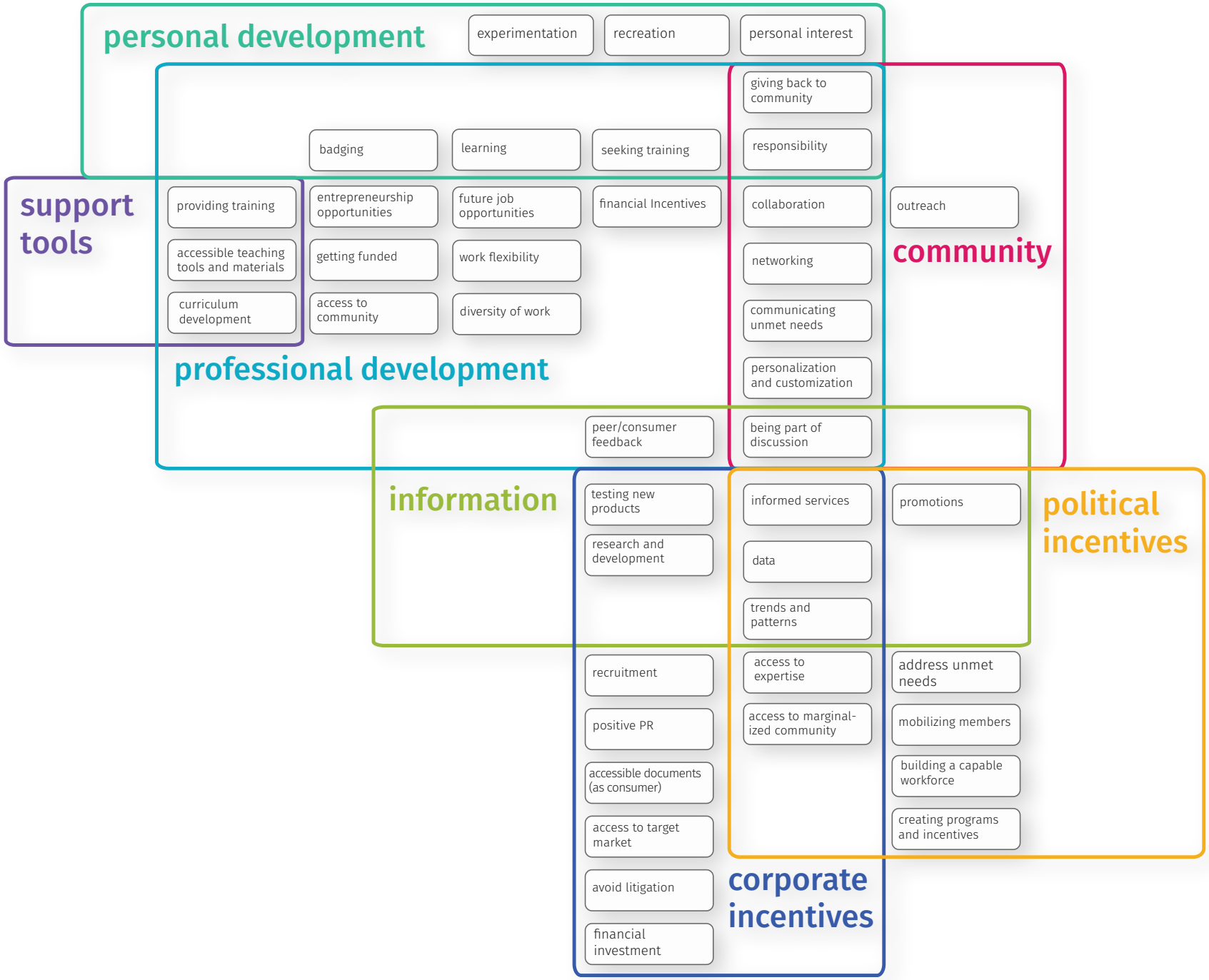Value Proposition Clustering