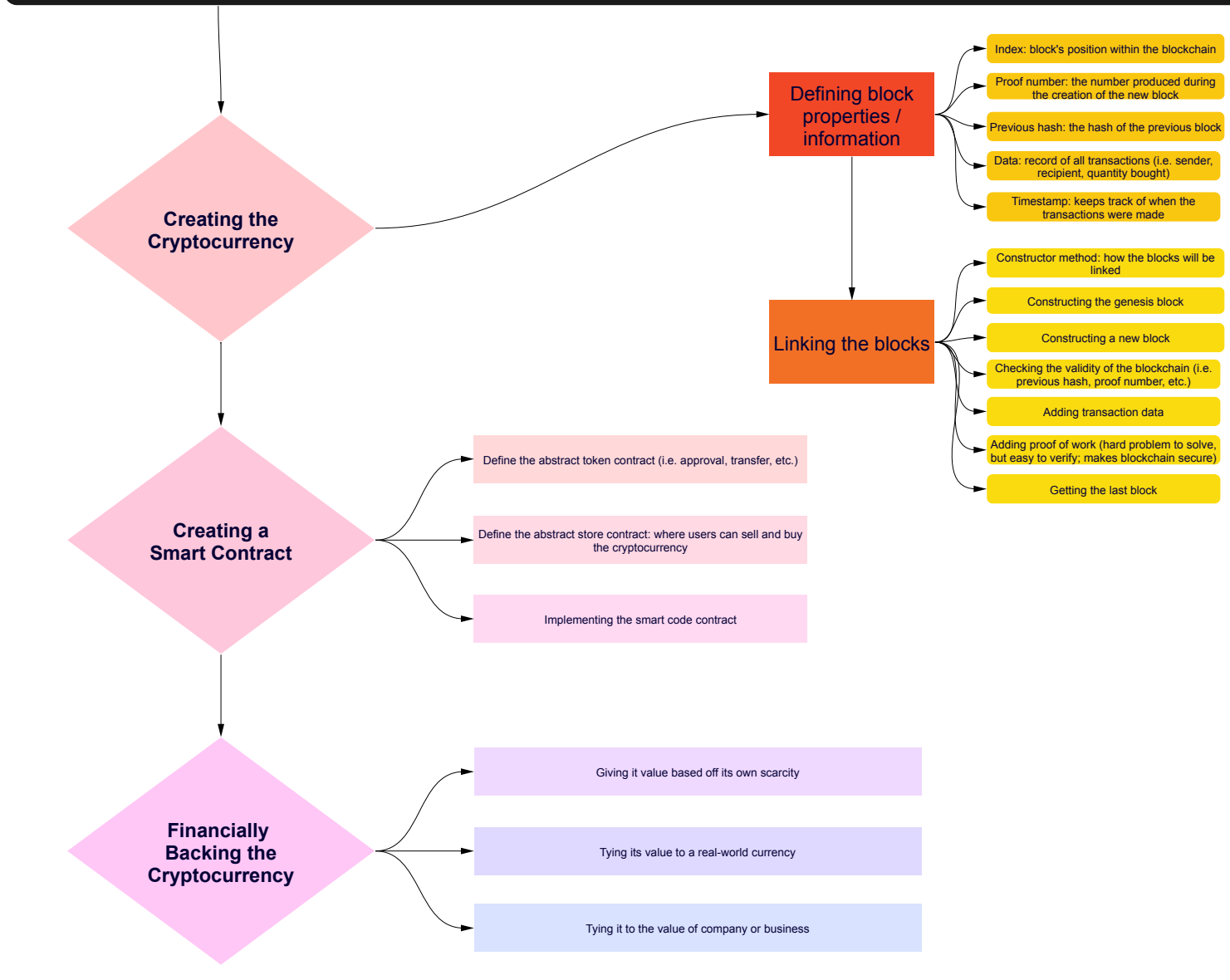How to Build a Cryptocurrency