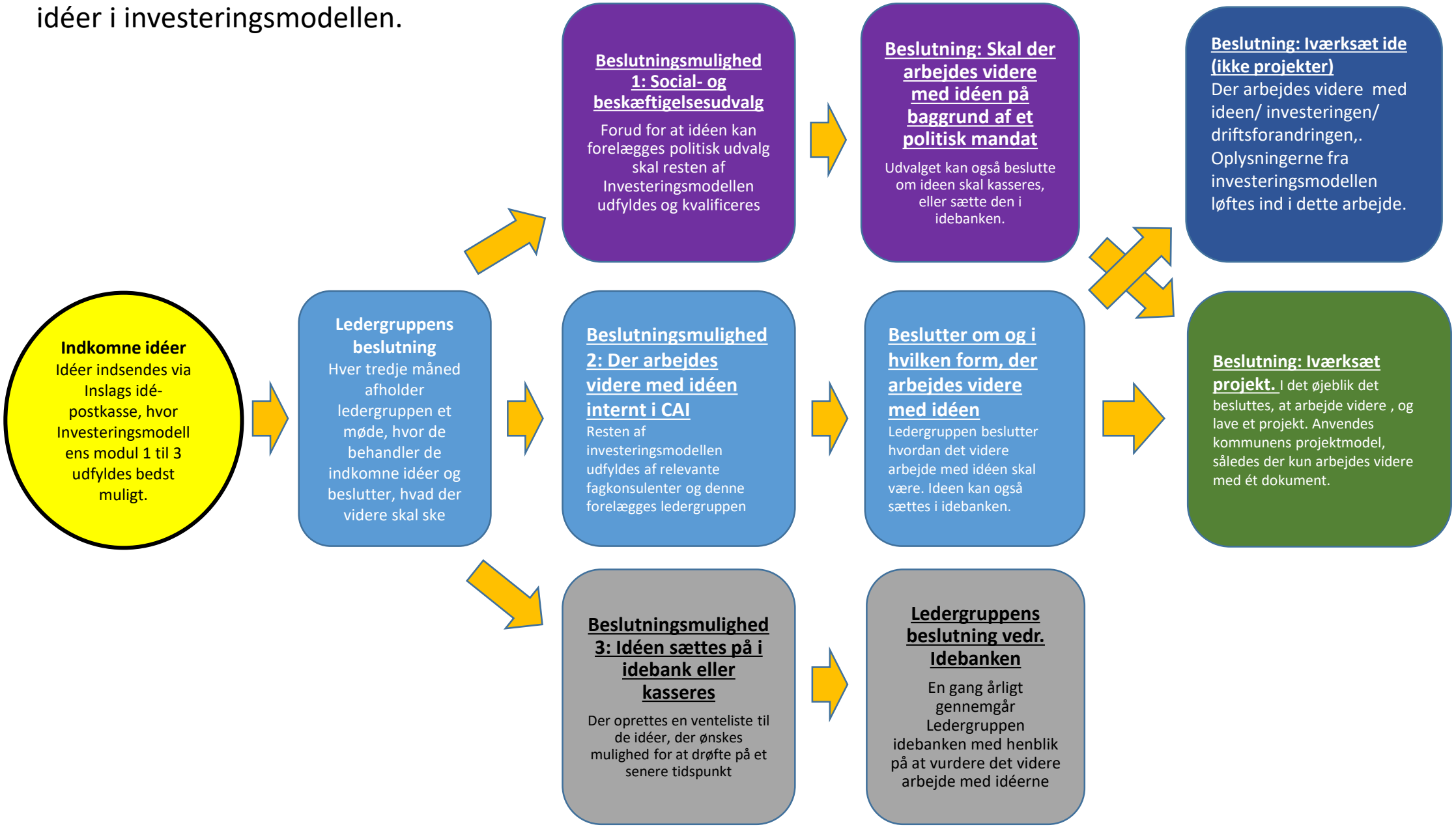Flow: behandling af indkomne idéer i investeringsmodellen.