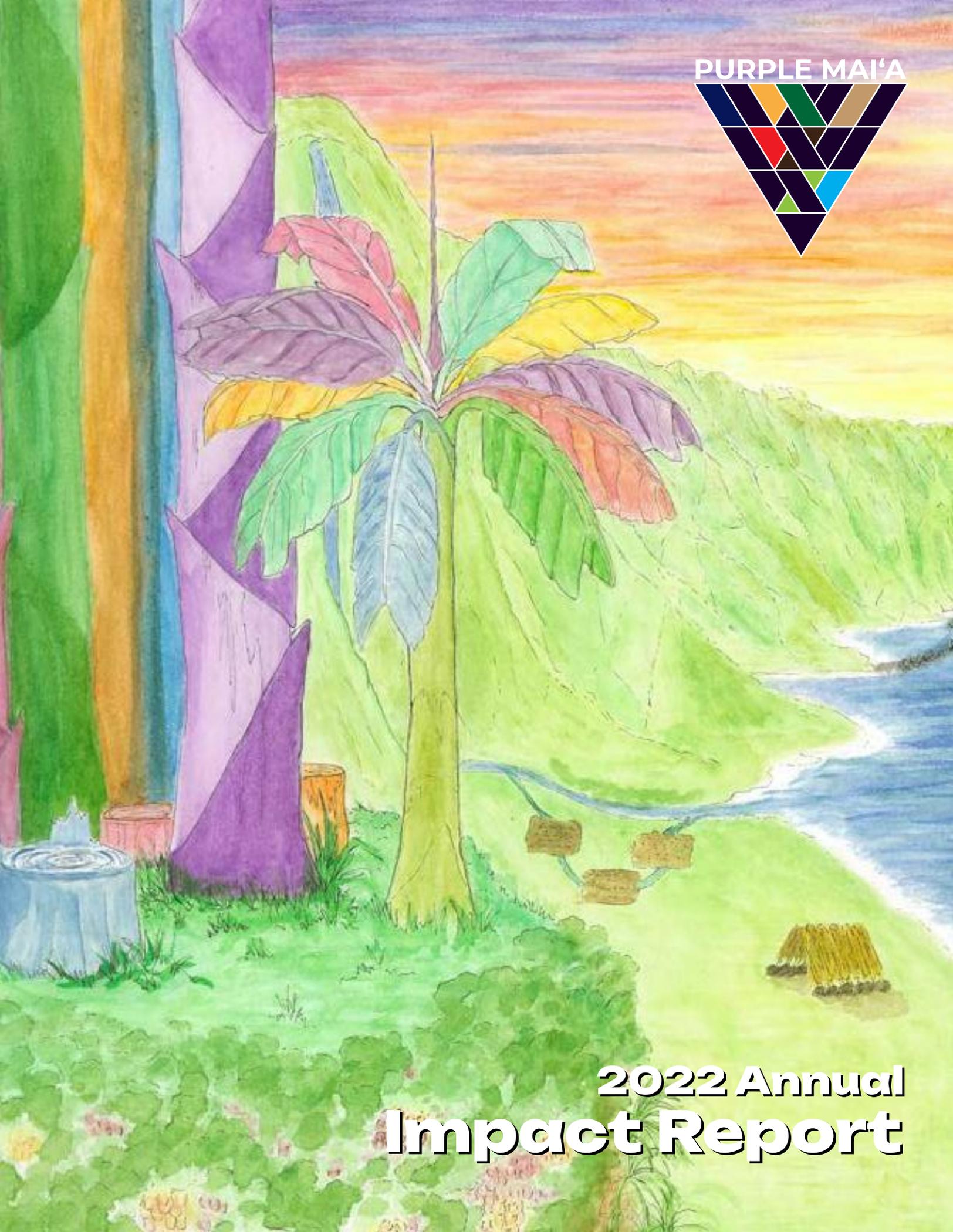


PURPLE MAI'A



2022 Annual Impact Report



CEO Letter

Aloha mai nō,

The cover art created by Jimie Napoleon-Kanaha depicts a banana grove of many colors and many generations, feeding into a keiki plant that represents the future. In the background the sun rises, signifying a new dawn and a breath of fresh air.

At Purple Mai'a we're focused on investing in and growing the talent of future generations. Believing in our youth means asking big things of them, and it means asking big things of ourselves as mākuā, who must step up as leaders, innovators, nurturers, protectors, builders, and teachers. Whether it is directly working with youth in our schools, mentoring an apprentice, or working intensively with a Native Hawaiian founder, this is the ethos we bring to our work. We often mess up, but we meet each new day with the resolve to try again.

We're also called to be bold and brave in envisioning the future we are all headed to.

Big things are coming in 2023 and beyond.
Scan the QR code to find out more.

me ka leo mahalo a me ka ha'aha'a,
Donavan Kealoha and Kelsey Amos





Kaiāulu

6



Kaikaina

8



Mālama

14



Hiapo

22



Hālau 'Īnana

24



Aia i hea 'o Purple Mai'a ke hana nei?

Mānoa

Working out of the Mānoa Innovation Center, our founders created Purple Mai'a in late 2013 in Mānoa Valley. On a good day 'Aka'aka - the highest point of Wa'ahila ridge can be seen through the office window.

Ka'ala

At the onset of the creation of Purple Mai'a, Olin Lagon, Donovan Kealoha and Kelsey Amos held the first board retreat at Ka'ala Farms to think about what modeling success in Hawai'i and with technology might look like. Since then, we've kicked off programs in the hale and the lepo alike.

Pālolo

In fall 2014, we held our first after school class with Kūlia All Stars at Jarrett Middle School, teaching students how to code. The next year we had classes at three locations around O'ahu. The year after, it was too many to keep track of.

Punahou

In 2014 we held the EdTech Meetup at Punahou School and to socialize the idea of a Hawaiian approach to technology and technology education.

Wailuku, Maui

A collaboration with Maui Hui Mālama puts us on the ground in Maui, bringing clarity about our mission and the youth we serve, and introduces us to our first Maui-based staff.

Ka Papa Lo'i o Kānewai

We hold the first ever Purple Prize Indigenous innovation competition in 2016. Participants learn about the 'auwai system and get in the mud at Ka Papa Lo'i o Kānewai at Hawai'inuiākea School of Hawaiian Knowledge. We experiment with a cohort of "Weekend Academy" kids who visit the lo'i.

Nānākuli

In 2017 we hold our 'Ohana Learning Day at the Nānākuli Boys and Girls Club and realize that intergenerational technology learning can be a powerful thing.

Mō'ili'ili

In 2016 we held the demo day of the first Purple Prize at Hālau 'Īnana, then a new innovation space operated by KS.

In 2017 we held day one of the finale of the Purple Prize at Ka Waiwai, a new space just opened in Mō'ili'ili.

In 2019 we moved into Hālau 'Īnana and became the stewards and operators of this special space.

Mō'ili'ili, known for the famous battle between Hi'iaka and Kamō'ili'ili and as the wahi where Kahalopuna was healed in an underground pool.

‘Alekoko Fishpond, Kaua‘i; Honiniwai fishpond, Nānākuli; Waikalua Fishpond, Kāne‘ohe

From 2018 to 2021 we struggle through deep learnings at teacher workshops at three loko i‘a. We build a curriculum that celebrates fishponds and all the ways we kilo them.

Ewa Beach

Our collaboration with Dreamhouse ‘Ewa Beach starting in 2021 clarifies how we collaborate with school partners. This experience sets the stage for collaborations with other Hawaiian Charter Schools and immersion schools such as Hālau Kū Māna, Mālama Honua, Ke Kula ‘O Nāwahīokalaniopu‘u.

Windward Community College

In 2022 we celebrate a success: the HIKI (Hawaiian Knowledge Innovation) certificate program is established through collaboration between PMF and WCC Hawaiian Studies and Information Technology professors.

Keahiakahoe

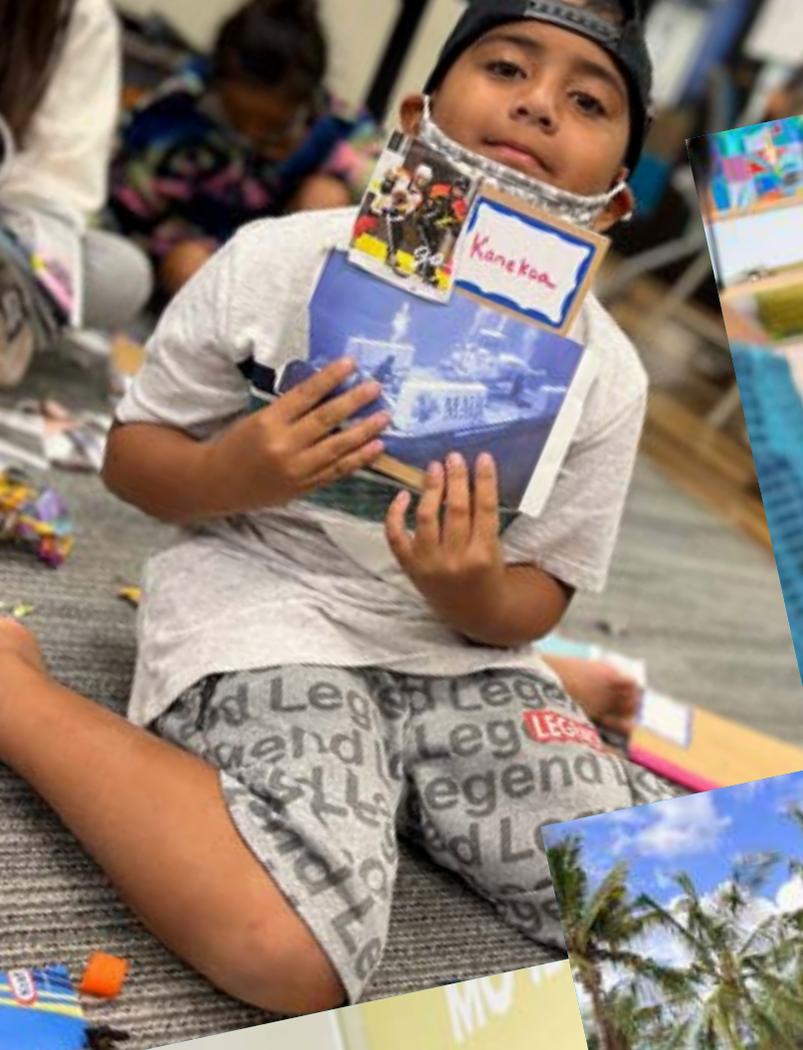
On the other side of ‘Aka‘aka is Keahiakahoe. Over the years, we’ve held events (such as the 2019 Purple Prize Kickoff) and work days at Paepae o He‘eia and Kāko‘o ‘Ōiwi. On the horizon are projects that serve loko i‘a and ‘auwai restoration.

Waimea, Kona, Hilo, Aotearoa, West Coast, Kaua‘i, Moloka‘i, the world

Purple Mai‘a’s staff expands and includes employees that work remote and also bring Purple programming to their communities. During the Covid-19 pandemic our programming goes online and we reach participants in these places and others around ka pae ‘āina.

In spring 2021 we hold a 3-day online Coastal Biocultural Restoration Workshop, engaging participants from around the world.







Kaiāulu

2022

1714

People Served

 145

Companies, entities or organizations

 48%
Wāhine

 62%
Native Hawaiian

Kaikaina

Purple Mai'a began with a single after school coding class that would eventually grow into what we call the Kaikaina Project, our umbrella of programs serving youth in grades 5-12. Meaning "younger sibling," Kaikaina is the way we mālama the younger generation.

During the pandemic Kaikaina shifted dramatically as all of our programming went from in-person to online, which allowed us to expand our reach and become suddenly more accessible to youth in rural communities and neighbor islands. When restrictions eased in 2022, we continued with online learning options but sought ways to be back in schools again.

"One of the most interesting things to come out of 2022 was how we modified the way we're working with schools," says VP of Educational Design Mike Sarmiento. "It actually started with a great relationship with a teacher, Kumu Cerina at DreamHouse. Through her, we were able to start to build out a middle school computer science curriculum based on some of the modules that we had done [before]."

By the end of the 2021-2022 school year, we had a full curriculum to iterate and package for other schools, and Cerina had won Charter School Teacher of the Year. "So now, maybe this work that we're doing can happen a little quicker because we have some frameworks and we have some curriculum already developed," Sarmiento explains.



770

Participating keiki on O'ahu, Maui, Hawai'i Island, Lāna'i, Moloka'i, Kaua'i

48
Classes offered

70%
Native Hawaiian

3

Lau Mai'a scholarship recipients, studying Computer Science and Business at USC and UH

50%

Haumāna kaikamahine

5

Kula Partners







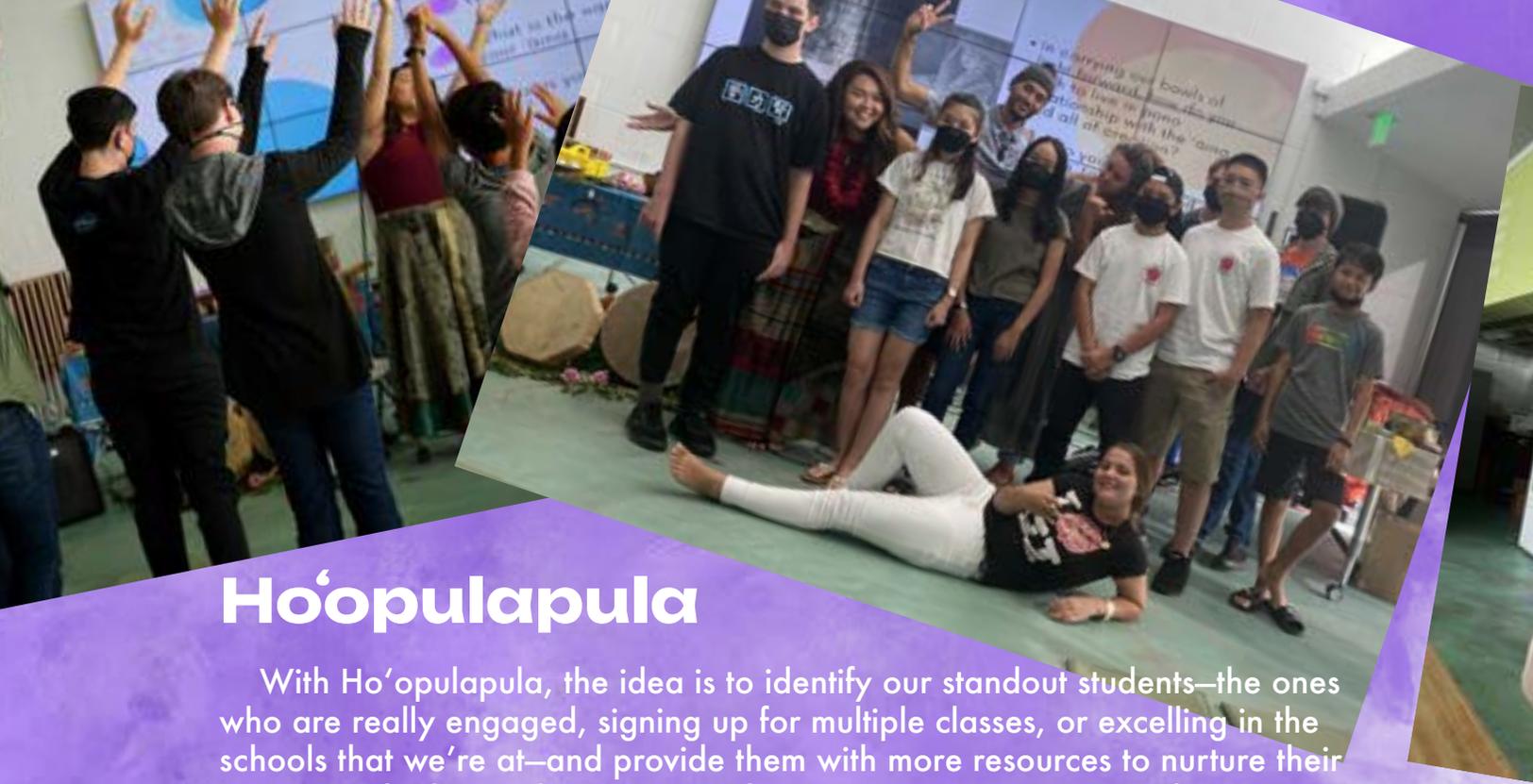
Hō'inana

In 2022 we began a reframing of our youth programs away from an emphasis on one-off after school courses and toward a structure that allows for student progression. "Īnana [after school courses] was the centerpiece of Kaikaina. It's still very important, and it's a big part of us, but I don't know if it's the center of what we do anymore," says Sarmiento. "We're starting to create a fuller program. And that's the idea of the kula."

The kula structure includes three māla representing different levels of skill and engagement: Hō'inana, Ho'opulapula, and Ho'ohua.

"The programs that we already had sit in that first phase of the kula, hō'inana," says Sarmiento. "So the Īnana program, Future Navigators, and Future Ancestors live in that space, where we're trying to engage students in different ways in computer science, technology, and entrepreneurship. I would add the school partnerships that we're developing in that hō'inana space too. The goal of all of these programs is to try to engage as many different students as possible."





Ho'opulapula

With Ho'opulapula, the idea is to identify our standout students—the ones who are really engaged, signing up for multiple classes, or excelling in the schools that we're at—and provide them with more resources to nurture their interest and talent. "They're going deeper into programming and scripting," explains Ho'opulapula lead Jacqueline Kroupa. "They're developing a little bit more proficiency, especially with programming as well as project management skills, collaboration skills, and, obviously, cultural grounding, too."

Ho'opulapula kicked off in September 2022 with Da Ponoverse. In this year-long program, 13 students are learning about Hawai'i's natural world and creating immersive virtual reality scenes using various coding languages, including JavaScript and C#. "The plan is to have an immersive media exhibit at our fundraiser in May that's open to the community, where students will be presenting three different 360-degree scenes that simulate various natural phenomena through a Hawaiian lens," says Kroupa. "So there will be a rain scene, a lava scene, and if we make it in time, a deep sea scene with bioluminescence."

Da Ponoverse aims to provide students with not only higher level technical skills but also the tools to look inward and care for themselves. "As we study natural phenomena we're also looking at our inner nature," Kroupa explains. "We see the kids that we've selected as the embodiment of our mission: the next generation of culturally grounded, community serving technology makers and problem solvers. That's why they were selected. And you know, a lot of times when we're talking about the future, we're asking kids to solve these huge crises, right? So this first year of Ho'opulapula is also focusing on growing their own inner resources to become resilient leaders. They're learning how to take care of themselves before taking care of the world's problems."



Ho'ohua

The third part of the kula is Ho'ohua, which evokes the stage of growth where a plant begins to produce fruit. Our intention for this māla is to guide students into the next stage of their lives, helping them increase sustenance for themselves, their 'ohana, and their communities through education and real work opportunities. The first piece of Ho'ohua actualized in 2022 as a collaboration with Windward Community College to develop the Hawaiian Knowledge Innovation certificate, which is earned through a combination of Hawaiian culture, computer science, and business courses.

Moving forward, we're excited to continue to build the kula, especially in our new mala. The Ho'opulapula program will expand to other topics in emerging technologies during the 2023-2024 school year, and we have Ho'ohua projects in development that address college and career readiness for youth interested in technology.

Mālama

The Mālama Program is the entrepreneurship and design arm of Purple Mai'a, and perhaps the program with the broadest range. Founded upon the success of the Purple Prize indigenous innovation competition that ran from 2016 to 2020, Mālama aims to support the development of a community-serving economy of abundance and wellness, built upon indigenous innovation and technology.

For Mālama, 2022 saw a coalescing of programs and ideas in a way that validated some of the iteration and experimentation that took place in 2020 and 2021. "I think that we all at Purple Mai'a are very connected to the community and thrive off the connection we have with them. And so I think 2022 provided a jolt of purpose that we were missing for those couple of years during the pandemic," says former Mālama Director of Operations, Alec Wagner. "Now, it feels like all the work we're doing has real purpose and intention, and also agency as we're defining what it is that we do."

In August Wagner stepped back to attend Harvard Design school. Keoni DeFranco took the lead as Managing Director, bringing with him a clear vision for the future of Mālama:

"I'm grateful for the strong foundation Alec has left to build Mālama upon and am thrilled to take on this kuleana. We believe Ko Hawai'i Pae 'Āina, our Hawaiian islands, can serve as a global model for self-sufficiency—a regenerative, uniquely Hawaiian circular economy rooted in the principles of aloha 'āina. This means our intentions must be clear, pono, and deeply rooted in ancestral wisdom and culture, tied to environmental sustainability and social justice. We're taking a systematic approach, assisting startups and industry leaders in target areas that include food security, land stewardship, health & wellness, sustainability, renewable energy, housing solutions and biocultural restoration, all accelerated by innovative technologies.

204

People Served

 91

Companies, entities or organizations supporting

 33%
Wāhine

 42%
Native Hawaiian

“Mālama is successful if we train and inspire a new generation of builders and creators that truly believe in this future, and if we help those that have an idea, but don't know where to start. My hope is that Purple Mai'a and Mālama are able to provide the support they need through our curriculum, workshops, hackathons and by providing physical community spaces for people to gather and collectively build, where they're not afraid to ask for help. To look forward, we must reflect on our kupuna 'ike, the wisdom of our ancestors who lived in abundance and always moved together as one. The keys to our success exist in the lifeways of old.

“I hope that in this process, we're able to remove ourselves from thinking that we're solo entrepreneurs focused on personal economic goals and realize that we're part of a larger lāhui that's all working together to bring us to this next, necessary step in economic acceleration that we need as a people: an intentional focus on waiwai, community redistributed wealth. As an island nation, we must ensure we've developed an economy that can survive on its own.”



NEW IN 2022!

Mālama Design Studio

A unique 9-month business accelerator for Hawaiian-owned companies. Rather than focusing on curriculum, MDS will support Hawaiian-owned businesses with a team of digital creators for a period to implement practical and innovative tech-enabled solutions to generate value, increase impact, and improve efficiency. MDS was designed throughout 2022 and will launch in March 2023 with support from OHA.



NEW IN 2022!

Loko I'a Coastal Monitoring and Outreach

Originally an appropriation request to Senator Schatz's office, this project, funded by the National Oceanic and Atmospheric Administration, will deploy over 30 water sensors in loko i'a around O'ahu and Maui Nui, as well as design and build a user interface for kia'i loko to access and use sensor data. Undertaken with Purple Prize alum companies Hohonu and NRDS, this project will contribute to climate change resiliency and fishpond restoration.





Mālama Venture Studio

Something of a catch-all sandbox with the guiding intention of creating new ventures, MVS continues to provide incubation support to past Purple Prize companies and space for experimentation via collaborations and new ideas.



Ka Maka 'Īnana & KMI Think Tank

A 12-week course in place-based design from a Hawaiian context and a growing community of its graduates, "Ka Maka 'Īnana really matured into a new stage as we figured out how to do it in a way that's replicable and that's able to service the need and interest in the community to practice design more equitably. We're getting ready to launch our fourth cohort, and with 30 people in each cohort, that's 120 people practicing place-based design. We're really beginning to make inroads in how people think about design." - Alec Wagner



Digital Creators

This crossover program has pulled expertise from across Purple Mai'a, but has been a point of pride for Mālama staff, who relish the chance to teach web dev + content marketing and strategy.



FoundHer

FoundHer is an accelerator program tailored specifically to the needs of Native Hawaiian, Pacific Islander, and/or Asian American women and mothers starting businesses in five core markets of Hawai'i's economy: Tech, Fashion, Health & Wellness, Food System/Restaurants, and Keiki/Education.

For the FoundHer program, 2022 was the year that would determine whether we had proof of concept. With Cohort 1 concluding in March, the next several months would show us whether the program was an effective accelerator for the five companies, and if we had made enough of an impact to fundraise and recruit for a second cohort slated to begin in October.

The outcome? "FoundHer went exceedingly well," says Alec Wagner, former Director of Operations, Mālama. "The outcomes of that, and the amount of progress that those women made, was incredible. We hit all of our targeted metrics that were based off of assumptions that we had before we created the program. You know, we aimed pretty high, and we hit them all. And that, I think, attracted a lot of attention and credibility to the program."

FoundHer companies in cohort 1 achieved an average revenue increase of 330% in comparison to the year prior to joining the program. At the end of the 6-month program, they created 12 jobs.

While the numbers pay tribute to the curriculum and programming, equally important to FoundHer's success is our capacity to build community. "The FoundHer program is intended to be a community for the cohort," explains program director Darien Siguenza. "Entrepreneurship is so uncertain, and it's important to have people supporting you and believing in you and people you can bounce ideas off of that can relate to you. We want FoundHer to be a community beyond just the five women in the cohort, too."

To that end, FoundHer hosted multiple community events in 2022, including Startup Weekend and the Huli-lau Block Party, a vendor fair of women-owned businesses at Salt Kaka'ako, hosted in partnership with Kamehameha Schools. "I get messages through our website almost every day from women saying that they want to be involved somehow. So I'm happy that we're able to say even though we have a very small cohort for the program, we still do offer support in other



ways,” says Siguenza.

However, one of the most illustrative examples of the strength of the community that’s developed around the program comes from something completely unplanned: a natural disaster. When a storm blew through in late 2021 and completely devastated a cohort member’s farm, including all of their cash crop, the rest of the cohort immediately stepped up to help. One member set up an area on her website that allowed customers to buy relief packages with trees to start replanting the farm. Meanwhile, one of our Ka Maka ‘Īnana community members put together a program with Travel2Change to coordinate volunteers to help plant those trees. “That story is never going to leave my mind,” says Wagner. “In what other entrepreneurship program would you see that happen? In what other contexts or whatever place would you see something like that happen? Not Silicon Valley.”

FoundHer was conceptualized in 2020 by businesswomen Bella Hughes and Gloria Lau, who recognized that there was a distinct lack of support for women entrepreneurs, especially women of color. Hughes and Lau brought their idea to Purple Mai’a, and together we created a program aimed at Native Hawaiian, Asian American, and Pacific Islander women that provided support designed for their specific needs, including:

- **A \$20,000 non-dilutive grant to use in their business however they see fit**
- **A \$4,000 stipend for family care expenses**
- **Twice weekly business curriculum sessions**
- **One-on-one mentoring with professionals in their industry**





In 2021, FoundHer became the first and only business accelerator program in the US aimed at women that provides both funding and educational resources, and the only program that addresses the opportunity costs many women face as caregivers. And the value we provide has been clearly recognized. Although 2022 was only FoundHer's second year of programming, it was a top 10 finalist in the Gold Futures Challenge, a national competition.

Siguenza is thrilled with the successes of the program so far and has her sights set high for the future of FoundHer. On her list for the next few years of FoundHer:

Neighbor island expansion - "We'd love to have chapters on each island, but even if it's not a full six-month program, maybe we can work with other groups that are already working on entrepreneurship, leadership, and women's support to put together some kind of guide or help with events."

Creating a replicable model to share with other organizations - "Our focus is on our people here, but there are so many other indigenous people and people of color that don't have enough access to resources like funding. I think it's really important that we can share this. We don't need to be gatekeepers and keep this a secret. If it really works, we should definitely be sharing this with people."

Getting involved in policy - "I don't know exactly what that looks like, but we have all this data now about what resources women are looking for, what they're lacking, what common challenges there are. There should be more funding available for women to apply to; there should be better policies for family care and leave. And there should be a shift in how we look at respecting women for what they contribute to the GDP and our communities at large. Women are the backbone."

Continuing to slowly influence the economy - "The economy here, as we know, is largely based on extractive businesses and extractive practices. So if we are presenting businesses that sustainably create really cool products that people actually want, I would hope that that would become a model to government and business leadership that demonstrates that we don't need to be serving these huge chain stores. We need to be focusing on putting more of our money and support and resources into these small businesses because that's what's going to make Hawai'i a better place for everyone."





305

signups for 3 week course
over 3 cohorts

 **75**

Enrolled in 12 week course

 **54**

Graduates

 **24**

Salesforce Certifications



45%

Native Hawaiian Graduates

60%

Wāhine

 **5**

External placements

\$72.5K

Average starting salary



Hiapo

In 2022 the Hiapo Program wrapped up its second full year of workforce development programming, helping participants achieve their Salesforce Administrator Certifications and providing mentorship and work experience through the Olonā Dev Shop apprenticeship. It's safe to say that Hiapo has found its stride.

"Compared to last year, I think this year was focused on just expanding—growing the program since we have some experience under our belt. It gave us an opportunity to learn to iterate our existing offerings," says Hiapo Program Director Victor Lee.

Those iterations include:

The NFT Academy was a 9-week program designed to give participants a foundational overview of the core skills needed to mint NonFungible Token digital artwork and corresponding smart contracts.

The Digital Transitions pilot has been in planning and development through 2022. This project aims to bring instruction in data management to incarcerated women at WCCC. The pilot is a collaboration with WorkNet, a local organization that specializes in offender reentry programs.

The Hiapo Program began in September 2020 and was designed to give Native Hawaiians and Pacific Islanders the opportunity to transition into a new career in tech. The core program includes an intro course, a bootcamp-style online training, and finally the opportunity for an apprenticeship, gaining experience working on projects for real clients.

Coming into 2023, the Hiapo Program is at a crossroads. "We're going into year three of Salesforce. We're aware that at a point, the market might be saturated with a lot of Salesforce administrators who've gotten certified during the pandemic and its aftermath. We have to consider where the jobs are in this space," says Lee. "So the question is what elements of Salesforce do we continue to focus on, and do we add other platforms and certifications that are relevant for the Hawai'i workforce?" The team has been working to answer this question—but you'll have to wait to find out what Hiapo does next.

Regardless of where the program chooses to go, however, our goal is to continue to provide our community with the empowerment that comes from learning new skills and technologies. "The feedback we get from students has been very positive," says Lee. "Just the fact that they're given the opportunity to learn something new that they otherwise wouldn't have pursued or considered—it gives them confidence. It helps to dispel this myth that they have to be good at math or STEM."

Hālau 'Īnana

In the fall of 2019 Purple Mai'a moved into Hālau 'Īnana. Designed and owned by Kamehameha Schools, Hālau 'Īnana is an innovation and collaboration space dedicated to building a generation of 'Ōiwi leaders, innovators, intrapreneurs, and entrepreneurs.

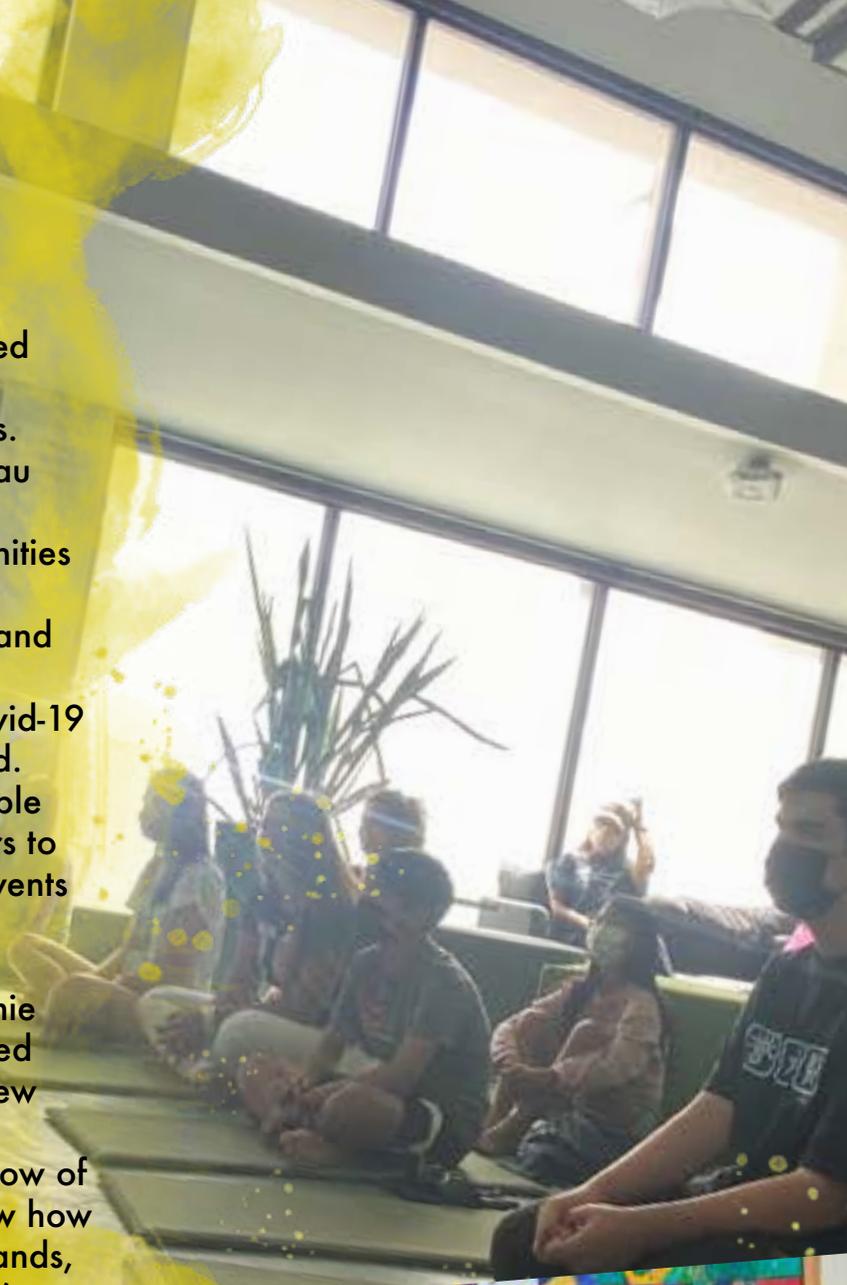
We took on the kuleana of managing Hālau 'Īnana with ambitious goals to set up youth technology classes, foster Hawaiian communities of practice, set up co-working, and rent the space to third parties with aligned missions and programming.

But only 6 months after moving in, the Covid-19 pandemic hit, and all plans were put on hold. Starting in April 2022, however, we were able to cautiously reopen, inviting former partners to book Hālau 'Īnana for their meetings and events again. By mid-2022 Hālau 'Īnana was fully reopened.

This past year also saw Kaikaina Kumu Jimie Napoleon-Kanaha step into the newly created role of Hālau Manager, bringing with her new ideas and a fresh perspective.

"I want Hālau 'Īnana to have a constant flow of energy," says Napoleon-Kanaha. "You know how O'ahu is the gathering place? For all the islands, this was the meetup spot, and I feel like that's what Hālau 'Īnana is for Purple Mai'a. A lot of us are working virtually, but when we have to meet up, we're meeting here. And I want that to extend beyond Purple Mai'a. I want it to be a place of building pilina and getting to know people. Because that's how people get a clearer idea of how to help others—if they know what's going on and if they're informed and able to reach out to the right people."

Although we welcome anyone to reserve our space, we especially try to encourage other community-serving organizations by offering steep discounts to nonprofits. "I feel like it's an



opportunity to network and build pilina with our fellow orgs that do the same kind of work we do," explains Napoleon-Kanaha. Looking toward the future, we're hoping to make Hālau 'Īnana even more accessible to the community by inviting student groups, small clubs, and individuals to use the space in exchange for a nominal fee and an offering of time or skills.

"After the pandemic, I personally feel like it's so easy to be by myself, and I've found that it's more of a struggle to be around other people," says Napoleon-Kanaha. "So I really want Hālau 'Īnana to be that safe place where people aren't nervous to come in. Everyone at Purple Mai'a is really good at seeing someone come in and immediately being like, 'Hi, come inside! Want some donuts?' And that's the kind of excitement and positive energy that I want to keep going."



Grant Partners

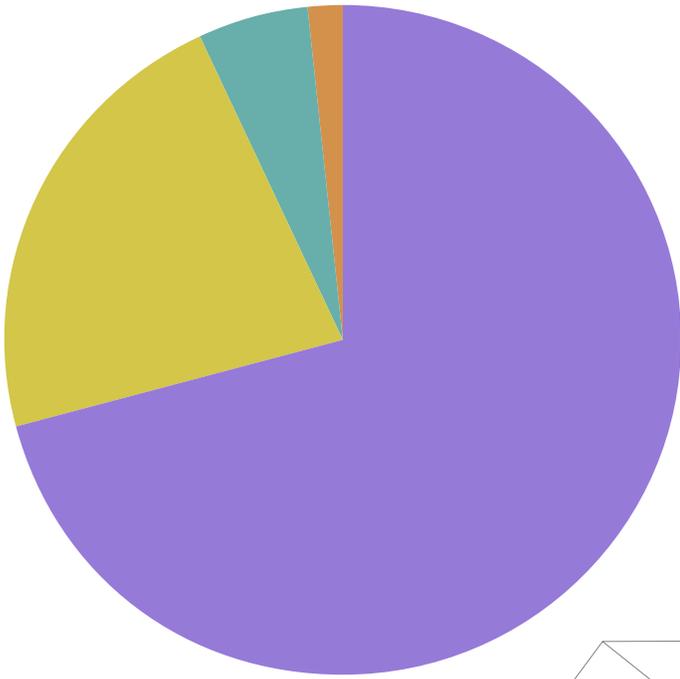
American Online Giving Foundation
Anonymous through Hawaii Community
Foundation
Asian American Funds
Atherton Family Foundation
Bright Funds
Cooke Foundation
Epic Foundation
Friends of Hawaii Charities
Frost Family Foundation
Hawaii Children's Action Network
Hawaiian Electric Industries
Jhamandas Watumull Fund
Kamehameha Schools
Kauhale Foundation
Kim Coco Fund for Justice of the Iwamoto
Family Foundation
The Kirk-Landry Charitable Fund

Lehigh University
Maui Economic Development Board
Nakupuna Foundation
National Geographic
National Oceanic and Atmospheric
Administration
Native Hawaiian Education Program
Omidyar 'Ohana Fund at the Hawaii
Community Foundation
Renaissance Charitable
Rose Family Fund
The Schmidt Family Foundation
Silicon Valley Community Foundation
Six Tree Foundation
Stupski Foundation
Teach for America
Women's Fund of Hawaii

Donors

Advantage Total Solutions
Aiko Yamashiro
Allyn Y Tabata
Ardis Eschenberg
Bank of Hawaii Foundation
Blaine Kahoone
Cathy Kawano-Ching
Central Pacific Bank
Chris Rouland
Corina Price
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Hawaii Association of Independent Schools
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Holomua LLC
Island Insurance
Jeffrey Acido
Justin Goshi

K Maluhia McLaughlin
Kamehameha Schools
Karen Shishido
Kawika K Burgess
Kristine C Lat
Kyrie Puaoi
Lanai Resorts LLC
Lori Hieger
Manulua
Marilyn A Matsunaga
Matson
Mozilla UX Team - On behalf of Ben Treviño
Next Level
Rebecca Choi
Renaissance Charitable
Stafford Capital
Sunken Isles
Sunny Cabello
Terranox
University of Hawaii
Vashon Island Coffee Dust
Verizon LLC
Veronica D Prado
Wailohia Woolsey
Yumiko Kawai-Nakasone



2022 Expenses

Program Services	\$2,370,755	
Administration	\$736,044	
Stipends, Donations, Honoraria	\$178,090	
Fundraising	\$49,488	
	\$3,334,377	

Kālaiāina

	Participant Support & Stipends	\$119,100
	Event Sponsorship	\$28,000
	Honoraria	\$17,550
	Award Prizes	\$9,760
	Donations	\$3,680
		\$178,090



The 2022 financials will be audited later this year, so these figures may change.

