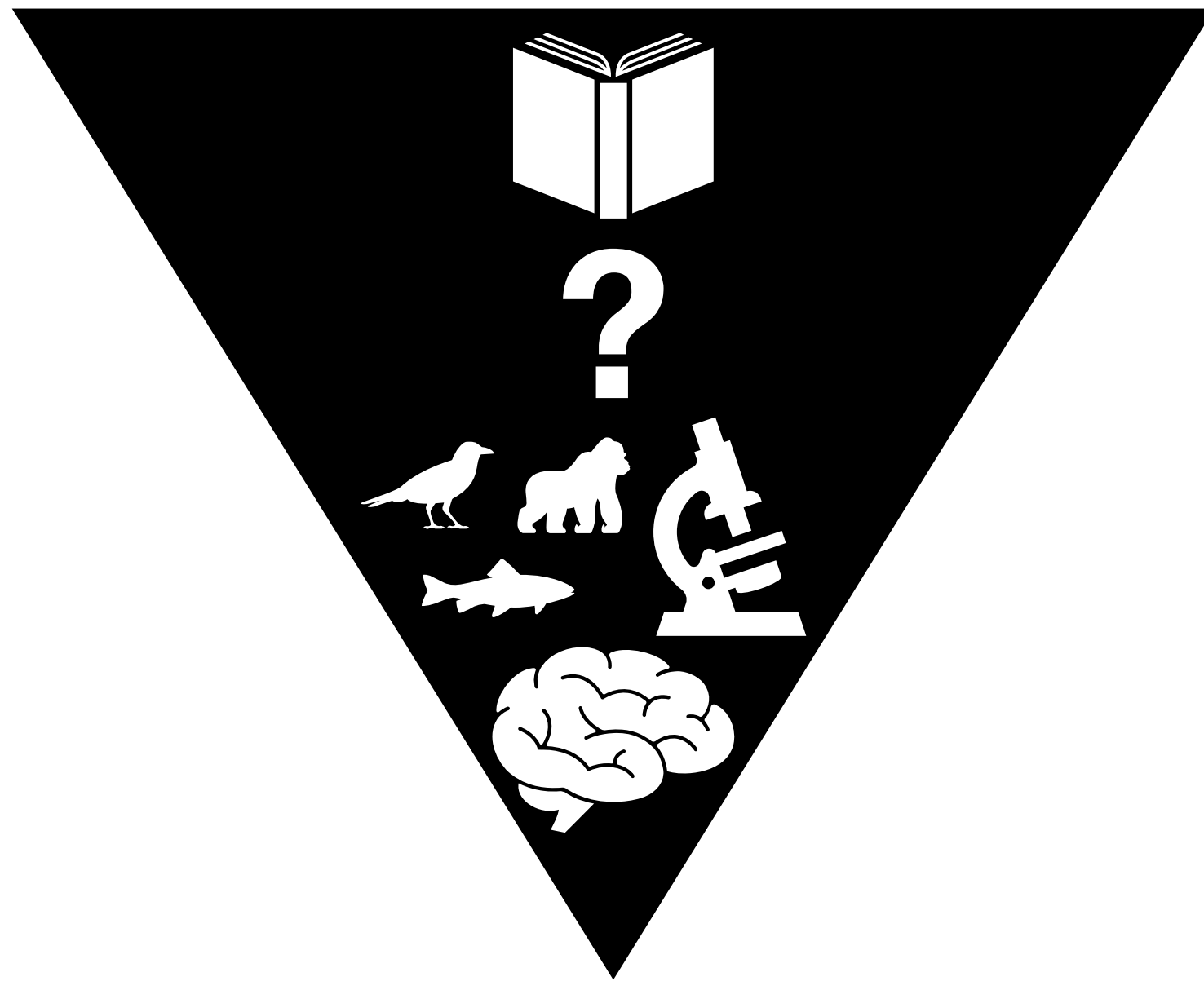


# Introduction

*What does my audience need to know in order to understand, and care about, my study?*



- Background
- Knowledge gap
- Study system