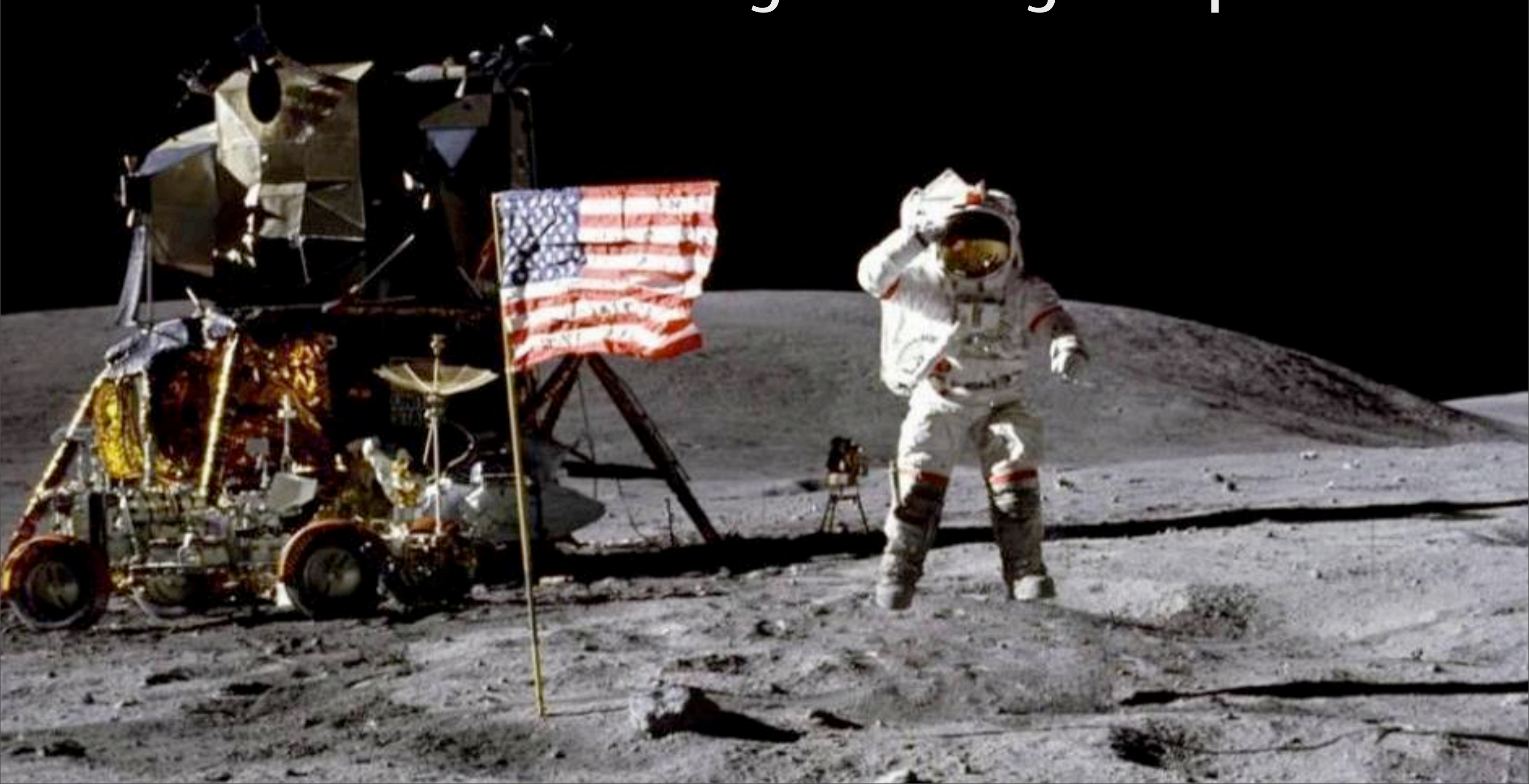


Introduction to the **X PRIZE** Foundation



“Nothing...nothing is impossible...”



**THE BEST WAY
TO PREDICT THE FUTURE...
IS TO CREATE IT YOURSELF**

YOU GET WHAT YOU INCENTIVIZE



Why did he do it?

X PRIZE Model



Attributes of an X PRIZE

- Target market failure
- Clear, objective & simple rules
- Bold, audacious goal
- Hard but attainable
- Define a problem, not a solution
- Open to teams worldwide
- Telegenic
- Can be won in 3 - 8 years
- Assure a “back-end business”



Highly leveraged
Efficient
Sparks industry

<\$1 billion

private
space industry



\$100 million
spent in
pursuit

\$10 million
prize

\$2.5 million
seed money

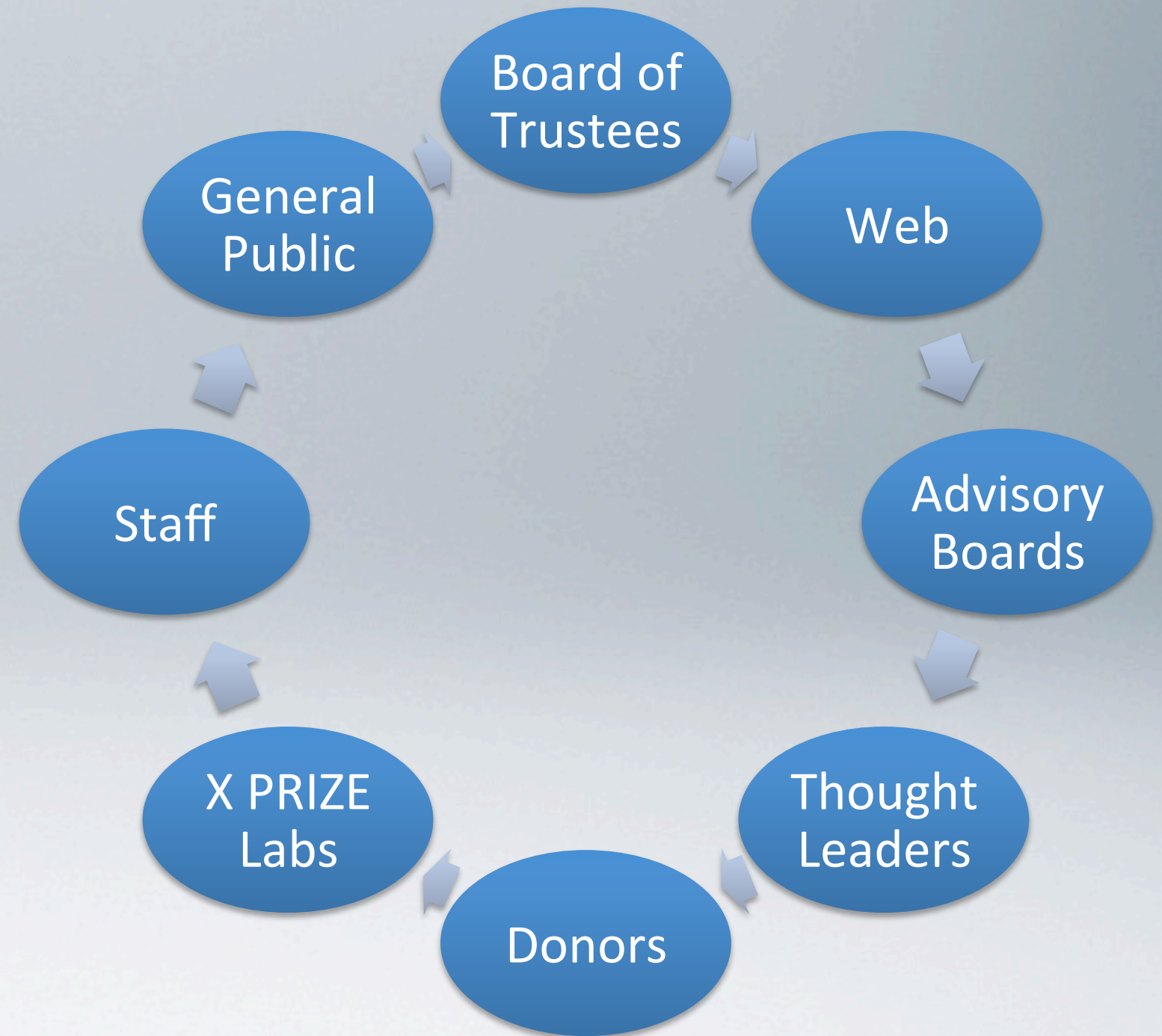


Prize Design: Anchored in Open Collaboration

Allows many external constituencies to contribute to the process.

Not a grant or RFPs for prizes; designed in an organic way.

Input from innovators, industry leaders, academia, the X PRIZE Labs and the general public routinely sought.



Welcome to a New Era of Philanthropy

Our Mission: Radical Breakthroughs for the Benefit of Humanity

Founded in 1995, the X PRIZE Foundation, a 501(c)(3) nonprofit, is the leading organization solving the world's Grand Challenges by creating and managing large-scale, high-profile, incentivized prize competitions that stimulate investment in research and development worth far more than the prize itself.

The organization motivates and inspires brilliant innovators from all disciplines to leverage their intellectual and financial capital for the benefit of humanity.

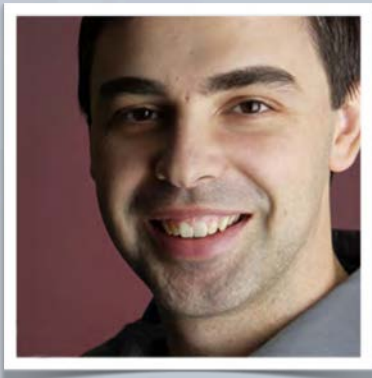
The X PRIZE Foundation conducts competitions in five Prize Groups: Education; Exploration; Energy & Environment; Global Development; and Life Sciences.

Learn more at **possible.xprize.org**



X PRIZE Foundation Board of Trustees

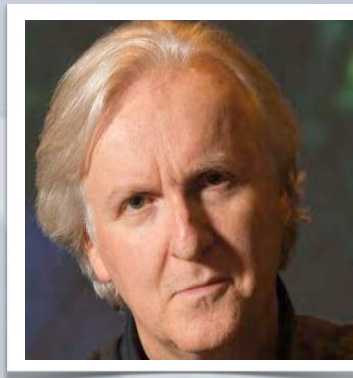
The X PRIZE Foundation Board of Trustees are visionaries and luminaries who recognize the power of prize philanthropy to create fundamental change in the world. Some of our Board of Trustees and Benefactors include:



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Co-Founder & President
Products, Google



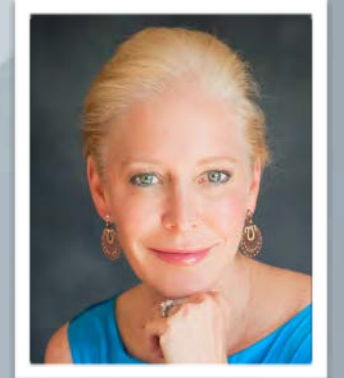
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Wendy Schmidt
President, The Schmidt
Family Foundation



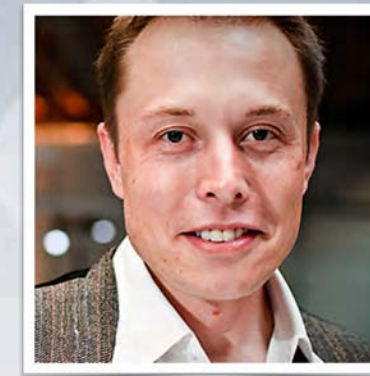
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CEO, Tesla Motors
& CEO, SpaceX



Craig Venter
Scientist, Founder,
J. Craig Venter Institute

Past and Current X PRIZES

Awarded Prizes

The \$10 million Ansari X PRIZE

for private, suborbital space flight. The \$10 million prize purse drove \$100 million investment by the competing teams, which resulted in the creation of an entirely new billion-dollar private spaceflight industry.

The \$10 million Progressive Insurance Automotive X PRIZE

for creating safe, affordable, production-capable vehicles that exceed 100 MPG energy equivalent (MPGe).

The \$2 million Northrop Grumman Lunar Lander X CHALLENGE

for advanced rocket development.



The \$1.4 million Wendy Schmidt Oil Cleanup X CHALLENGE

for highly effective ocean oil spill cleanup methods. Our winner quadrupled the current industry standard. This prize created new cleanup technology that will put an end to the kind of destruction caused by the Deepwater Horizon oil spill of 2010.

Active Prizes



The \$30 million Google Lunar X PRIZE

the largest incentivized competition ever offered, to safely land spacecraft on the surface of the Moon, and return high definition video, images and data back to Earth.

The \$10 million Archon Genomics X PRIZE presented by Express Scripts®

to revolutionize genomic sequencing technologies.

The \$10 million Qualcomm Tricorder X PRIZE

to stimulate innovation and integration of diagnostic technologies, bringing reliable diagnosis directly to “health consumers.”

The \$2.25 million Nokia Sensing X CHALLENGE

to stimulate the development of health sensors that will drastically improve and expand the quality and access to health information for everyone worldwide.

WENDY SCHMIDT
OCEAN HEALTH

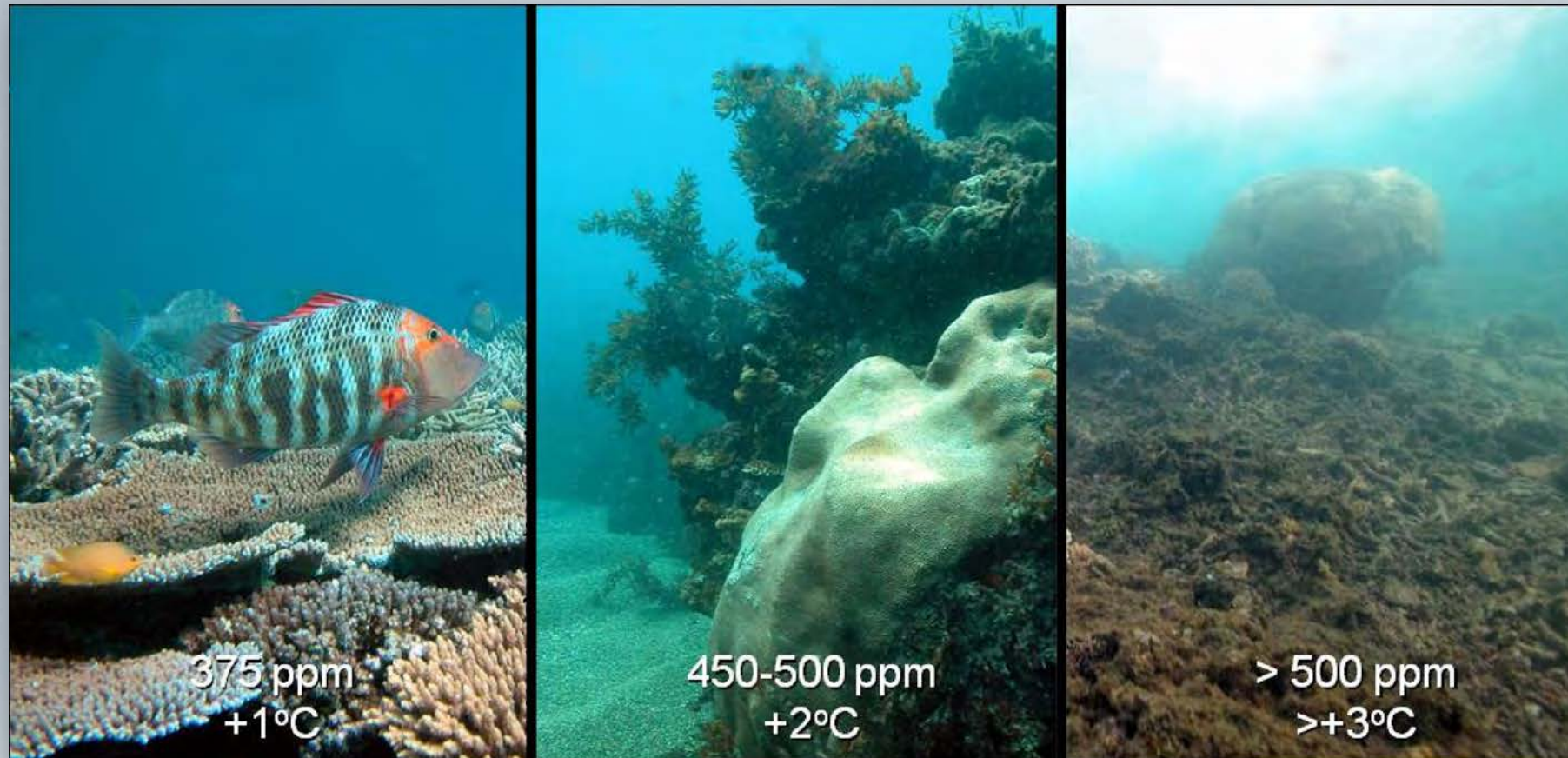
XPRIZE

Creating Radical Breakthroughs for the Benefit of Humanity



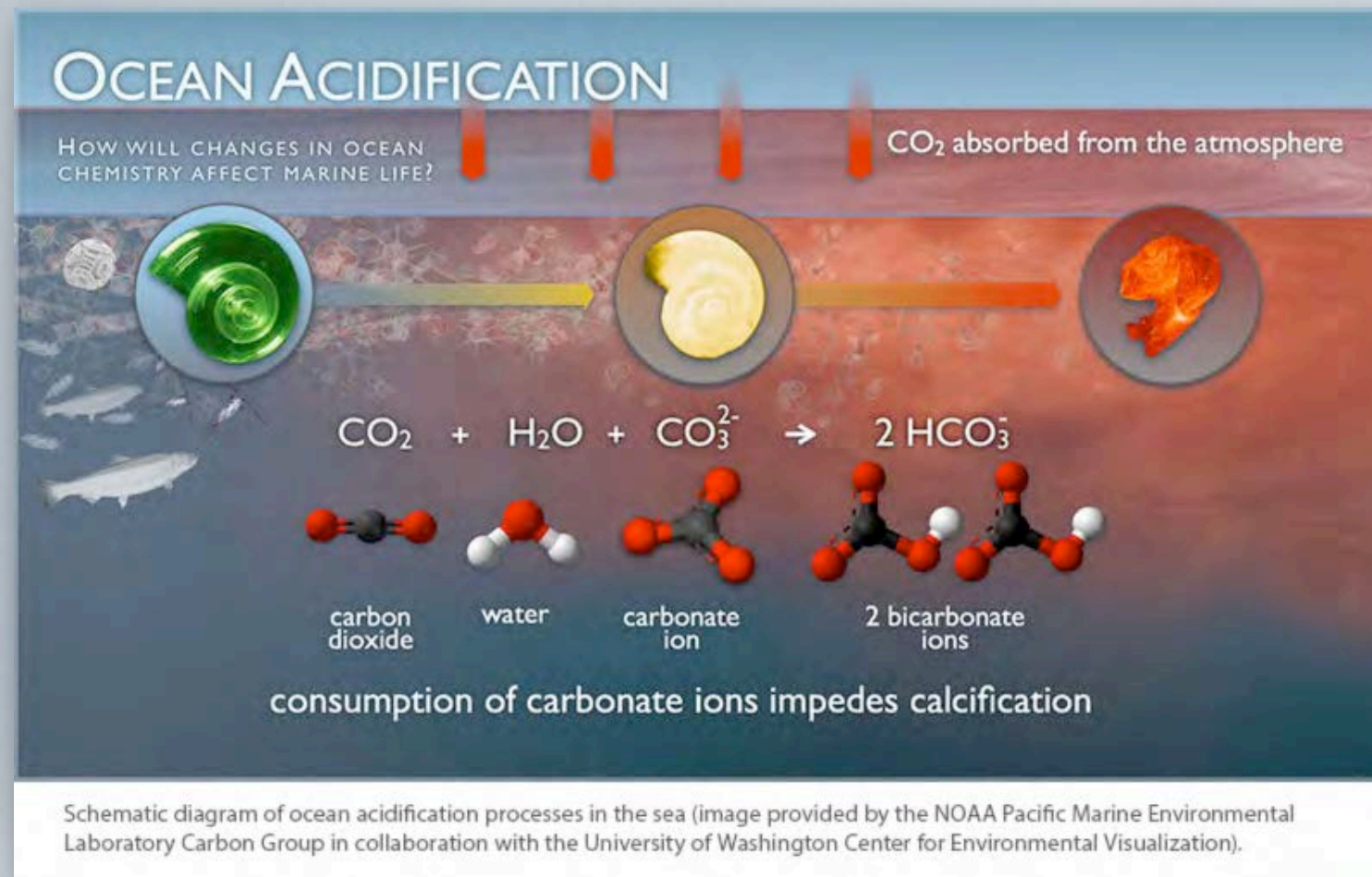
XPRIZE
FOUNDATION

Our oceans are changing rapidly



- Rising levels of atmospheric carbon dioxide emissions are raising ocean acidity.
- The ocean has become nearly 30 percent more acidic than it was at the beginning of the industrial era.
- High ocean acidity is killing coral reefs and destroying ecosystems.
- This effect has significant biological, ecological and societal implications.

Join us as we work to better understand and address the damage



Lack of knowledge of one of Earth's most precious resource – our oceans – is standing in the way of real solutions to growing problems.

Breakthrough technologies are needed to accurately assess ocean pH in any condition - anywhere, at any depth, and at a price that is affordable.

With this knowledge, breakthroughs to improve ocean health – and ultimately slow the increase of ocean acidification – become possible where today's scientists are limited.

Introducing the \$1.5 Million

WENDY SCHMIDT
OCEAN HEALTH

X PRIZE

About the Prize

Competition begins Q1 2013. Teams compete for the development of effective and affordable pH sensors.

These sensors will collect key data not being documented today, profoundly improving on our knowledge of ocean chemistry and the global effects of ocean acidification.

Global competition over four stages, with goal of advancing the current technology. Teams must meet rigorous standards of accuracy, stability and pressure testing.

Winners of the \$1.5 Million Prize will be announced Q4 2015.

About Wendy Schmidt



Wendy Schmidt is the President of The Schmidt Family Foundation, which works to advance the development of clean energy and support the wiser use of natural resources.

- Past Success: The Wendy Schmidt Oil Cleanup X CHALLENGE launched in August 2010.
- The challenge was to create systems that could clean up oil spills **two times faster** than the current technology.
- The winning team created a system that cleaned up oil **four times faster**.
- Proving the inspiration and success of incentivized challenges, and how they can push innovators beyond their boundaries.