VALUE CHAIN
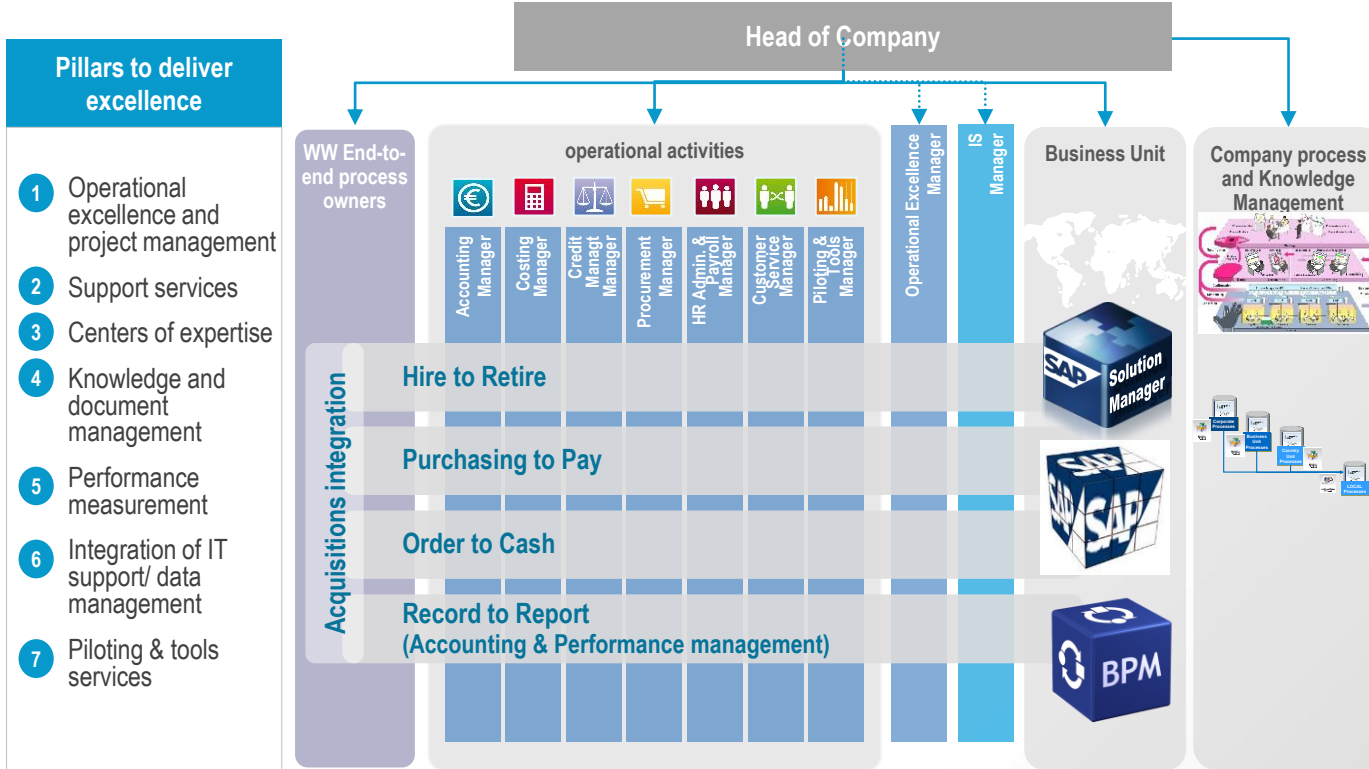# HOW THE TEMPLATES ARE DONE