

ABOUT XPRIZE

MISSION

The XPRIZE mission is to bring about “radical breakthroughs for the benefit of humanity” through incentivized competition. We foster high-profile competitions that motivate individuals, companies and organizations across all disciplines to develop innovative ideas and technologies that help solve the grand challenges that restrict humanity’s progress.

INSPIRATION

In 1919, Raymond Orteig, a wealthy French hotelier, offered \$25,000 for the first nonstop flight between New York City and Paris. In 1927, underdog Charles Lindbergh won the prize in a modified single-engine Ryan aircraft called the Spirit of St. Louis. In total, nine teams spent \$400,000 in pursuit of the \$25,000 Orteig Prize. It is difficult today to fully appreciate the impact of Lindbergh’s flight, but the following facts provide a small indication about how a single prize changed the way people thought about flight and the world itself:

- Increase in U.S. airline passengers from 5,782 to 173,405 in three years (1926-1929)
- 300 percent increase in applications for pilot’s licenses, 400 percent increase in licensed aircraft in the United States in one year (1927)
- The Spirit of St. Louis was personally viewed by a quarter of all Americans within one year of Lindbergh’s historic flight
- Today, the global aviation industry is estimated at more than \$300 billion

Inspired by the Orteig Prize, the original XPRIZE was announced in 1996, offering a \$10 million prize to the first privately financed team that could build and fly a three-passenger vehicle 100 kilometers into space twice within two weeks. The prize, later titled the Ansari XPRIZE for suborbital spaceflight, motivated 26 teams from seven nations to invest more than \$100 million in pursuit of the \$10 million purse. On October 4, 2004, the Ansari XPRIZE was awarded to Mojave Aerospace Ventures, marking the dawn of the personal spaceflight revolution and signifying a radical breakthrough in prize philanthropy.

REVOLUTION THROUGH COMPETITION

XPRIZES are large incentivized competitions that achieve three primary goals:

1. Attract mavericks from outside the sector that take new approaches and think creatively about difficult problems, resulting in truly innovative breakthroughs
2. Create breakthrough results that are real and meaningful. Our competitions have measurable finish lines and are designed to promote widespread adoption of the innovation. The awarding of a prize is oftentimes just the beginning of widespread political, economic, social and technological change
3. Create incredible amounts of leverage. XPRIZES reach across national and disciplinary boundaries and compel teams around the world to invest the intellectual and financial capital required to solve the seemingly intractable challenges of our time.

With the Ansari XPRIZE, XPRIZE established a philanthropic model in which offering a prize for achieving a specific goal can stimulate entrepreneurial investment that produces a 10 times or greater return on the prize purse and at least 100 times in follow-on investment and social benefit.

XPRIZE is expanding its scope so its extraordinary leverage can be applied to a range of global grand challenges where inducement prizes can help improve lives, create equity of opportunity and stimulate new, important discoveries. XPRIZE currently has four active prizes: the \$30 million Google Lunar XPRIZE, the \$10 million Qualcomm Tricorder XPRIZE, the \$2.25 million Nokia Sensing XCHALLENGE and the \$2 million Wendy Schmidt Ocean Health XPRIZE. XPRIZE is developing new prizes in five Prize Groups: Energy & Environment; Exploration presented by Shell; Global Development; Learning; and Life Sciences – sectors where bureaucratic, intellectual, or structural roadblocks constrain and stifle investment and breakthrough innovation.

ACTIVE PRIZES

Google Lunar XPRIZE: The goal of the \$30 million Google Lunar XPRIZE, the largest incentivized competition ever offered, is to ignite a new era of planetary exploration by lowering the cost to explore and capturing and inspiring the imagination of a new generation. To win the main prize, privately funded teams must safely land their spacecraft on the surface of the Moon, travel 500 meters, and return high definition video, images and data back to Earth. Bonus prizes are available for detecting water, surviving the freezing lunar night and photographing sites of past lunar exploration. Since the launch of the prize, NASA has made up to \$30 million in contracts available for technology and data that teams can apply to receive based on certain scientific objectives. To learn more, visit www.googlelunarxprize.org.

Qualcomm Tricorder XPRIZE: The Qualcomm Tricorder XPRIZE is a 3.5-year global competition that will award \$10 million to teams that develop a consumer-friendly device capable of diagnosing a set of 15 conditions and capturing metrics for health. The goal of the competition is to stimulate innovation and integration of precision diagnostic technologies, intended to make reliable health diagnoses available directly to consumers anytime, anywhere. Ultimately, this tool will measure an individual's health state through a combination of sensors, imaging technologies, and portable, non-invasive laboratory replacements. To learn more, visit www.qualcommtricorderxprize.org.

Nokia Sensing XCHALLENGE:

The \$2.25 million Nokia Sensing XCHALLENGE consists of two separate and consecutive competitions to advance innovative sensing technologies that capture meaningful data about a consumer's health and surrounding environment. The advancements in sensing technology resulting from this competition will help lay the foundation for a mobile health revolution that transforms health care into a system that is highly personalized, instantly accessible and relevant to the medical needs of each individual. To learn more, visit www.nokiasensingxchallenge.org.

Wendy Schmidt Ocean Health XPRIZE: The Wendy Schmidt Ocean Health XPRIZE is a \$2 million global competition to incentivize the development of accurate, robust and affordable pH sensors to profoundly improve our understanding of ocean acidification. While ocean acidification is well-documented in a few temperate ocean waters, little is known in high latitudes, coastal areas and the deep sea, and most current pH sensor technologies are too costly, imprecise, or unstable to allow for sufficient knowledge on the state of ocean acidification. Breakthrough sensors are urgently needed for scientists, managers and industry to turn the tide on ocean acidification and begin healing our oceans. A competition to incentivize the creation of these sensors for the study and monitoring of ocean acidification's impact on marine ecosystems and ocean health will drive industry forward by providing the data needed to take action and produce results. To learn more, visit www.oceanhealth.xprize.org.

AWARDED PRIZES

XPRIZE has awarded four competitions to date. Prizes won include the \$10 million Ansari XPRIZE for private, suborbital space flight; the \$10 million Progressive Insurance Automotive XPRIZE for creating safe, affordable, production-capable vehicles that

exceed 100 MPG energy equivalent (MPGe); the \$2 million Northrop Grumman Lunar Lander XCHALLENGE for advanced rocket development; and the \$1.4 million Wendy Schmidt Oil Cleanup XCHALLENGE for highly effective ocean oil spill cleanup methods.

A NEW MODEL OF PHILANTHROPY

While there are thousands of prizes awarded annually, most are retrospective in nature. Similar in design to the Nobel Prize, most acknowledge achievements in a certain field, but do not specify ahead of time what the achievement will be. While retrospective prizes “push” people to solve challenges, XPRIZES “pull” non-traditional innovators and entrepreneurs out of the woodwork and provide them with a *raison d'être*. XPRIZE does not impose budgets, reporting requirements or overhead. We free entrepreneurs from the very constraints they find most limiting and encourage them to invest every intellectual and financial resource at their command to solve the problem, reach the goal, and win the prize. By encouraging a large number of groups to work in parallel, rather than a single entity, prizes ultimately allow society to reap the benefits of more minds working on a problem from many different angles. The concept of prize philanthropy is enormously powerful. The purpose of XPRIZE is to aggressively apply our proven model of prize philanthropy in an expanded mission to create substantial breakthroughs over a wide range of endeavors for the benefit of humanity.