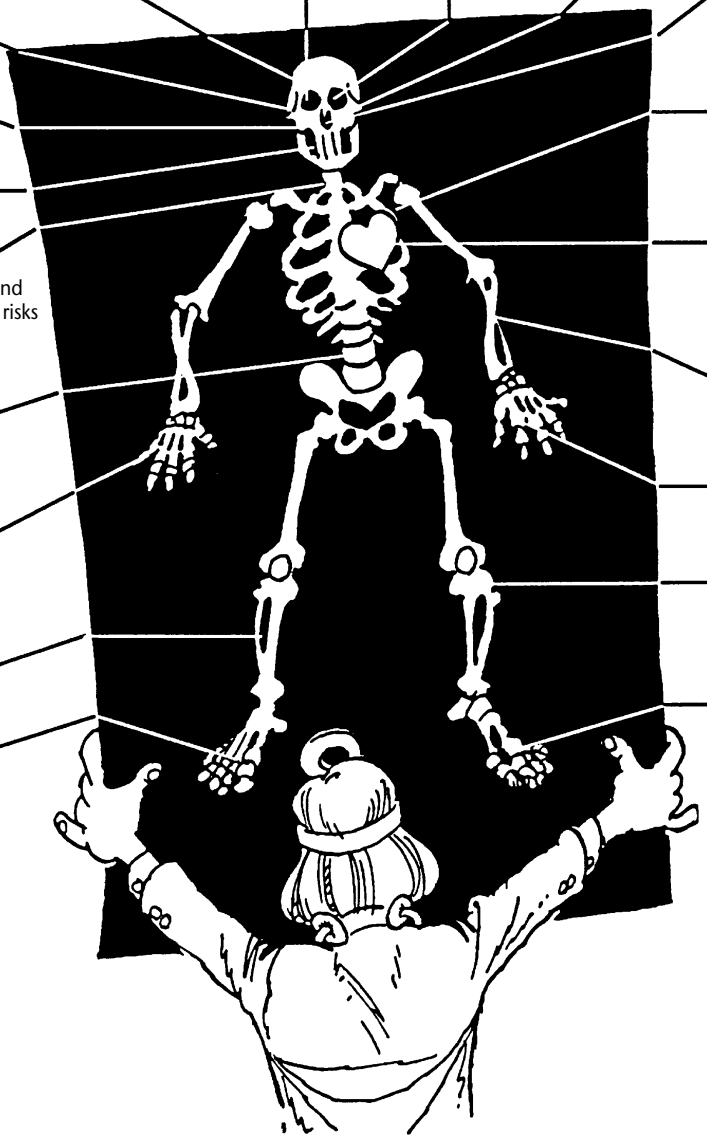ENTREPRENEURIAL PERSON