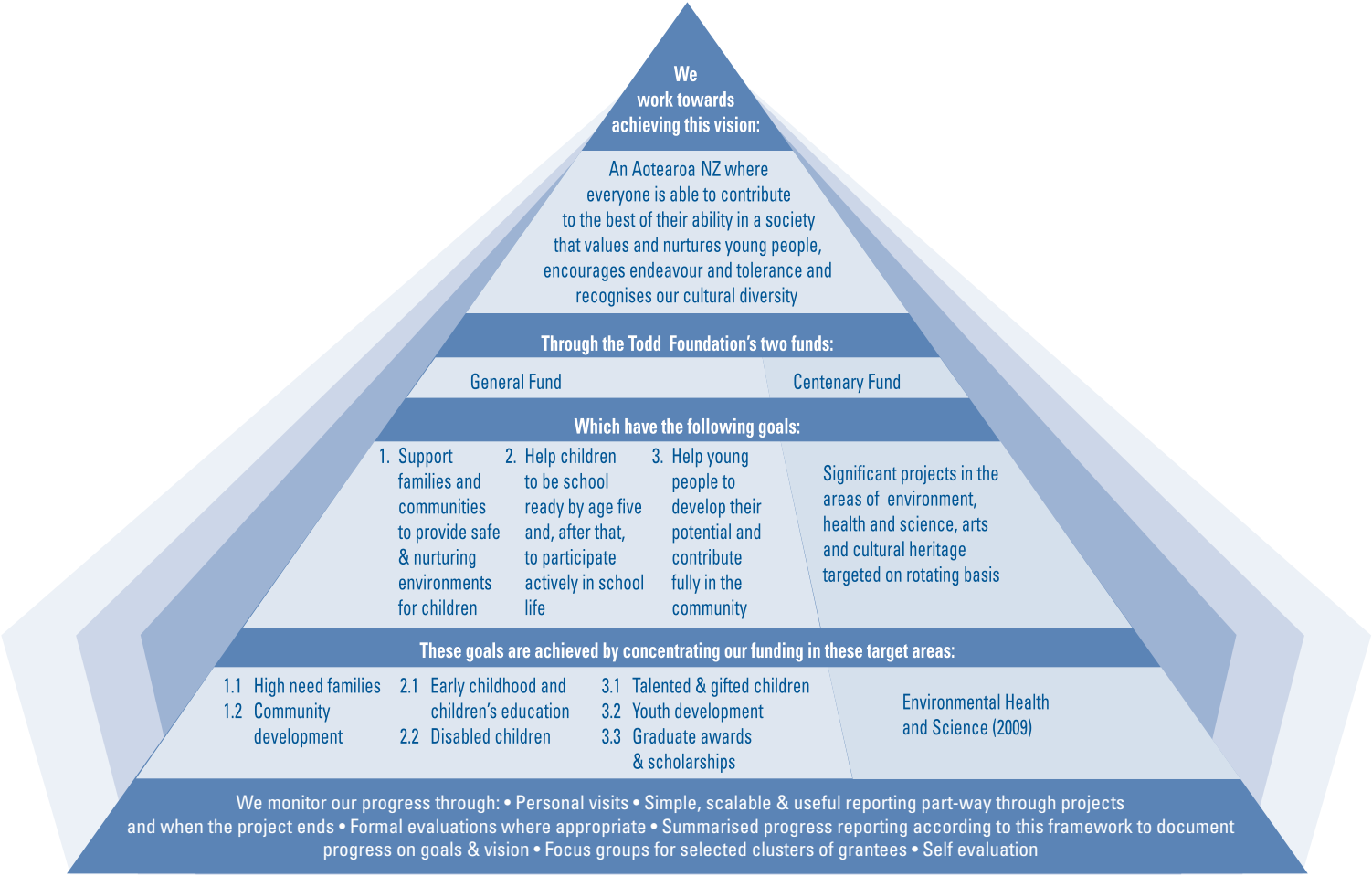Todd Foundation Strategy Pyramid (2009)