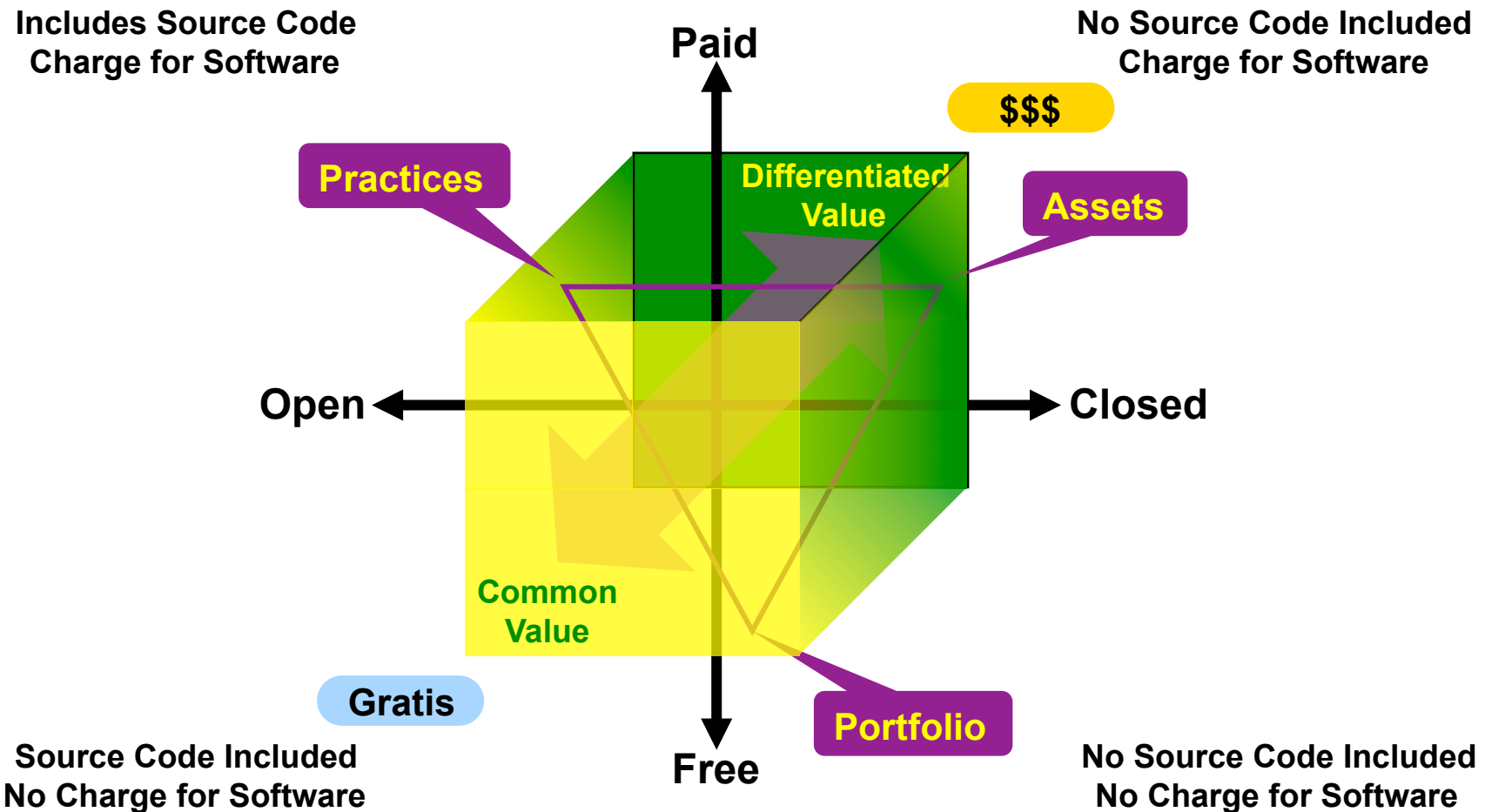
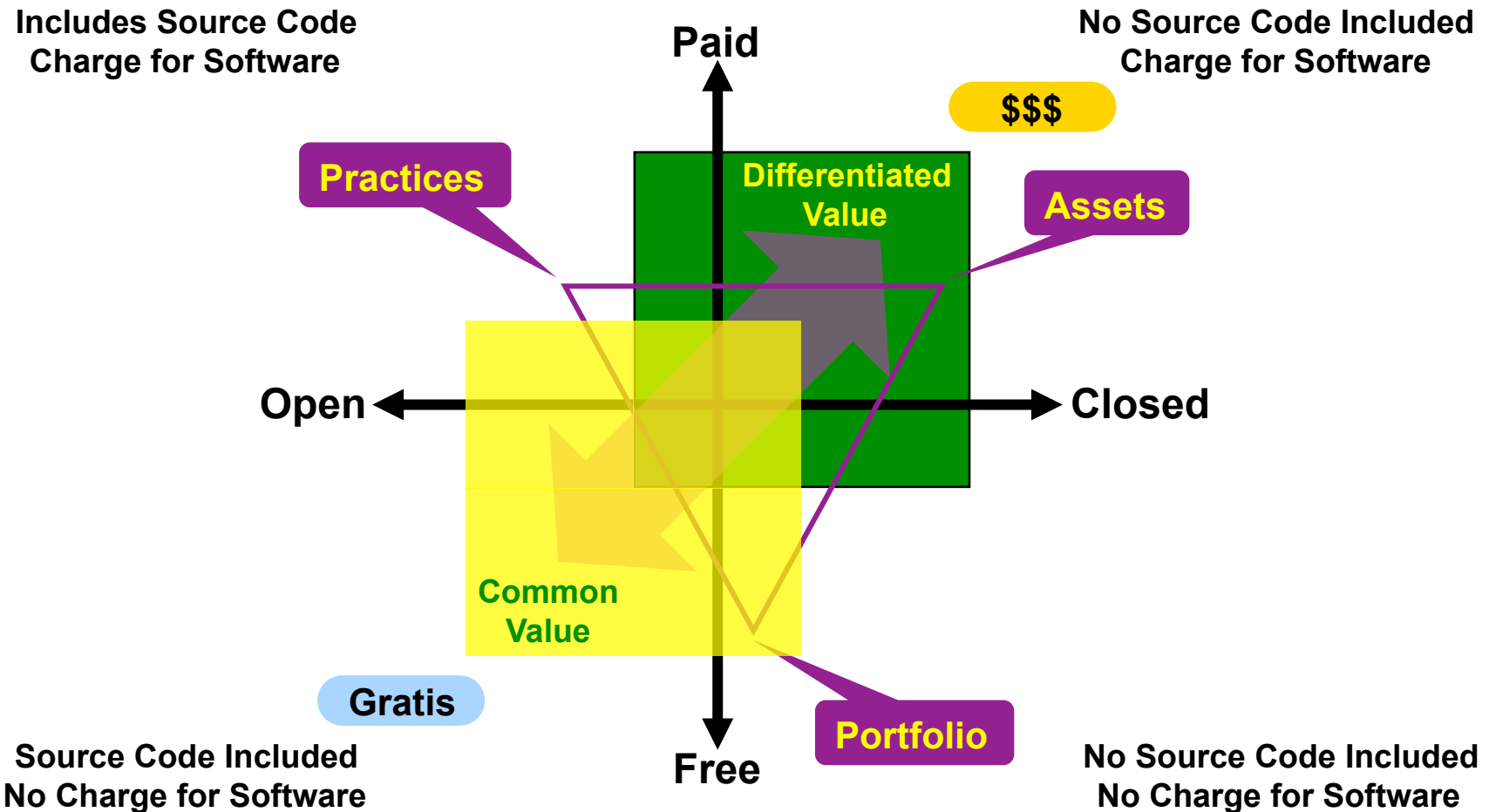


# Striking a Critical Balance between Giving It Away and Making Money...



...And Utilizing a Sound Business Model to Stay on Track

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