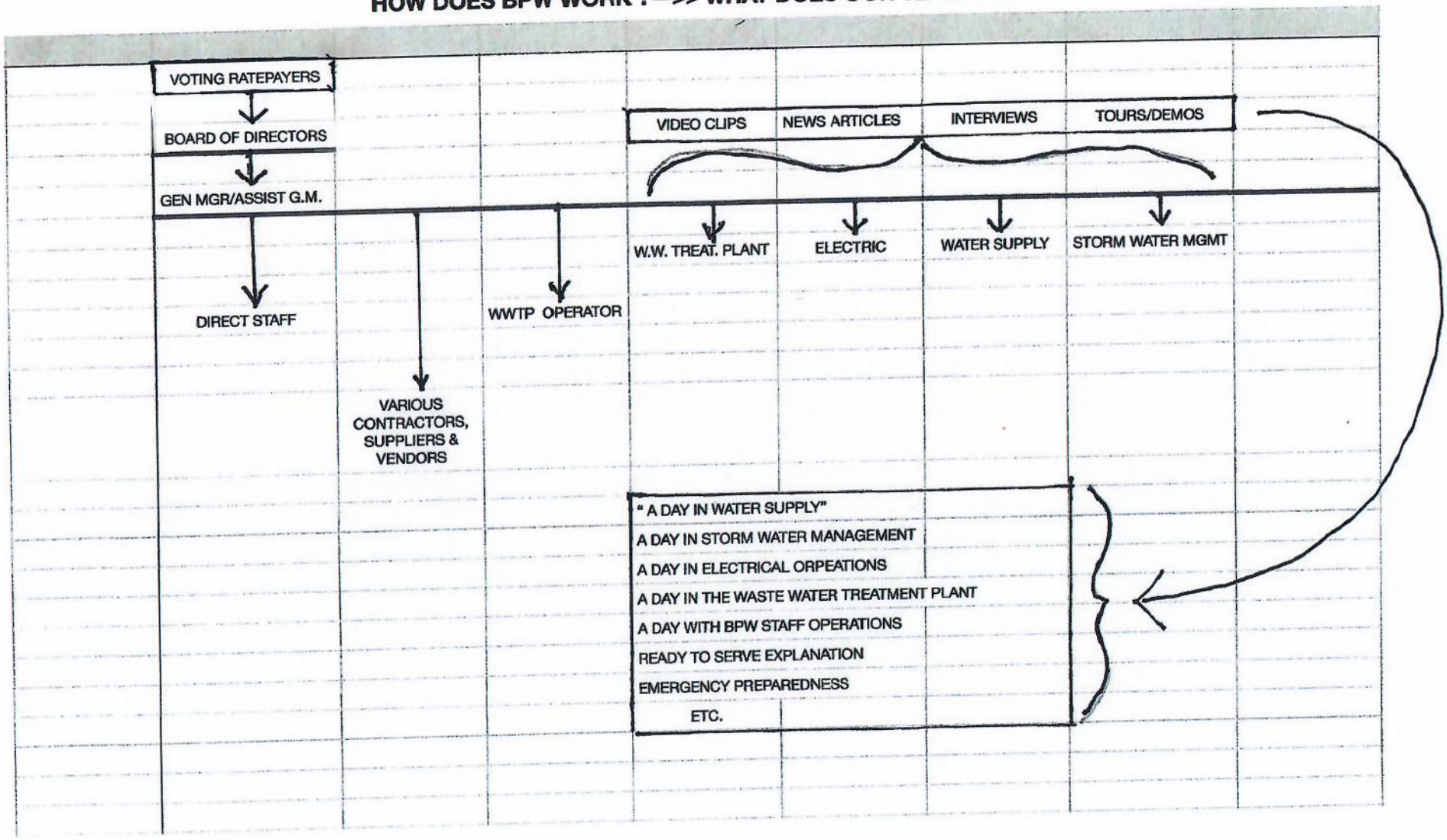HOW DOES BPW WORK ?–>> WHAT DOES OUR TEAM DO?