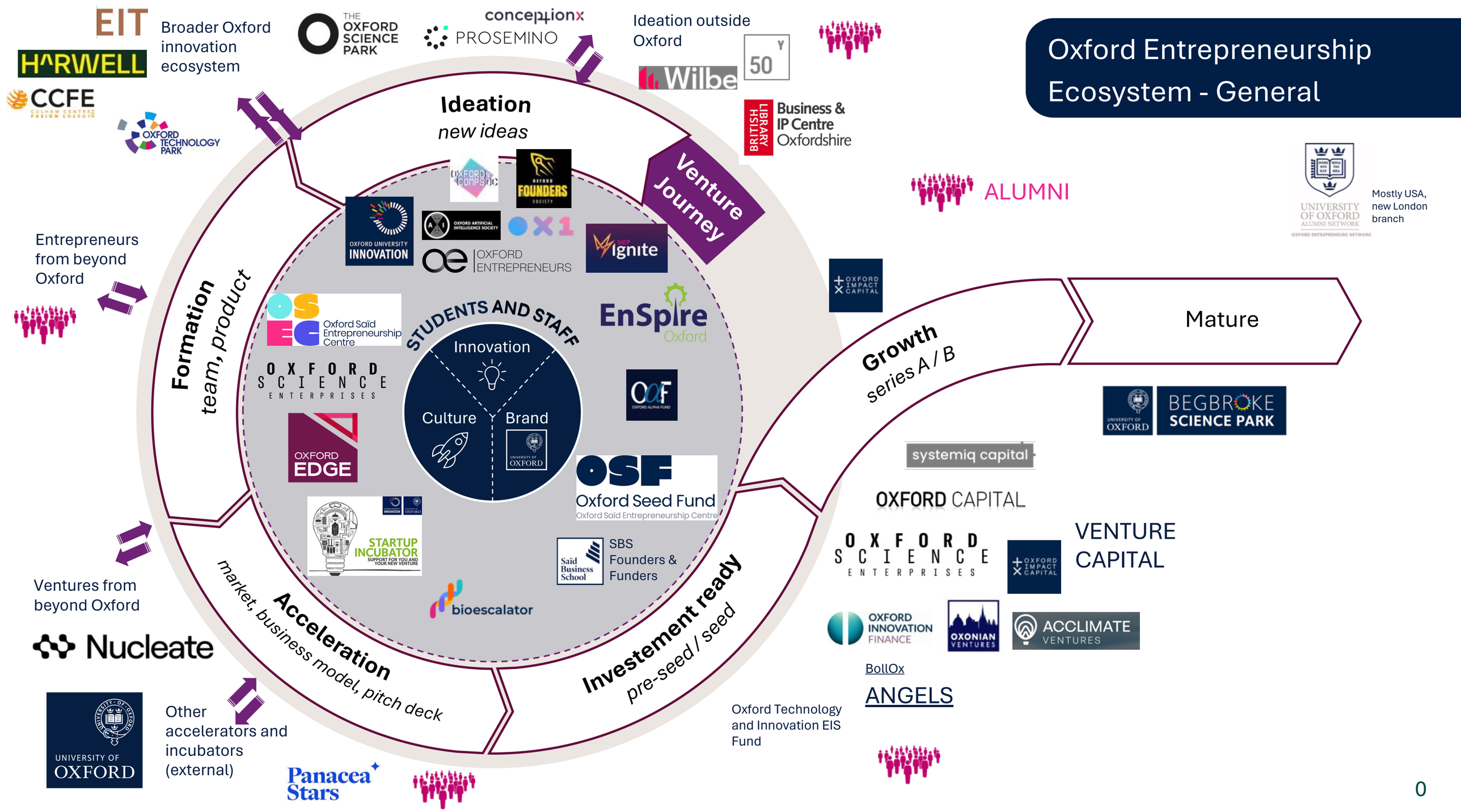Oxford Entrepreneurship Ecosystem - General