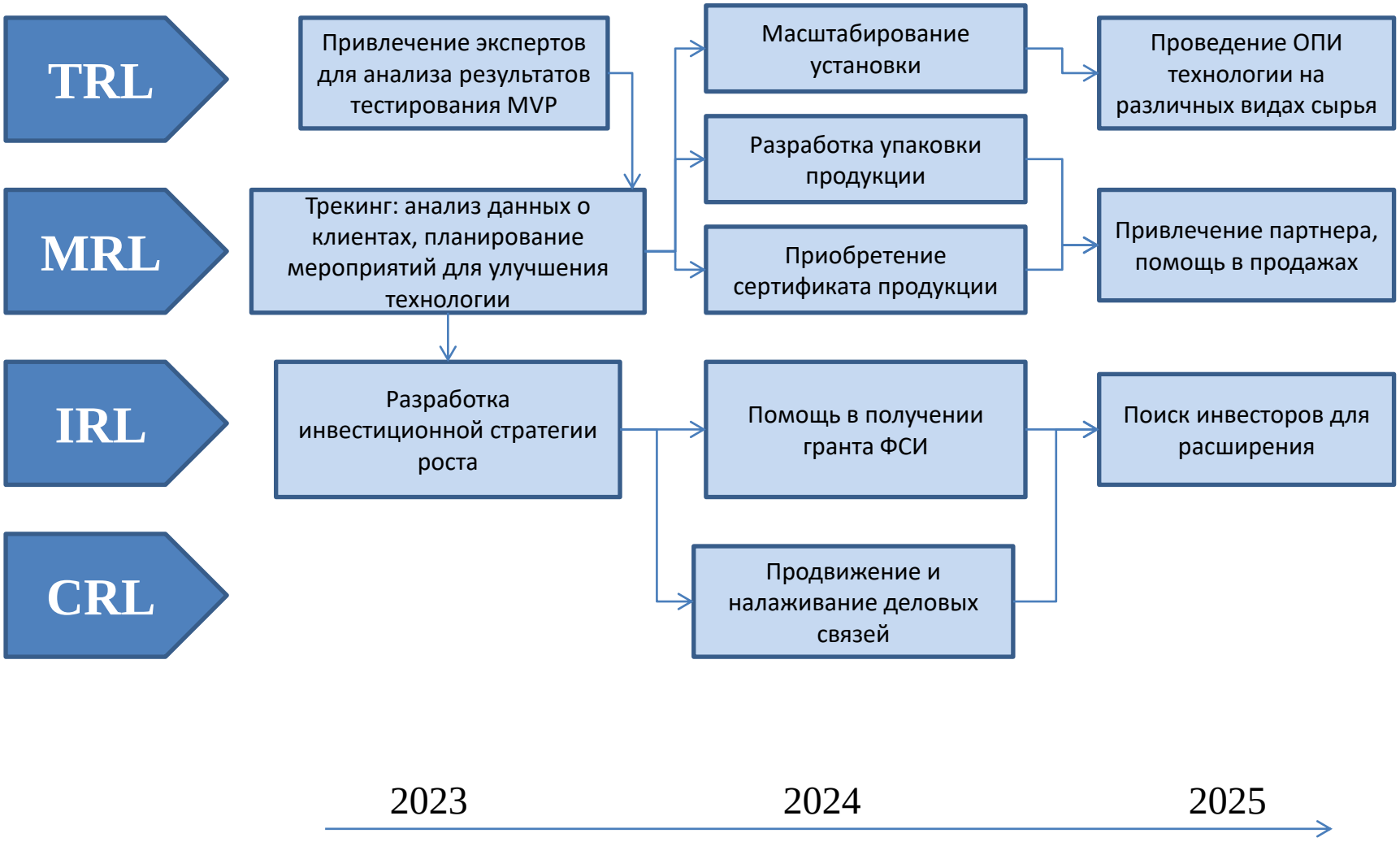Дорожная карта проекта