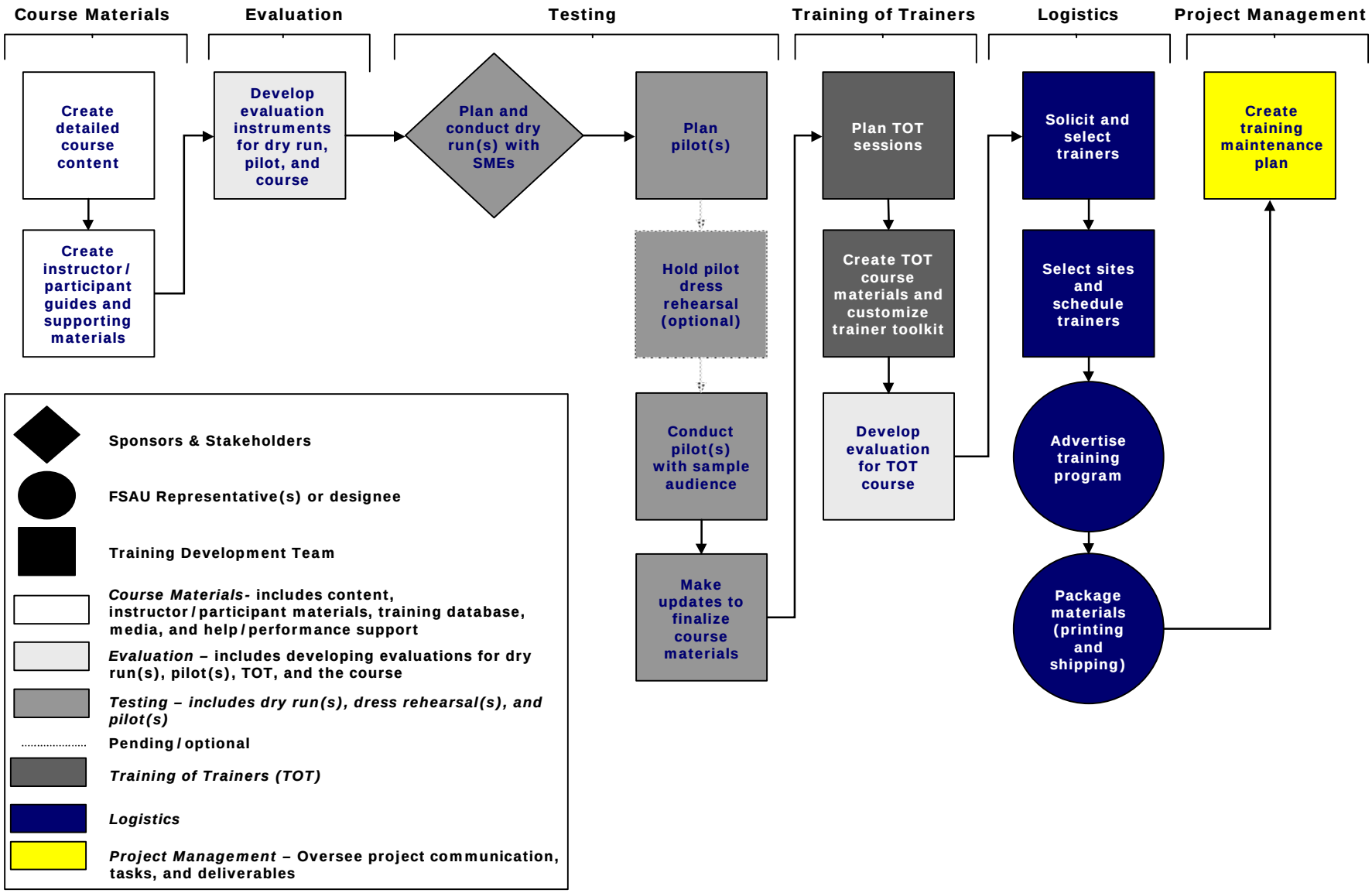The Build Phase