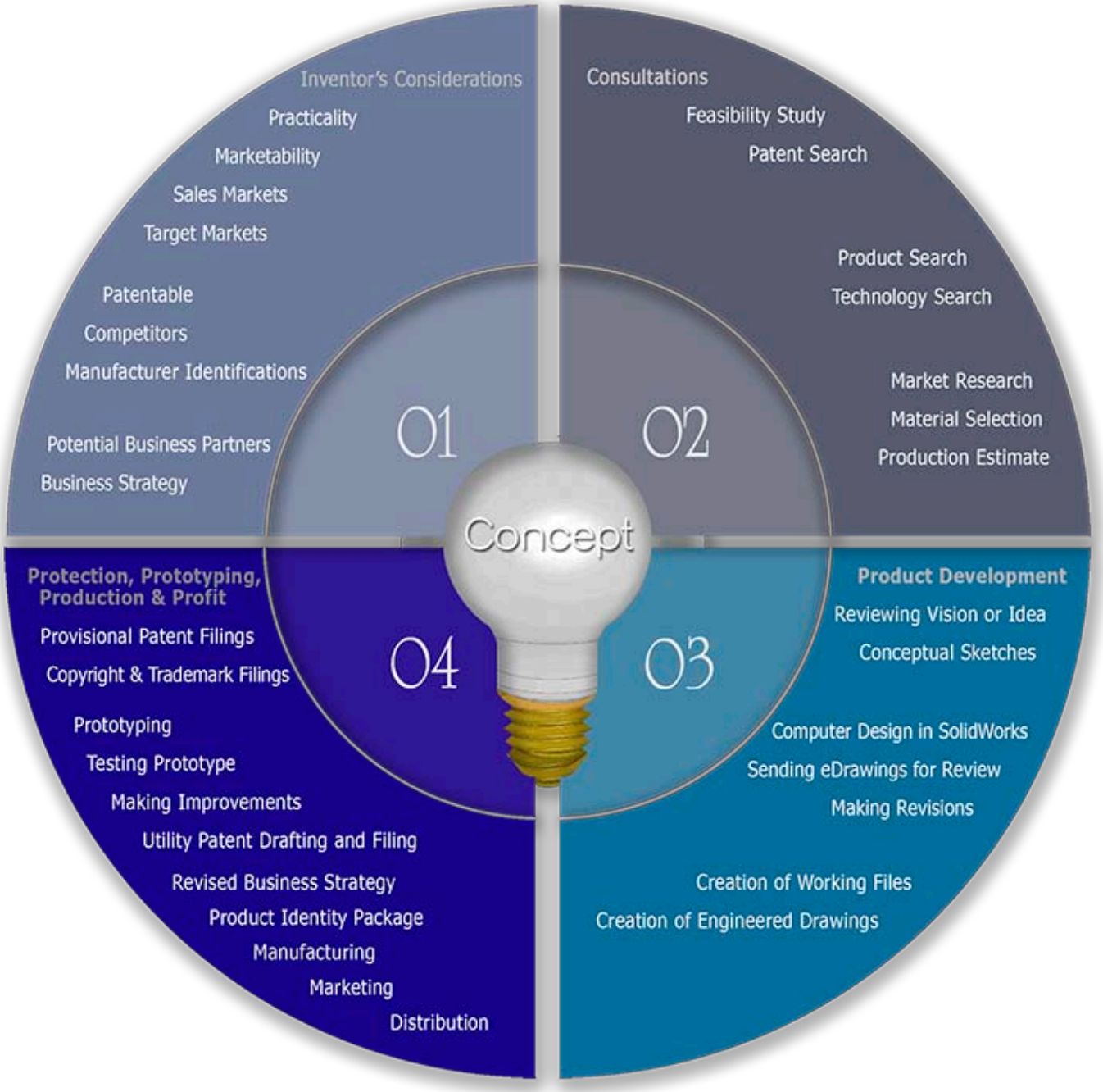from concept to revenue