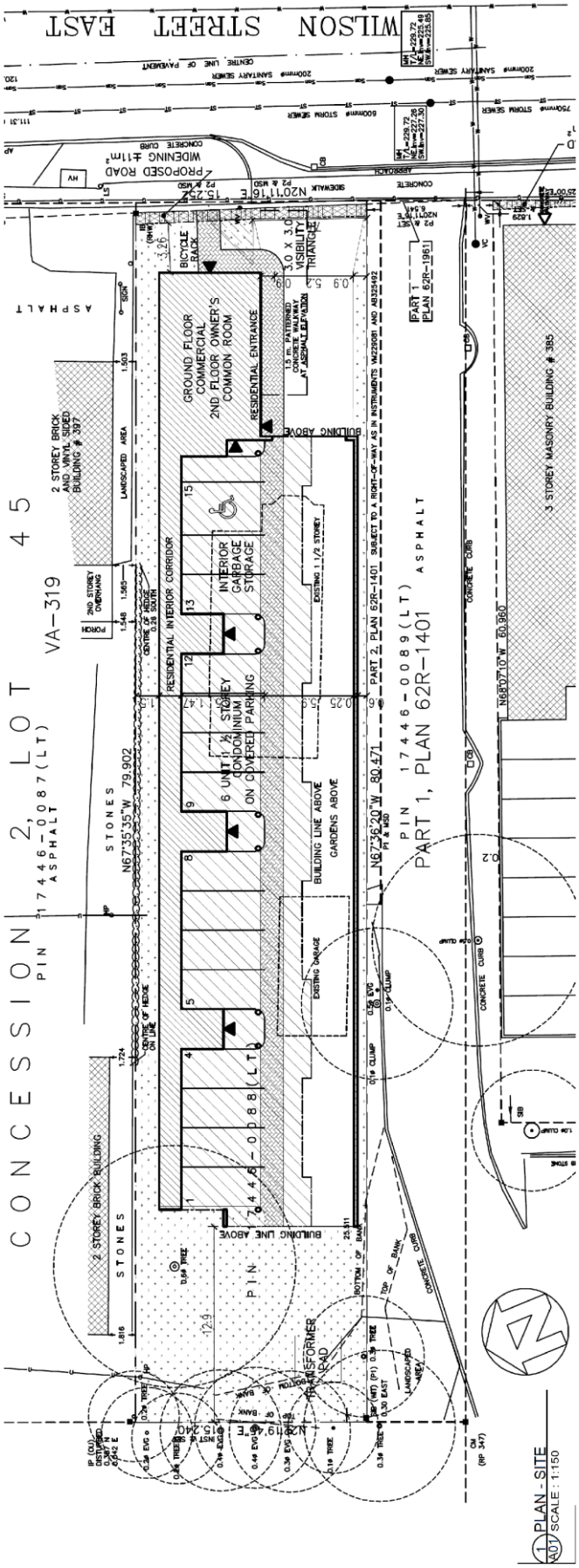Concept Plan