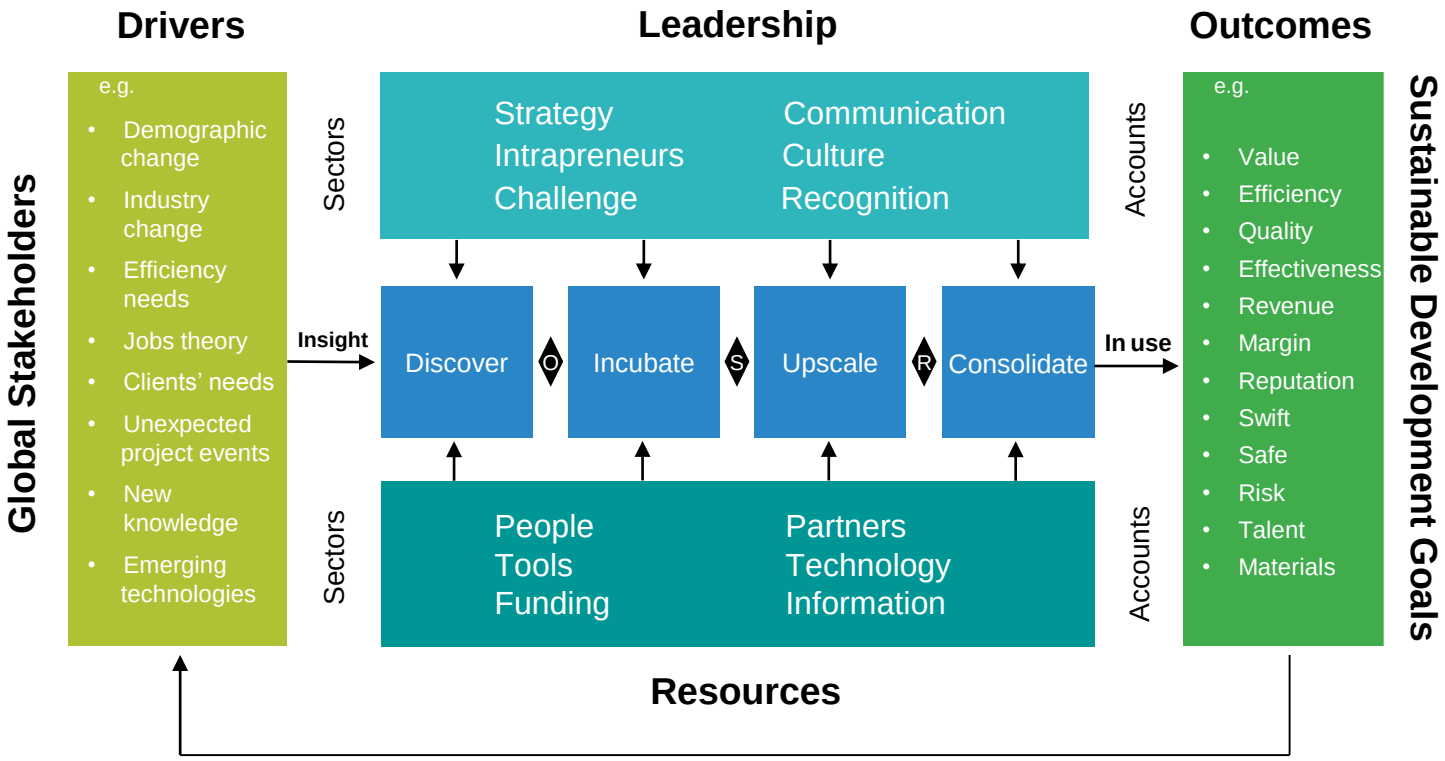Innovation framework