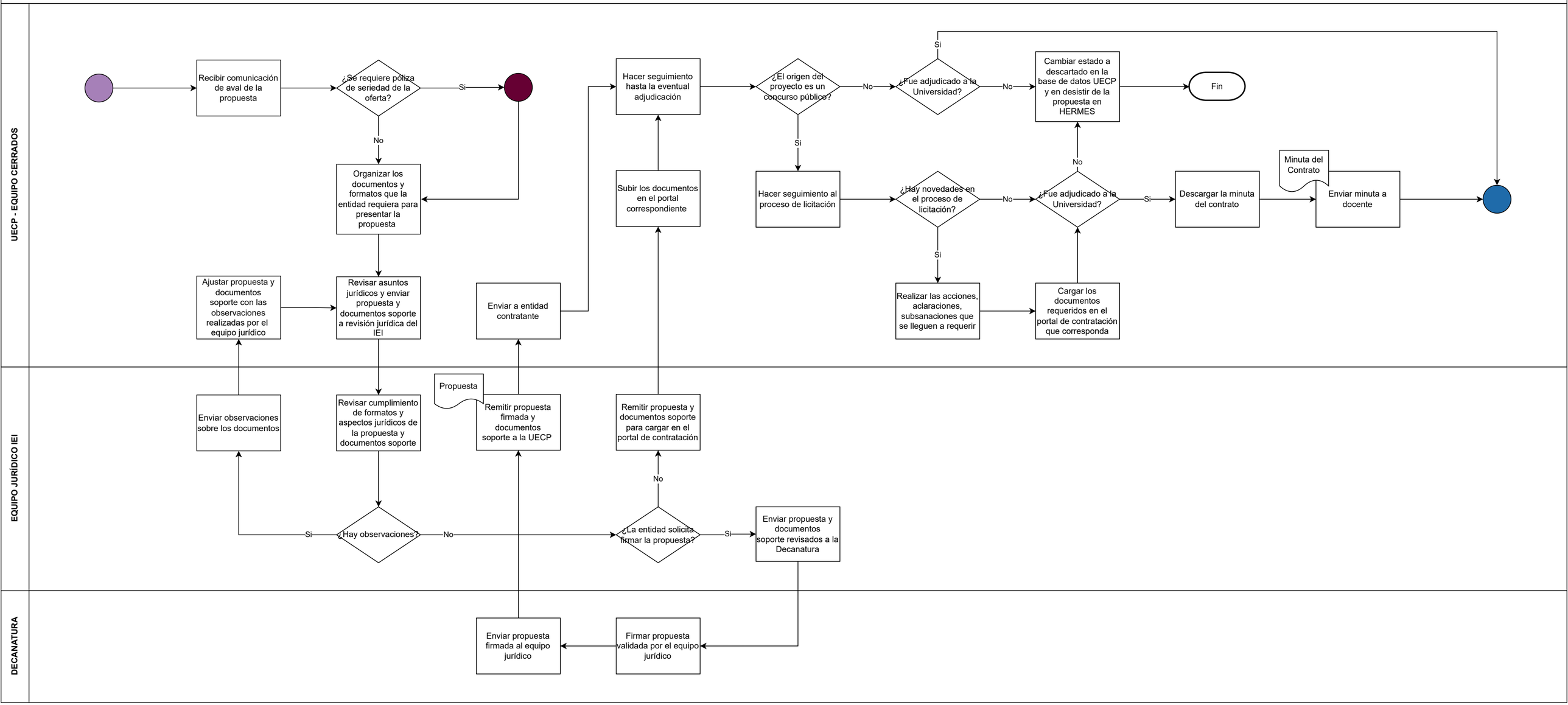FORMALIZACIÓN DE LA PROPUESTA