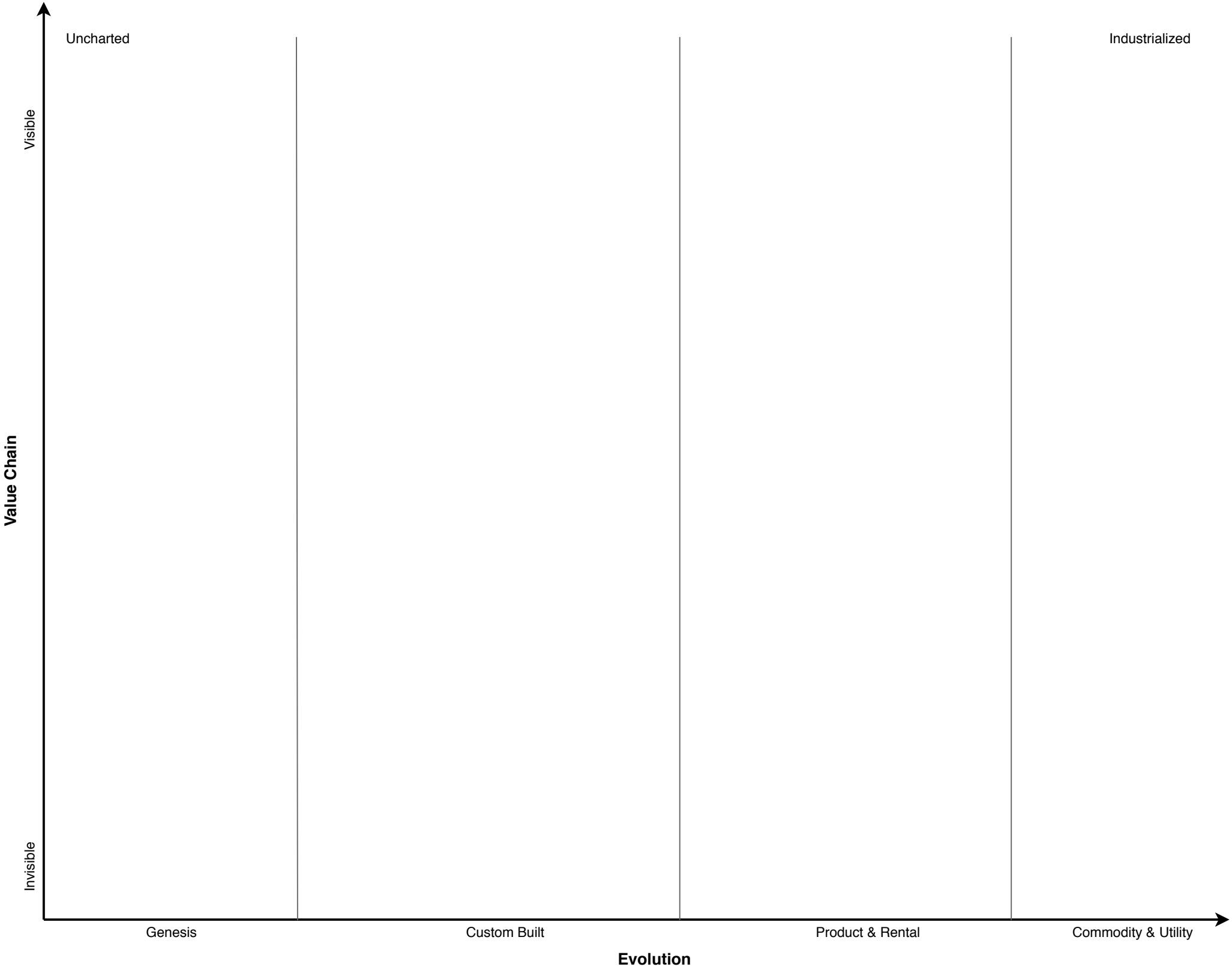
Uncharted
Industrialized
Visible
Value Chain
Invisible
Genesis
Custom Built
Product & Rental
Commodity & Utility
Evolution