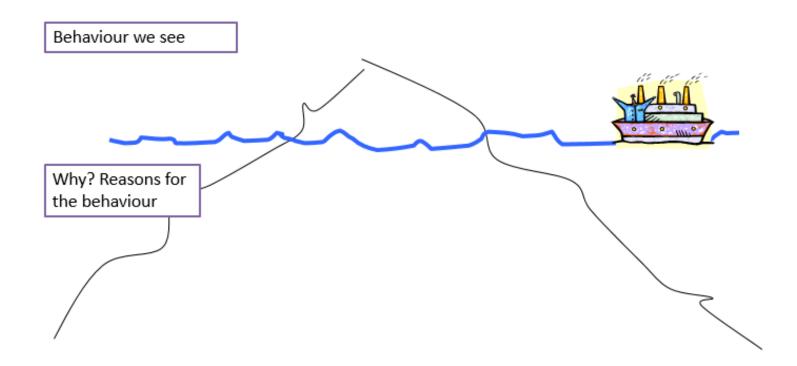
Iceberg



Strategy and what needs to happen