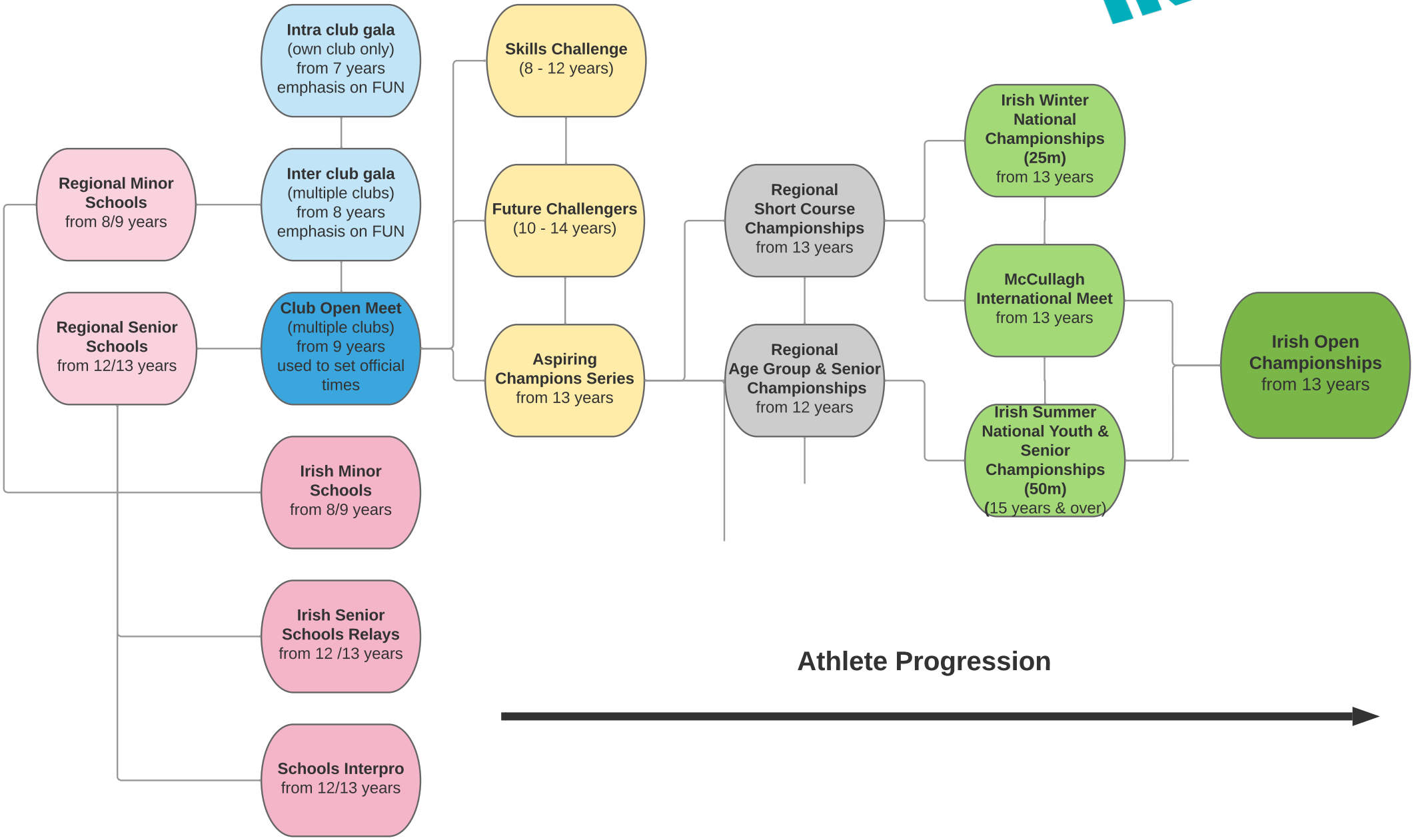COMPETITION PATHWAY