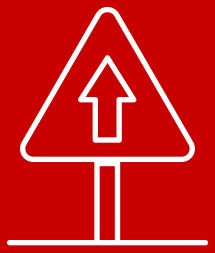
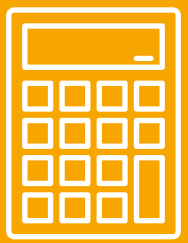
Simplicity



Openness and transparency

Fairness

Accountability