

Greetings:

Please complete our speaker's Pre-Program Questionnaire (PPQ) and email or fax it to me ASAP. This PPQ can be downloaded at:

<http://emeagwali.com/booking/speaking/pre-program-questionnaire.docx>  
<http://emeagwali.com/booking/speaking/pre-program-questionnaire.pdf>

Most meeting planners find it more convenient to type in their answers into the Word versions of the above PPQ and then return it as an email attachment. The PDF version is for handwritten and faxed version.

The information gathered from his PPQ will be used to plan his trip as well as customize his speech to your audience and event theme.

His speaker demo (Digital DVD) can be downloaded to your hard drive from <http://www.youtube.com/watch?v=3JUnhTeCmjA>

Additional speaker demos on various topics can be viewed at <http://emeagwali.com/booking/speaking/one-sheet.html>

A 150-page excerpt from his forthcoming book "Philip Emeagwali: Collected Speeches" can be printed or read at <http://emeagwali.com/speeches/collected/speeches-of-philip-emeagwali.pdf>

If you are doing a radio ad, listen to the radio ad for a typical speech which is posted at <http://www.youtube.com/watch?v=vPGtUABfLMI>

Please call me at 202-203-8724 if you have additional questions or to [hold a date](#).

Regards,  
Donita Brown  
[Booking Secretary](#)  
[emeagwali.com](http://emeagwali.com)  
[YouTube.com/emeagwali](http://YouTube.com/emeagwali)  
[FaceBook.com/emeagwali](http://FaceBook.com/emeagwali)  
[twitter.com/emeagwali](http://twitter.com/emeagwali)

## TESTIMONIALS FROM CALCUTTA, INDIA

On Jan. 30, 2009, Philip Emeagwali addressed an overflow audience of 7,000 scientists and engineers. They said:

**"Philip Emeagwali, the Father of the Internet,** kept people awestruck with his mind-blowing persona."— Conference Planning Committee, India

“Philip Emeagwali came all the way to Kharagpur (Asia's largest techno-management festival) to mesmerize the audience by his brilliant oratory and awe-inspiring mantras. The captivating tête-à-têtes with the pioneer of the present were undoubtedly indispensable learning experiences for participants.” — [Memoirs of Kshitij 2009](#)

“Tonight, I was listening to, and believing in, all kinds of sci-fi stuff. I was, in short, amazed to see that a man such as Mr. Emeagwali exists!”—A Blogger's Report

“He kept participants enthralled and absorbed. The experience was awesome.” — Conference Planner, Indian Institute of Technology.

## **FAQs & Speaker Package**

### DEMO VIDEOS

Africa Must Reinvent Itself [Sicily, Italy]

<http://video.google.com/videoplay?docid=-7490157716431048396&hl=en>

Africa's Fate Lies in the Hands of Africans

<http://video.google.com/videoplay?docid=9187905430993712901>

The Future of the Internet (What's Coming and Do We Care?)

<http://youtube.com/watch?v=zKfJPGn5aJQ&feature=related>

### TIME MAGAZINE BIOGRAPHY

"An Unsung Hero"

<http://www.time.com/time/2007/blackhistmth/bios/04.html>

### PODCAST

Please Allow Me to Introduce Myself [Berne, Switzerland]

[http://emeagwali.com/speeches/2009/Switzerland\\_April-17-2009/please-allow-me-to-introduce-myself\\_philip-emeagwali\\_switzerland\\_april-17-2009-1.mp3](http://emeagwali.com/speeches/2009/Switzerland_April-17-2009/please-allow-me-to-introduce-myself_philip-emeagwali_switzerland_april-17-2009-1.mp3)

For more videos, visit <http://emeagwali.com>

## Philip Emeagwali – One Minute Introduction

[Suggestion: Please introduce him with the vocal inflection, energy, enthusiasm and excitement shown in this radio ad: <http://www.youtube.com/watch?v=vPGtUABfLMI> . The marked text below can be adapted. ]

TIME magazine called him

"the unsung hero

behind the Internet."

CNN called him

"a father of the Internet.

President Bill Clinton called him

"one of the great minds of the Information Age."

He has been voted

history's greatest scientist

of African descent.

He's Philip Emeagwali.

He'll deliver our 50<sup>th</sup> anniversary lecture:

**NIGERIA** – Then, Now and Forever

and reflect on new challenges, new opportunities  
for a stronger Nigeria  
through technology.

## Philip Emeagwali - Biography

Hailed as "the Bill Gates of Africa" by then-president [Bill Clinton](#), Philip Emeagwali is a war survivor and renowned pioneer of the supercomputer and the Internet. "The Web owes much of its existence to Philip Emeagwali," observed [TIME](#) magazine. [CNN](#) has called him "a father of the Internet."

He was born on August 23, 1954, in Nigeria. At an early age, he developed a love for mathematics and earned the nickname "Calculus." With two million others, Emeagwali fled persecution to the safety of Biafran refugee camps during Nigeria's 30-month civil war that began in July 1967, which killed one in fifteen million Biafrans. He was conscripted into the Biafran army at age 14, came to the United States on a scholarship at age 19.

In his adopted country, Emeagwali became fascinated with what he called the "HyperBall," a theorized 65,000 equidistant-by-three-thousand-square-miles computers equivalent to a supercomputer and a superinternet (a word he coined and defined). He began programming in 1974 and because he could not find a research laboratory interested in his HyperBall, he conducted research alone for 16 years, delving deeply into the deep connections between motion, calculus, computation, and communication.

In 1989, he shocked the computing industry by winning singlehandedly, as an unknown, the Gordon Bell Prize, considered the "Nobel Prize of supercomputing." He reformulated Newton's Second Law of Motion as 18 "grand challenge" equations and algorithms and then re-created those as a world-record 24 million algebraic equations. By reprogramming a world-record 65,000 computers to compute and communicate as a superinternet and as one seamless sixteen dimensional and directional hypercube-as-an-Internet unit, he solved those 24 million equations at a world-record speed of 3.1 billion calculations per second. His three world records in algebra, computation, and communication garnered international headlines in 1989 and over the years Google polls lists him amongst the top ten historical fathers of the computer and the internet most searched for.

His discovery that 65,000 computers can solve scientific grand challenges defined as the 20 gold-ring problems in computing, in part, inspired the reinvention of supercomputers as a 65,000 computers communicating as a superinternet. For expanding the limits of computation and communication, he is profiled in books on the history of the Internet and called "one of the fathers of the Internet."

In the United States, then president [Bill Clinton](#) extolled him as "one of the great minds of the Information Age." In his native Nigeria, he is hailed as national hero, his likeness appearing on the nation's [postage stamps](#). Within the African diaspora, he is listed amongst history's greatest achievers, by publications ranging from [New African](#) to [Ebony](#).

Emeagwali has won city-wide tennis tournaments. He is married to [Dale](#), a prominent molecular biologist, and they have a son, [Ijeoma](#), who is also a computer scientist.

## SPEAKING STYLE

“He kept participants enthralled and absorbed. The experience was awesome.” — Conference Planner, Indian Institute of Technology.

“Philip Emeagwali came all the way to Kharagpur (Asia's largest techno-management festival) to mesmerize the audience by his brilliant oratory and awe-inspiring mantras. The captivating tête-à-têtes with the pioneer of the present were undoubtedly indispensable learning experiences for participants.” — [Memoirs of Kshitij 2009](#)

As an innovator and pioneer of creative thinking, Emeagwali is especially known for his oratorical skills. He has been lauded for his lectures on incisive contemporary, technological and futuristic issues that affect the African Diaspora.

As a public figure and thought leader well informed on a broad range of global issues, Emeagwali frequently provides expert commentary on complex technological issues that affect the African Diaspora.

He is a popular speaker for Africa-related events. As a scholar with a unique voice and a singular perspective, his speeches often provoke commentary and debate, with his central ideas helping to shape public opinion.

Examples of his lectures include “[Ideas, Not Money, Alleviate Poverty](#),” delivered at the University of Alberta (Canada), which provoked lively debate, pro and con, in newspapers around the world. That speech was hailed as an out-of-the-box thinking about what Africa must do to alleviate poverty, survive and thrive in the information age. His speech “[Technology Widens Rich-Poor Gap](#)” was widely circulated by media outlets. His speeches on the future of the computer and Internet has been widely hailed as “[utterly wondrous, yet frightening.](#)”

He has lectured at the Massachusetts Institute of Technology, Indian Institute of Technology and the Universities of the West Indies, London and Paris. Recent keynote speeches include the [Martin Luther King 40<sup>th</sup> anniversary](#) lecture in the United States, African Day lecture in [Spain](#) and the Emancipation Day lecture in [Trinidad and Tobago](#) and a headline of Asia’s largest techno-management festival in Calcutta, India that drew an overflow crowd of seven thousand.

Upon request, Emeagwali tailors his presentations to fit the themes of meeting planners. He is a mesmerizing storyteller and can relate his own compelling story of evolution from a child-soldier to a soldier of science. His high-content presentations full of energy, emotion, and passion help listeners learn to create innovative strategies for success in their own lives.

## SAMPLE SPEAKER INTRODUCTION

<http://emeagwali.com/booking/speaking/speaker-introduction.pdf>

<http://youtube.com/watch?v=XSrb-vDaHw> (video)

## PUBLICITY PHOTOS

<http://emeagwali.com/photos/canada/16.jpg> (1st choice)

<http://emeagwali.com/booking/speaking/photos/B3.jpg> (2nd choice)

<http://emeagwali.com/photos/canada/4.jpg> (3rd choice)

<http://emeagwali.com/booking/speaking/photos/D1.jpg> (4th choice)

<http://emeagwali.com/booking/speaking/photo-release.htm> (photo gallery)

## AUDIO/VISUAL REQUIREMENTS

wireless mic, laptop stand

## YouTube Videos

PSA (Pan-African)

Protect Yourself From AIDS, says Emeagwali

<http://youtube.com/watch?v=W-e8EL5M66U>

World's AIDS Day Global PSA featuring Emeagwali

<http://youtube.com/watch?v=LVbzbv5P3xV8>

African Icons Against AIDS

<http://youtube.com/watch?v=xeuK43ft8XI>

World AIDS Day Pan-African PSA Broadcasts

<http://emeagwali.com/video/hiv-aids/8-african-icons-world-aids-day-ad-december-1-2006.wmv>

## TESTIMONIALS

a.. "One of the great minds of the Information Age" by [Bill Clinton](#)

b.. The White House. <http://youtube.com/watch?v=6kF3UTxmjuU>

c.. "A father of the Internet"—[CNN](#)

d.. Postage stamps issued to commemorate Philip Emeagwali

e.. "Unsung hero ... The Web owes much of its existence to Philip Emeagwali"—

[TIME](#) magazine

f.. Inducted into gallery of [history's 70 greatest black achievers](#)

g.. "History's [35th](#) greatest African" New African magazine poll

- i.. "I have never come across such a speech concentrated on solving the problem of Africa." Aster Sagai (born in Eritrea), London, England
- j.. "Sir, I must say that your speech on that faithful day have enabled me to rediscover myself, and also reminds me that Africa has great potentials that can make Africa rise to its glory." Sunday Isoni
- k.. "Your article [speech transcript] is the most inspirational document I have ever come across my whole life."—Born in Ghana, living in Minnesota, USA.
- l.. "I read with tears in my eyes the brain drain article [speech transcript]. Oh good lord!" Gboyega
- m.. "Truly a powerful speech that brings to reality the truth and the actual effect of brain drain." Wallace Ngugi, Nairobi, Kenya
- n.. "With deepest thanks we congratulate you for taking the bull by the horn." Bernard Nwachukwu
- o.. "I was marveled not about the content on its own but the way and manner the note was delivered." Adisa, Saheed Adedeji
- p.. "I have always pondered over what I will call the Nigerian paradox, the inherent contradiction of a country too rich to be poor and at the same time too poor to be rich; a country rich in monetary terms and yet abjectly poor in all facets of human development until I read Emeagwali's speech" Ikechukwu Amaechi, Daily Independent, 17 October 2006.
- q.. "The man [Emeagwali] may have carved his name in gold for what his discoveries achieved for humanity, but it is his thoughts on the rabid underdevelopment of Africa, and the measures required for the eradication of poverty in particular that motivate me this morning." Muhammad Al-Ghazali, Daily Trust, [allafrica.com/stories/200610171082.html](http://allafrica.com/stories/200610171082.html)
- r.. "Indeed Philip Emeagwali did give us great wisdom in his September 23, 2006 speech delivered at University of Alberta, entitled 'Ideas, Not Money, Alleviate Poverty'" Momodou Sabally, [allgambian.net/commentary\\_68.htm](http://allgambian.net/commentary_68.htm)
- s.. "Once again, Philip Emeagwali, drops some much needed wisdom on us..Essential reading.." n'cho blog
- t.. "He has always been a trail blazer of ideas of global proportions." Adaoma - AfroCentrikWorld
- u.. "One of mankind's most forward-thinking analysts." The Awareness Center International

## VIDEO TESTIMONIALS

"The Bill Gates of Africa" by [Bill Clinton](#)  
<http://youtube.com/watch?v=6kF3UTxmjuU>

"How We Booked Emeagwali" Meeting Planner  
<http://youtube.com/watch?v=O9S03wk7F7w>

"Why We Booked Emeagwali" After Dinner Planner  
[http://youtube.com/watch?v=W\\_IXuSRrMlo](http://youtube.com/watch?v=W_IXuSRrMlo)

## Pre-Visit Questionnaire

This questionnaire may seem long now. It helps Philip Emeagwali deliver a customized speech as well as plan his visit and makes you glad you took the time. You may skip any questions that are not applicable to this engagement.

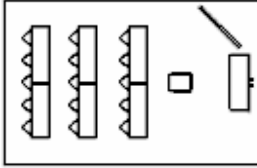
CONTACT INFORMATION			
CLIENT INFORMATION		SPEAKER INFORMATION	
NAME		NAME	Philip Emeagwali
ADDRESS		ADDRESS	1101 30 <sup>th</sup> Street NW Suite 500
CITY, ST ZIP		CITY, ST ZIP	Washington, DC 20007
CONTACT NAME		CONTACT NAME	Donita Brown
CONTACT EMAIL		CONTACT EMAIL	<a href="mailto:info@emeagwali.com">info@emeagwali.com</a>

PROGRAM INFORMATION			
TOPIC			
DATE OF EVENT			NUMBER OF ATTENDEES
SPEECH START TIME	SPEECH END TIME		BREAKS
EVENT VENUE			
ON-SITE CONTACT			ON-SITE CONTACT'S CELL PHONE

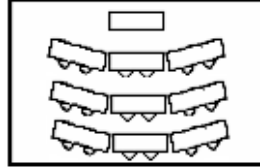


## EQUIPMENT & ROOM SETUP PREFERENCES

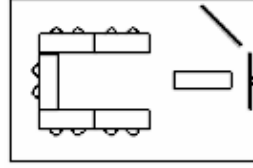
- Speaking venue set-up with Classroom, Modified Classroom, Open "U", or Round Tables style seating is recommended



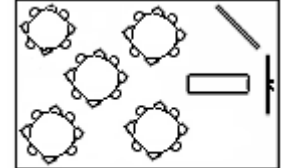
Classroom Style



Modified Classroom



Open "U" Style



Round Tables

- Two computer monitors placed on stands
- Electrical outlets
- Wireless lavalier microphone
- Three bottles of water

<b>FOR OFFICE USE ONLY:</b>	
Deposit Received Date:	Remainder Received Date:
Thank You Note Sent:	

## FEES, TERMS AND CONDITIONS

- Program Fee: **\$As Quoted** in email correspondences.
- A 50 percent deposit is required to hold the date(s).
- The remainder of the speaker's fee is due at the conclusion of the presentation.
- **LATE PAYMENT PENALTY**  
All discounts—as defined on our online "Menu of Services and Fees" page—are voided for late payments. A collection fee of 10 percent per month is added for late payments.

## CANCELLATION POLICY

If any engagement is rescheduled no penalty is incurred. If any engagement is cancelled by the sponsoring organization, a percentage of the fee will be billed. The following fee schedule will be in effect from the time notification is received at the Office of Philip Emeagwali.

30 days or less before the engagement (50%)

31-60 days prior (25%)

## PSA VIDEOS

### PSA (Pan-African)

Protect Yourself From AIDS, says Emeagwali

<http://youtube.com/watch?v=W-e8EL5M66U>

World's AIDS Day Global PSA featuring Emeagwali

<http://youtube.com/watch?v=LVbzv5P3xV8>

African Icons Against AIDS

<http://youtube.com/watch?v=xeuK43ft8XI>

World AIDS Day Pan-African PSA Broadcasts

<http://emeagwali.com/video/hiv-aids/8-african-icons-world-aids-day-ad-december-1-2006.wmv>

## VIDEO TESTIMONIALS

"The Bill Gates of Africa" by [Bill Clinton](#)

<http://youtube.com/watch?v=6kF3UTxmjuU>

"How We Booked Emeagwali" Meeting Planner

<http://youtube.com/watch?v=O9S03wk7F7w>

"Why We Booked Emeagwali" After Dinner Planner

<http://youtube.com/watch?v=W IXuSRrMlo>

## SPEAKER DEMO VIDEOS

Africa's Fate Lies in the Hands of Africans

<http://video.google.com/videoplay?docid=9187905430993712901>

The Future of the Internet (What's Coming and Do We Care?)

<http://youtube.com/watch?v=zKfJPGn5aJQ&feature=related>

**PUBLICITY PHOTOS**

<http://emeagwali.com/photos/canada/16.jpg> (1st choice)  
<http://emeagwali.com/booking/speaking/photos/B3.jpg> (2nd choice)  
<http://emeagwali.com/photos/canada/4.jpg> (3rd choice)  
<http://emeagwali.com/booking/speaking/photos/D1.jpg> (4th choice)  
<http://emeagwali.com/booking/speaking/photo-release.htm> (photo gallery)

**TITLE: (INSERT PRESENTATION TITLE)**

**Sub-title:** (Insert presentation sub-title)

**SIGNATURES**

Contact Person \_\_\_\_\_

<http://emeagwali.com/> **emeagwali.com**

Print Name \_\_\_\_\_

Print Name Donita Brown

Date \_\_\_\_\_

Date January 6, 2013

<http://emeagwali.com/>

## BIOGRAPHY

### TIME MAGAZINE'S VERSION

"An Unsung Hero"

<http://www.time.com/time/2007/blackhistmth/bios/04.html>

### SAMPLE SPEAKER INTRODUCTION

<http://emeagwali.com/booking/speaking/speaker-introduction.pdf>

<http://youtube.com/watch?v=XSrb-vDaHw> (video)

### SPEAKING STYLE

His speaker demo on various topics can be viewed  
at <http://emeagwali.com/booking/speaking/one-sheet.html>

## PRE-PROGRAM QUESTIONNAIRE - PART 1

**Please complete PART 1 and have two other people complete PART 2 of this form.**  
FAX them to: 801-640-9971. If you have any questions, please call me (Donita Brown) at 202-203-8724 or 1-800-673-6737.

---

Client

Appearance Date

---

Your Name / Title

---

Address

---

Phone

Fax

Cell

---

E-Mail

Website

Program Theme: \_\_\_\_\_ Kind of Meeting: \_\_\_\_\_

Name of Person Responsible for Calling the Meeting: \_\_\_\_\_

Name of Emeagwali's Introducer: \_\_\_\_\_

Exact Time of Emeagwali's Presentation: From \_\_\_\_\_ To \_\_\_\_\_

What is Emeagwali's role in the Program (Opening or Closing Keynote, Luncheon Speaker, etc): \_\_\_\_\_

Other Speakers in the Program: \_\_\_\_\_

Past Speakers: \_\_\_\_\_

What did you like/dislike about their performance?

Like: \_\_\_\_\_

Dislike: \_\_\_\_\_

Nearest Major Airport: \_\_\_\_\_ Preferred Transportation: \_\_\_\_\_

Would you prefer: \_\_\_ To meet him at airport \_\_\_ To have him take a limo.

Driver's Name \_\_\_\_\_ Phone \_\_\_\_\_

If an emergency occurs on the way to the site, who would be an alternate contact if you are unavailable? \_\_\_\_\_

Exactly where is the meeting? \_\_\_\_\_

Hotel: \_\_\_\_\_ Hotel Address: \_\_\_\_\_

\_\_\_\_\_  
City / State / Zip

\_\_\_\_\_

Phone# / Fax#

---

Meeting Room

---

Confirmation # for the hotel room reservation

What is the room setup\_\_\_\_\_

Will you be using I-MAG (image magnification) rear screen projection?

\_\_\_\_\_ Yes \_\_\_\_\_ No

Photographer's name, email and phone:\_\_\_\_\_

Videographer's name, email and phone:\_\_\_\_\_

[Videos are for internal and non-commercial uses only. For archival purposes, emeagwali.com must be provided a master copy of the photos and video, within 14 days after your event.]

If Emeagwali has any problems/emergencies on his way to the program, who should we contact?

---

Name

Cell Phone

---

Business Phone

Home Phone

Number of People Attending:\_\_\_\_\_ Job Titles of Audience:\_\_\_\_\_

Are spouses invited? Yes\_\_\_ No\_\_\_ % of males/females: \_\_\_\_ Average age: \_\_\_\_\_

Toward which group should Emeagwali direct his speech: \_\_\_\_\_

What takes place immediately prior to his speech?

What takes place immediately after his speech?

Is there a meal function before or after that you expect him to attend if his travel allows? If yes, when is it taking place?

Do you have any other suggestions on how we could help make this program your best ever?: \_\_\_\_\_

Would you like us to archive at [youtube.com/emeagwali](https://www.youtube.com/emeagwali) his speech video and your event photos? Yes \_\_\_ No \_\_\_

As soon as they are available please send to our address on page 1:

- A. The agenda of the conference/meeting.
- B. Past conference/meeting brochures.
- C. Information about the company/organization (corporate report, history of organization, publications and newsletters, etc.)

**Have a great meeting!**



**PRE-PROGRAM QUESTIONNAIRE - PART 2**

Email these pages to [donita@emeagwali.com](mailto:donita@emeagwali.com). Fax it to 801-640-9971. Questions? Call Donita Brown at 202-203-8724 or 1-800-673-6737.

\_\_\_\_\_

Client

Appearance Date

**Very Important:** The information gathered from this form will be used to customize Emeagwali’s speech as well as plan his visit. Please complete it ASAP.

Name / Phone of Person Completing this page \_\_\_\_\_

What have you seen or heard about Emeagwali that influenced you to hire him?

\_\_\_\_\_

What are the content elements that you liked? \_\_\_\_\_

Issues that keep your senior management awake at night: \_\_\_\_\_

Industry your organization belongs to: \_\_\_\_\_

Tell us about your industry/profession

Problems? \_\_\_\_\_

Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

Tell us about your organization

Problems? \_\_\_\_\_

Challenges? \_\_\_\_\_

Breakthroughs? \_\_\_\_\_

Significant events? Mergers? Relocations? \_\_\_\_\_

Please share any "local color" or story the speaker needs to know of relating to the location where this program will be held. \_\_\_\_\_

Please share any "industry color" related to your organization or industry.

Typical customer: \_\_\_\_\_

Primary Product or Service you sell: \_\_\_\_\_

Major Competitors: \_\_\_\_\_

List three key points you want stressed in his talk? \_\_\_\_\_

What are the most important changes happening in your company and industry? \_\_\_\_\_

What are the challenges of your audience members? \_\_\_\_\_

What are their concerns? \_\_\_\_\_

What are their fears? (Please be honest, this is confidential information) \_\_\_\_\_

What are your victories as a company/association/team? \_\_\_\_\_

What would you like to accomplish by Emeagwali speaking for your group? \_\_\_\_\_

What does Emeagwali need to do to make his talk worthwhile to you?

Is there a slogan or philosophy that is commonly used in your association/company? \_\_\_\_\_

Please provide the names and positions of three main "movers and shakers" in your organization that will be in the audience, who are well known and well liked.

Who are the other VIPs in attendance? \_\_\_\_\_

When his speech is over, what do you want the audience to be feeling?

Would you like Emeagwali to meet with your VIPs before he speaks?

\_\_\_\_\_

Would you like to add a "Conversations with Emeagwali" session to this event? \_\_\_\_\_

Would you like to add "An Evening [Breakfast, Luncheon or Dinner] with Emeagwali" session to this event? \_\_\_\_\_

Would you like to add "A Photo Call with Emeagwali" with your VIPs and attendees to this event? \_\_\_\_\_

Would you like to maximize the effectiveness of Emeagwali's message and increase your return on investment with a customized audio tape of his speech for each of your attendees?

Would you an autographed and transcribed version of his speech for each of your attendees?

What major ideas do you want them to retain?

What would you like the audience call to action to be?

**FOR MORE INFORMATION, GO TO [EMEAGWALI.COM](http://emeagwali.com)**

The U.S. Trademark Office credited a "First Use" date of June 22, 1989 for [emeagwali.com](http://emeagwali.com). It is the first personal website!

## DOWNLOADS

Use Word version at <http://emeagwali.com/booking/speaking/pre-program-questionnaire.doc> for typing in and emailing the completed forms.

Use PDF version at <http://emeagwali.com/booking/speaking/pre-program-questionnaire.pdf> for handwritten and faxed completed forms.

\*If sending electronically, it is



