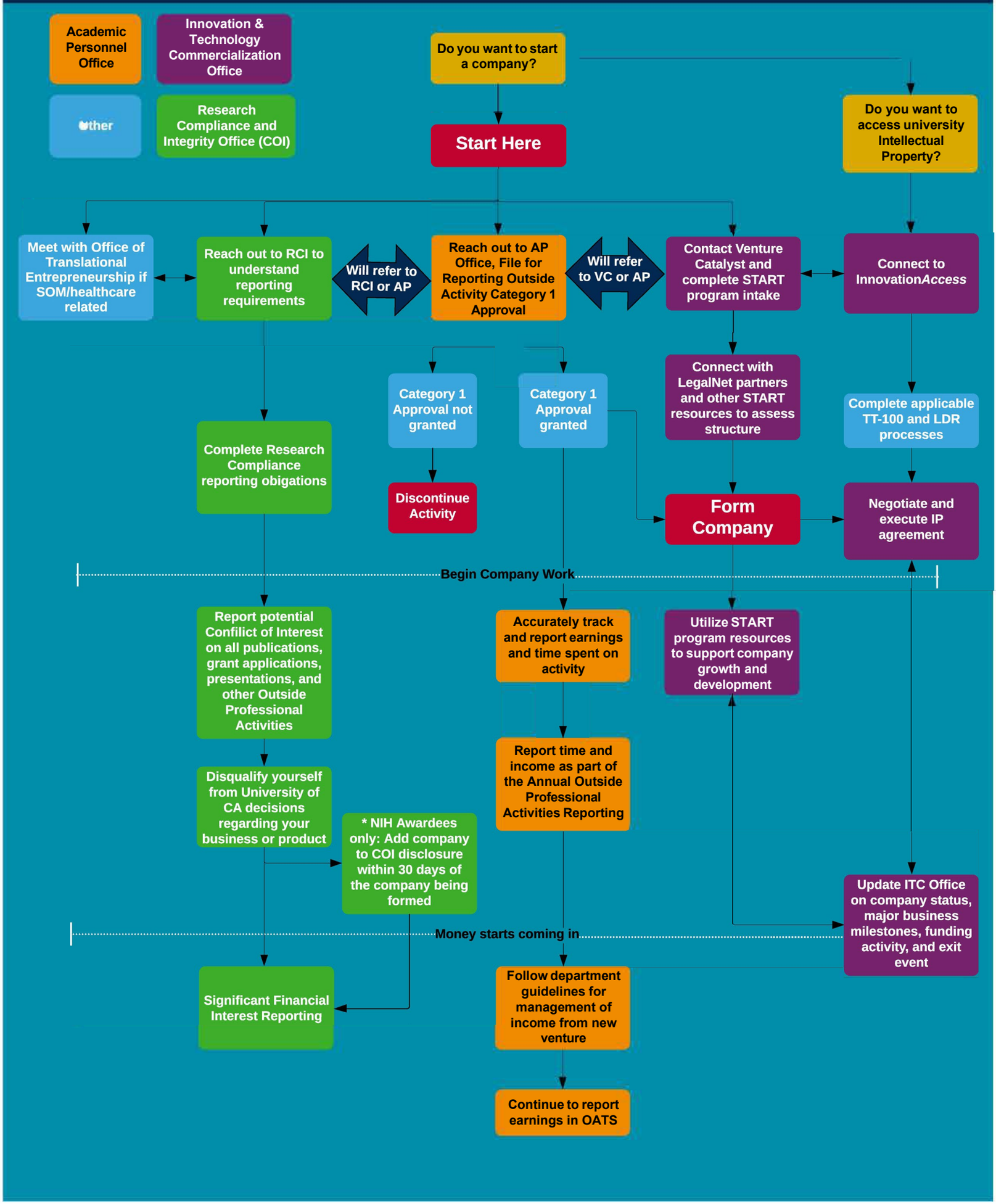NEW STARTUP COMPANY PROCESS MAP