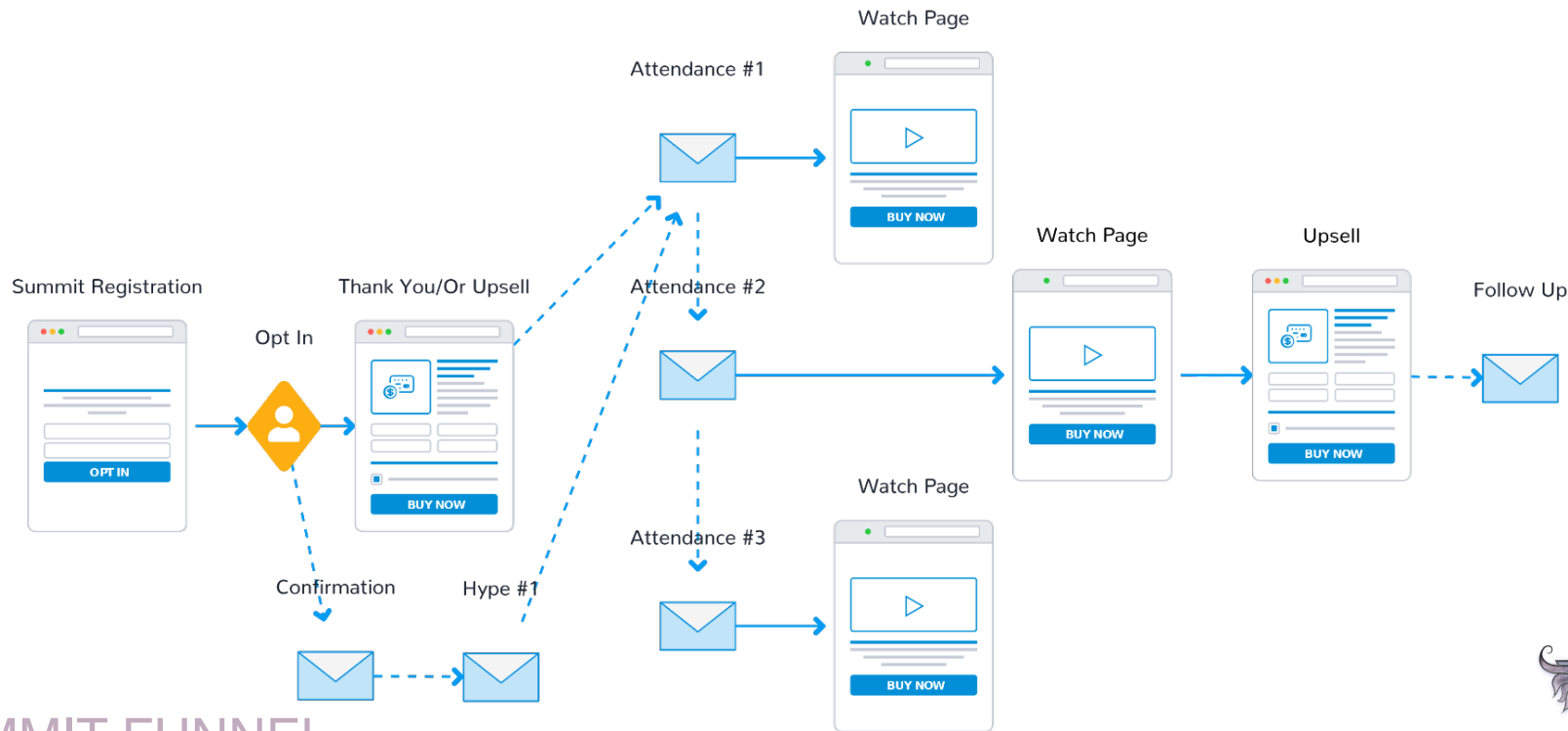SUMMIT FUNNEL