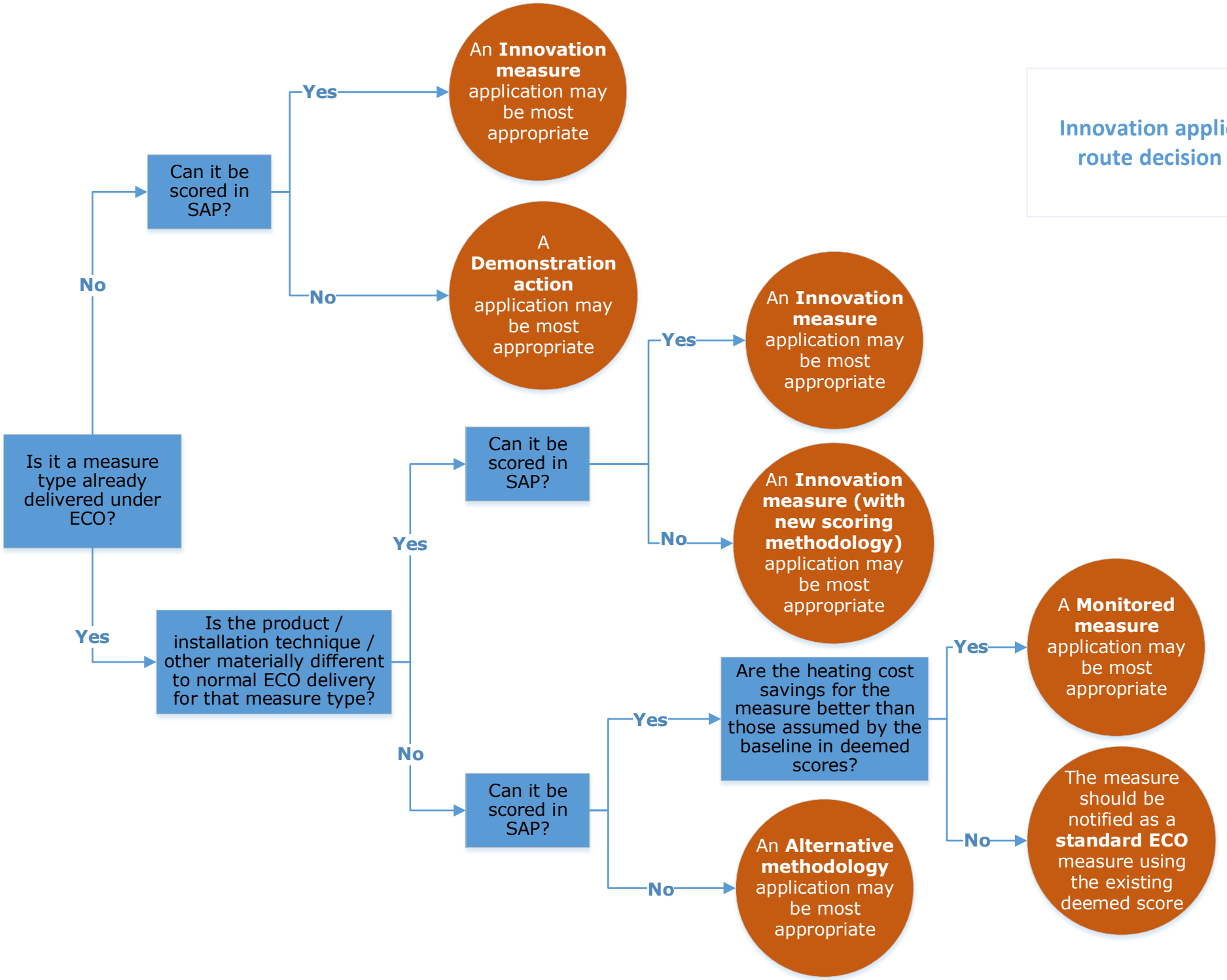Innovation application route decision tree