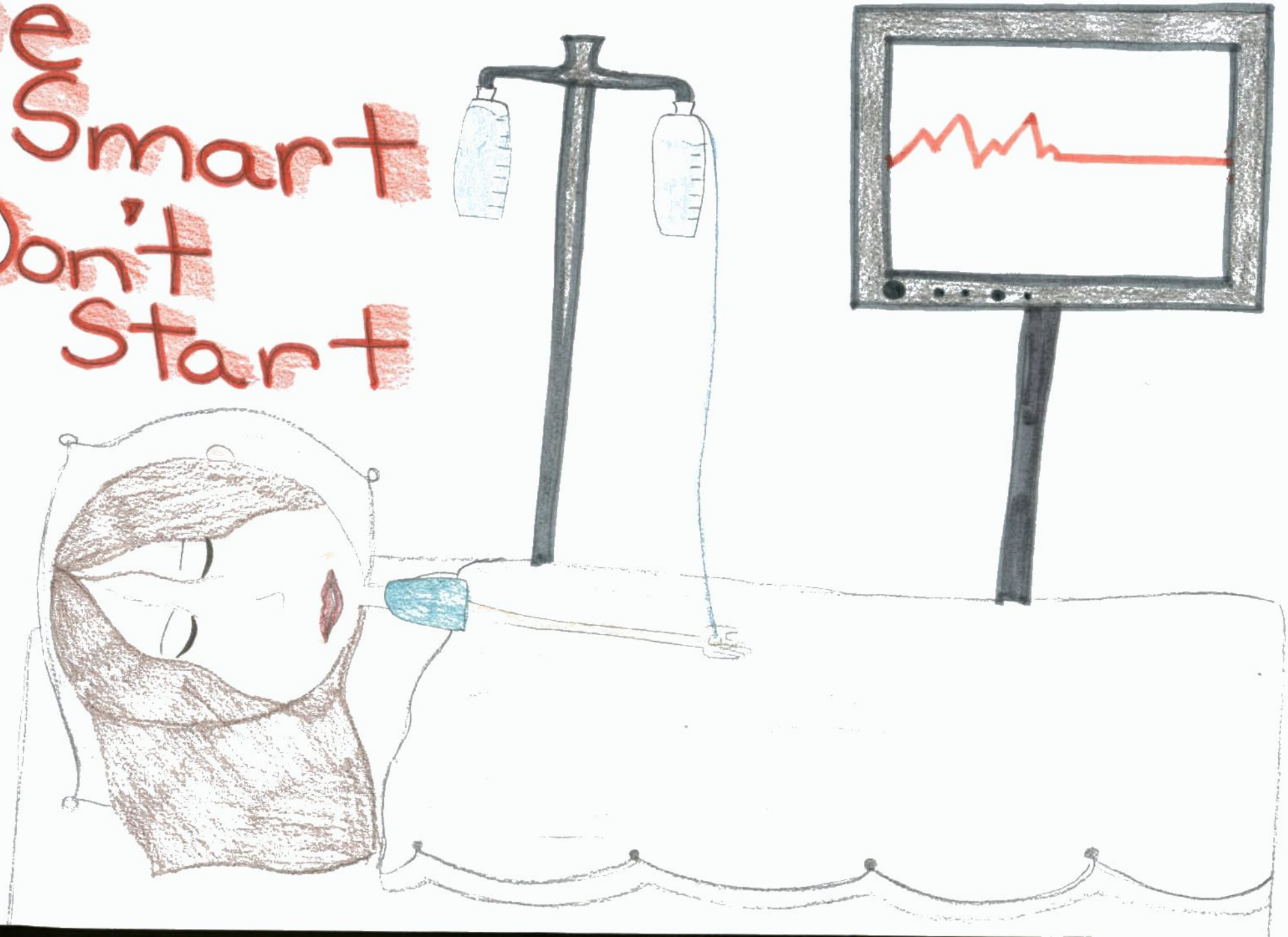Be Smart Don't Start