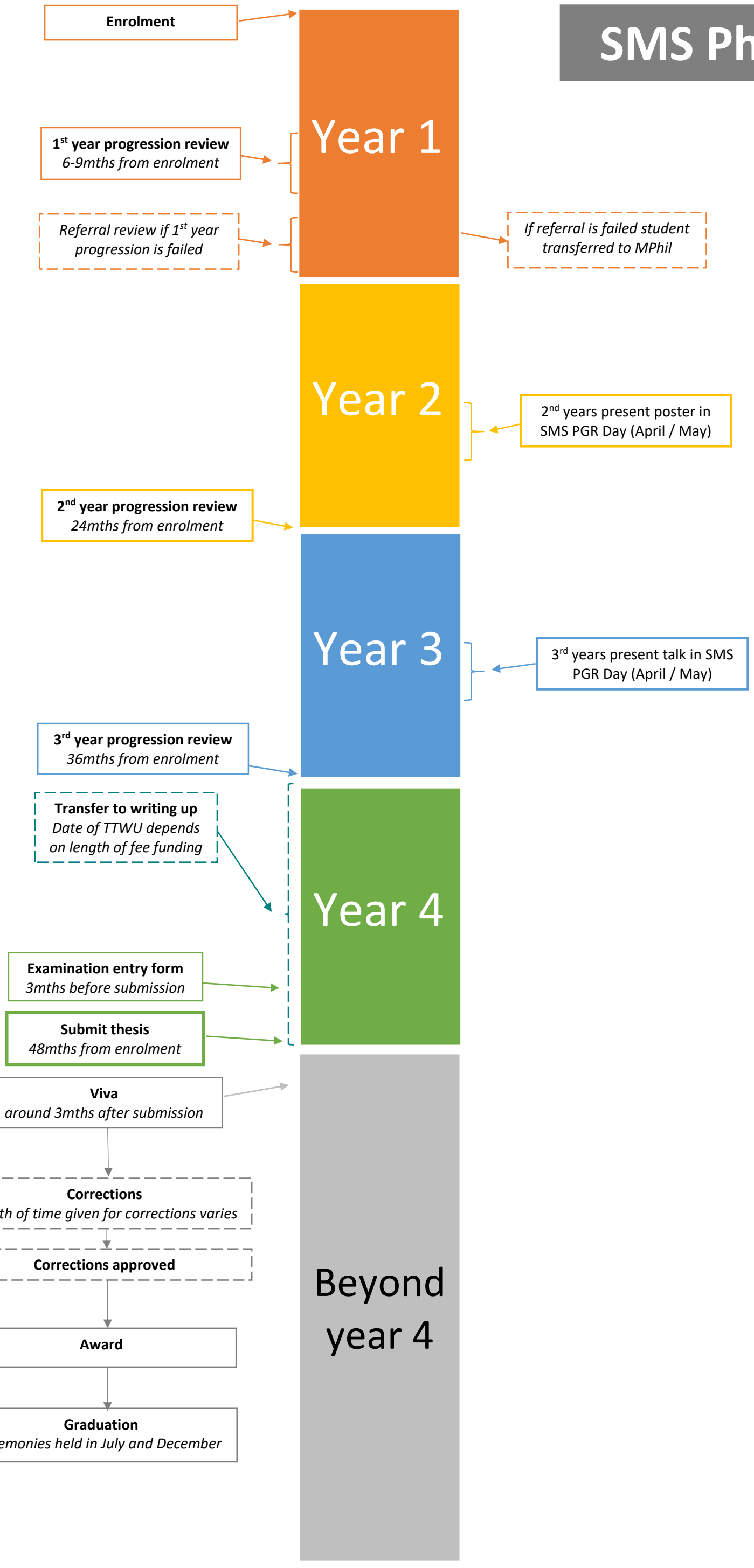SMS PhD roadmap