

Incentivizing Innovation for Environmental Grand Challenges

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LOCAL + LINEAR



EXPONENTIAL + GLOBAL



**TAKE 30 LINEAR
PACES...**

10 9 8 7 6 5 4 3 2 1

TRAVEL
30M

TAKE 30
EXPONENTIAL
PACES...

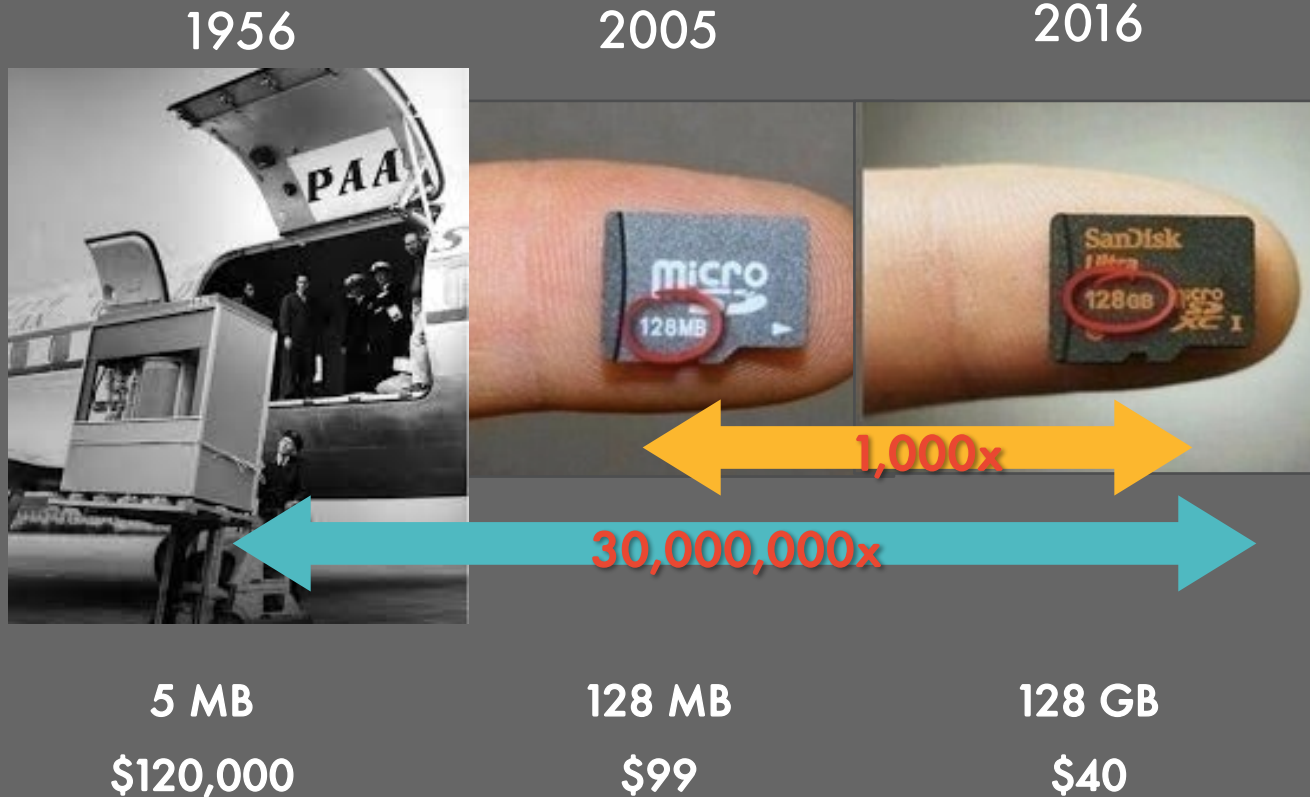
TRAVEL
26X
AROUND THE WORLD

1 2 4 8 16 32 64 128.... 1,073,741,824 meters

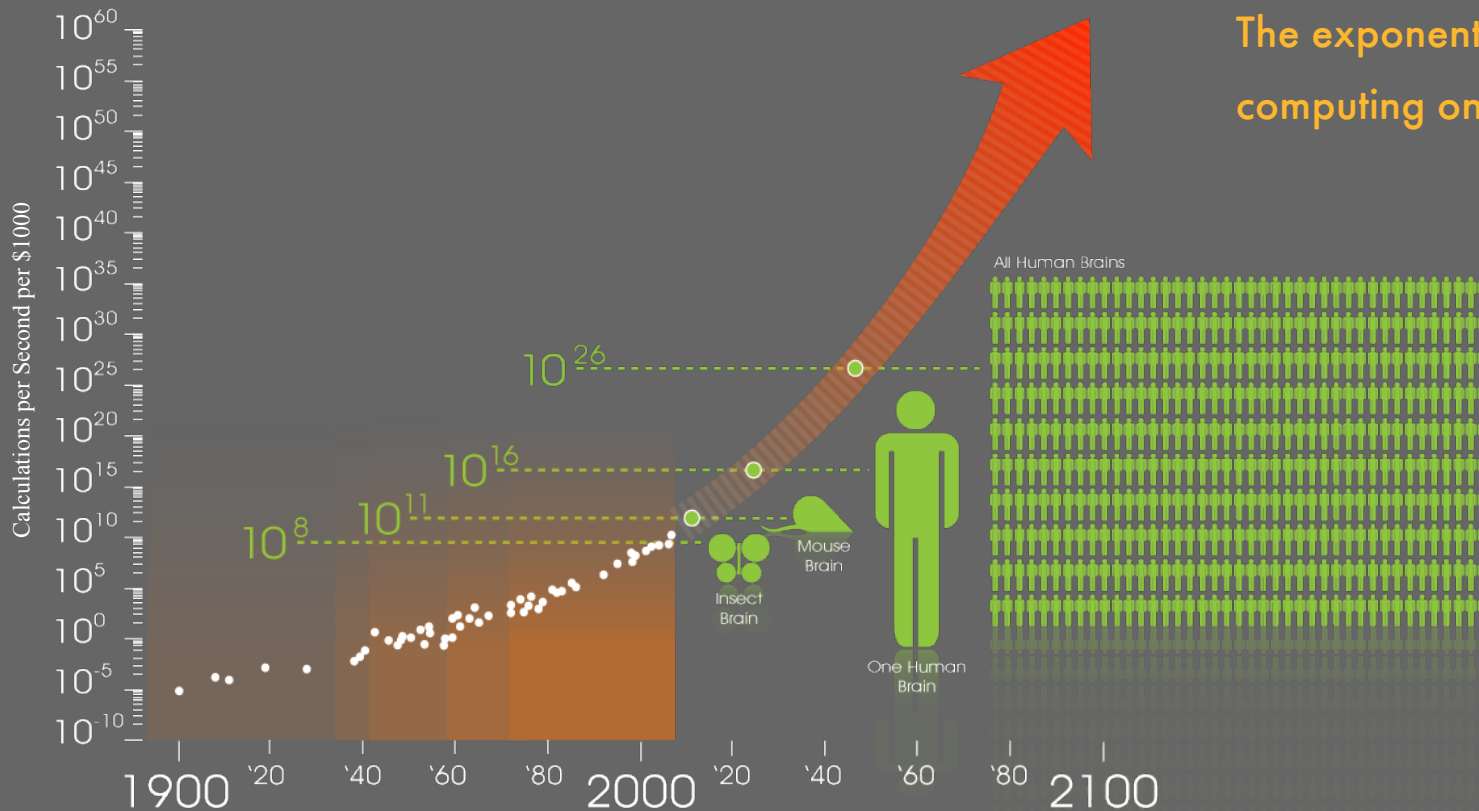


EXPONENTIAL GROWTH LOOKS DIFFERENT

DATA STORAGE



EXPONENTIAL GROWTH LOOKS DIFFERENT



The exponential growth of
computing on a *logarithmic* plot

EXPONENTIAL TECHNOLOGIES

SENSORS



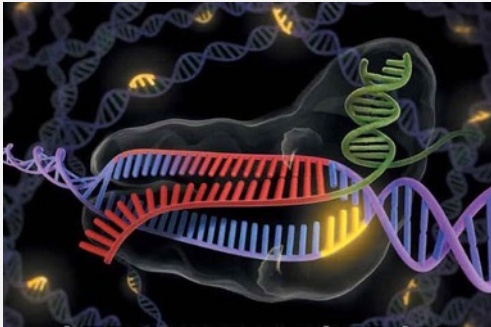
ARTIFICIAL INTELLIGENCE



ROBOTICS



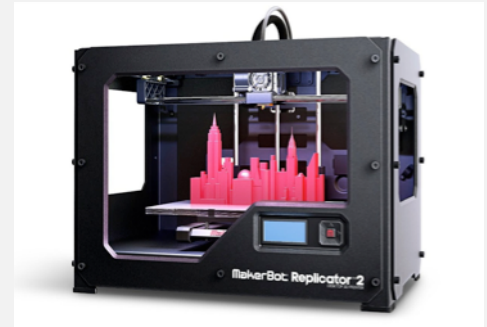
SYNTHETIC BIOLOGY



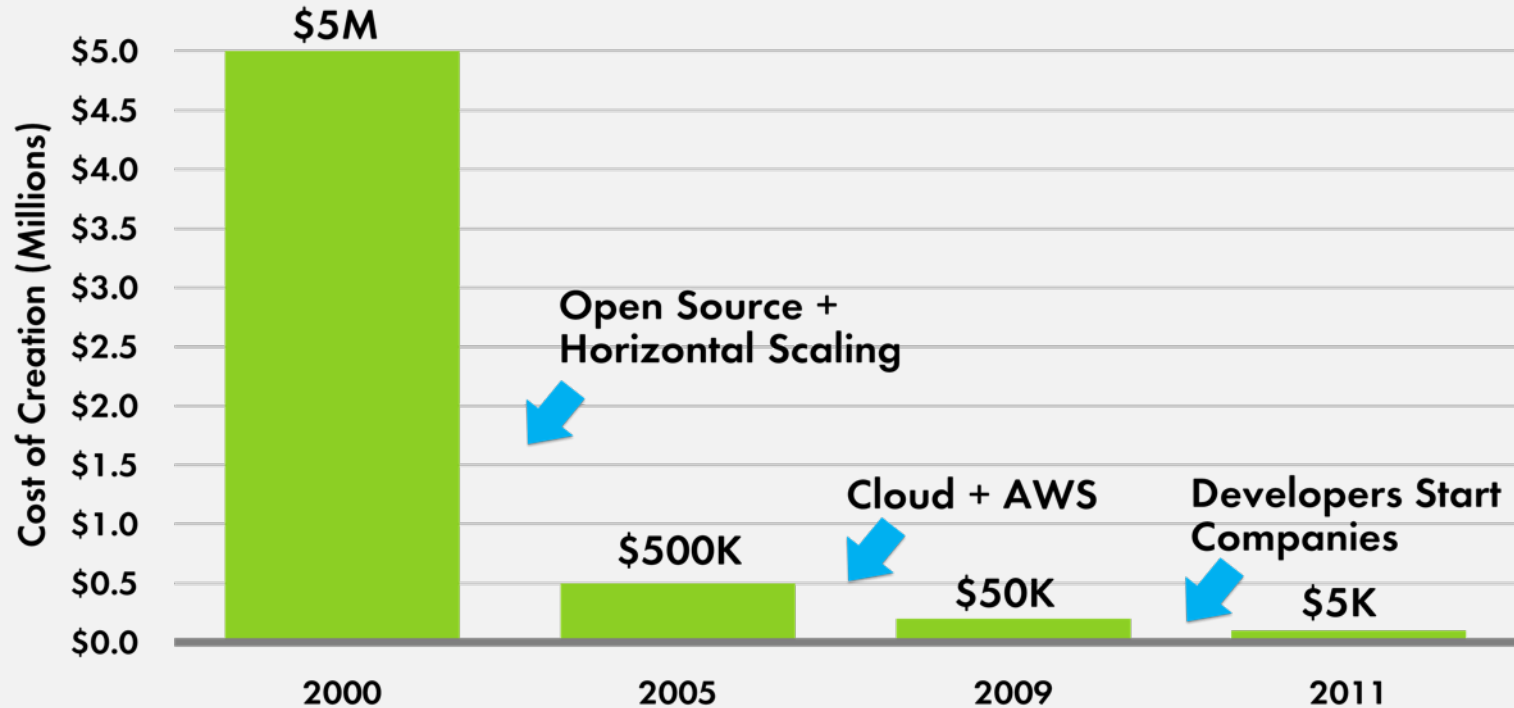
VIRTUAL REALITY



3D PRINTING

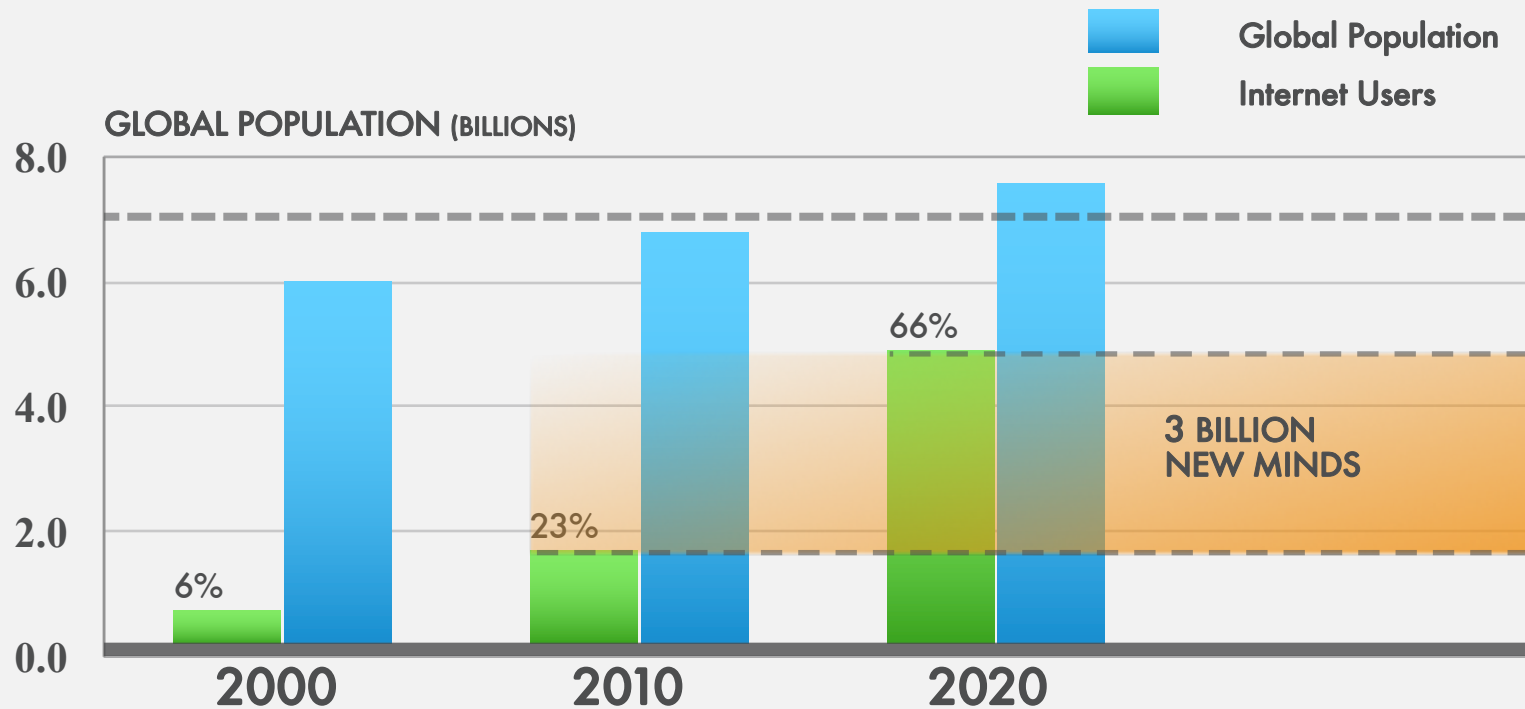


COST TO LAUNCH AN INTERNET START-UP



Source: Mark Shuster

BILLIONS OF PEOPLE COMING ONLINE



Source: Peter Diamandis

DISRUPTION

- Job Loss
- Can Regulation Keep Up?
- Economic Inequality
- Business and Industry Losses

Average lifespan of an S&P 500 company

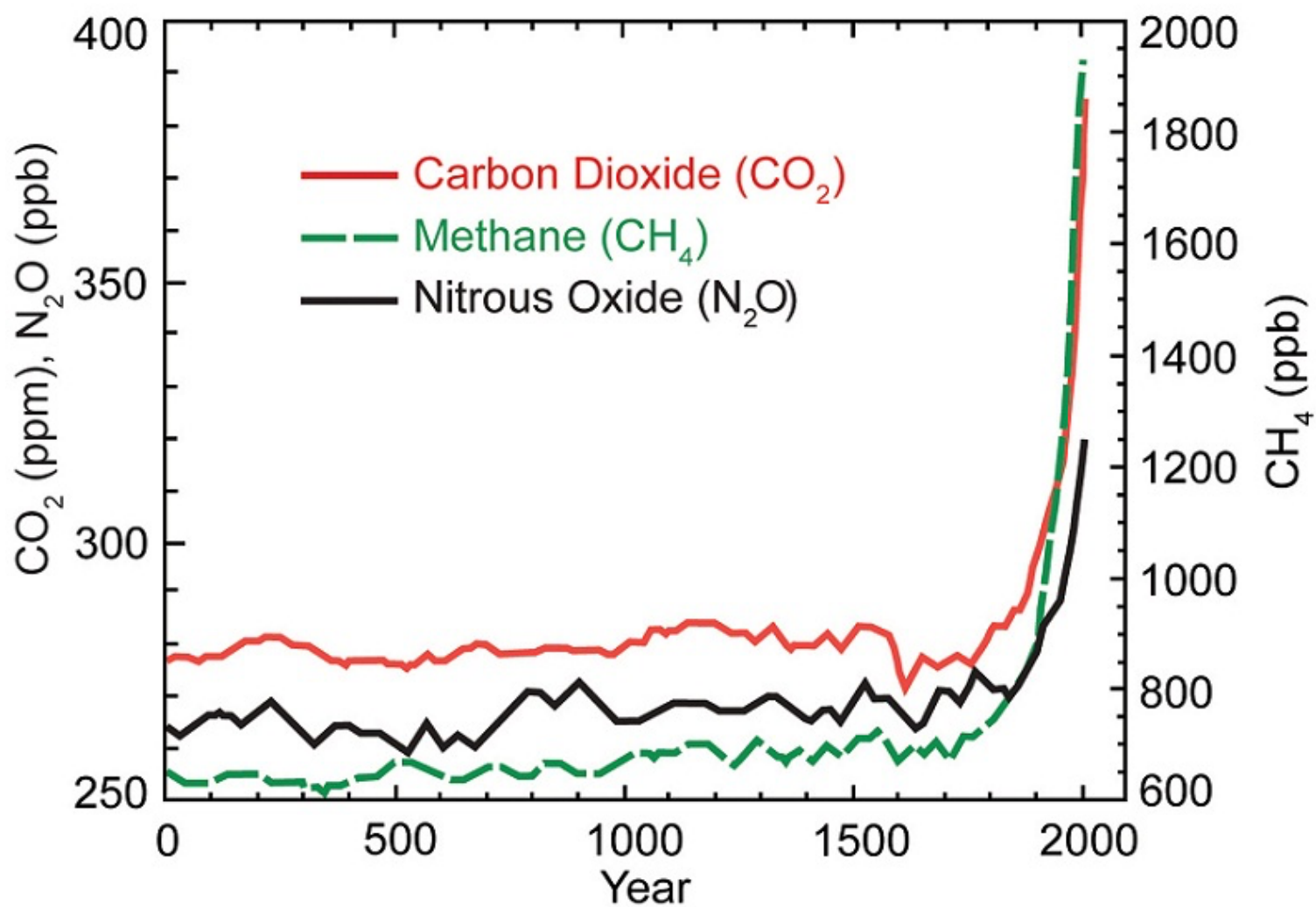
1920s:

67 Years

Today:

15 Years

(source: Richard Foster)



EXPONENTIAL TOOLS

CROWDFUNDING



CROWDSOURCING



DESIGN THINKING



GIG ECONOMY



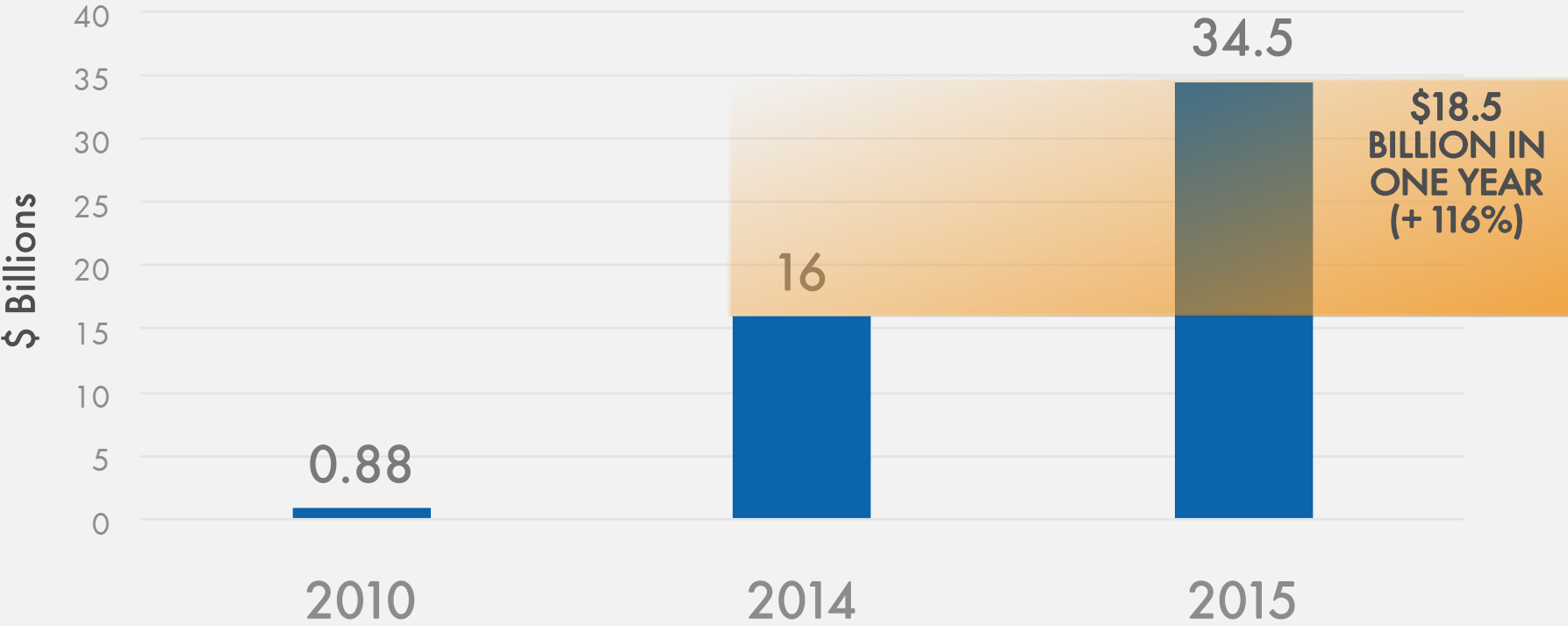
BIG DATA



PRIZES



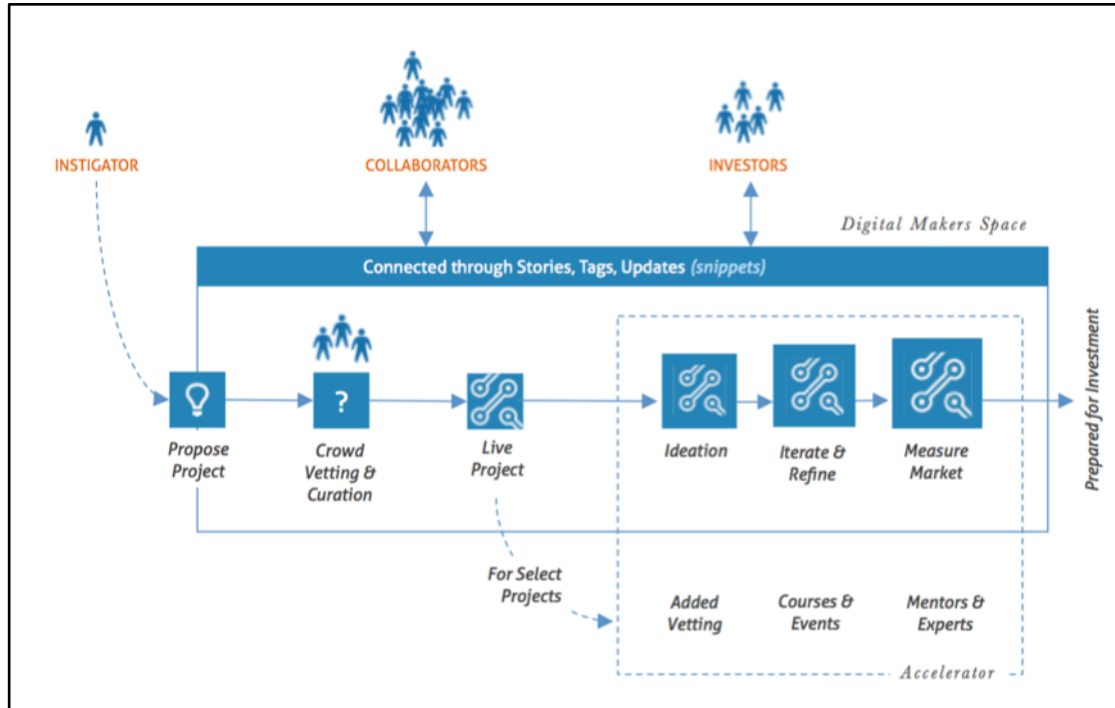
CROWDFUNDING



CROWDSOURCING



Digital Maker Space



**Ideate.
Build.
Scale.**

Join at
conservationx.com





FORD IS TRYING TO TURN CARBON DIOXIDE INTO CAR PARTS





A \$20 million competition to convert
the most CO₂ into one or more
products with the highest net value.

COMPETITION TIMELINE

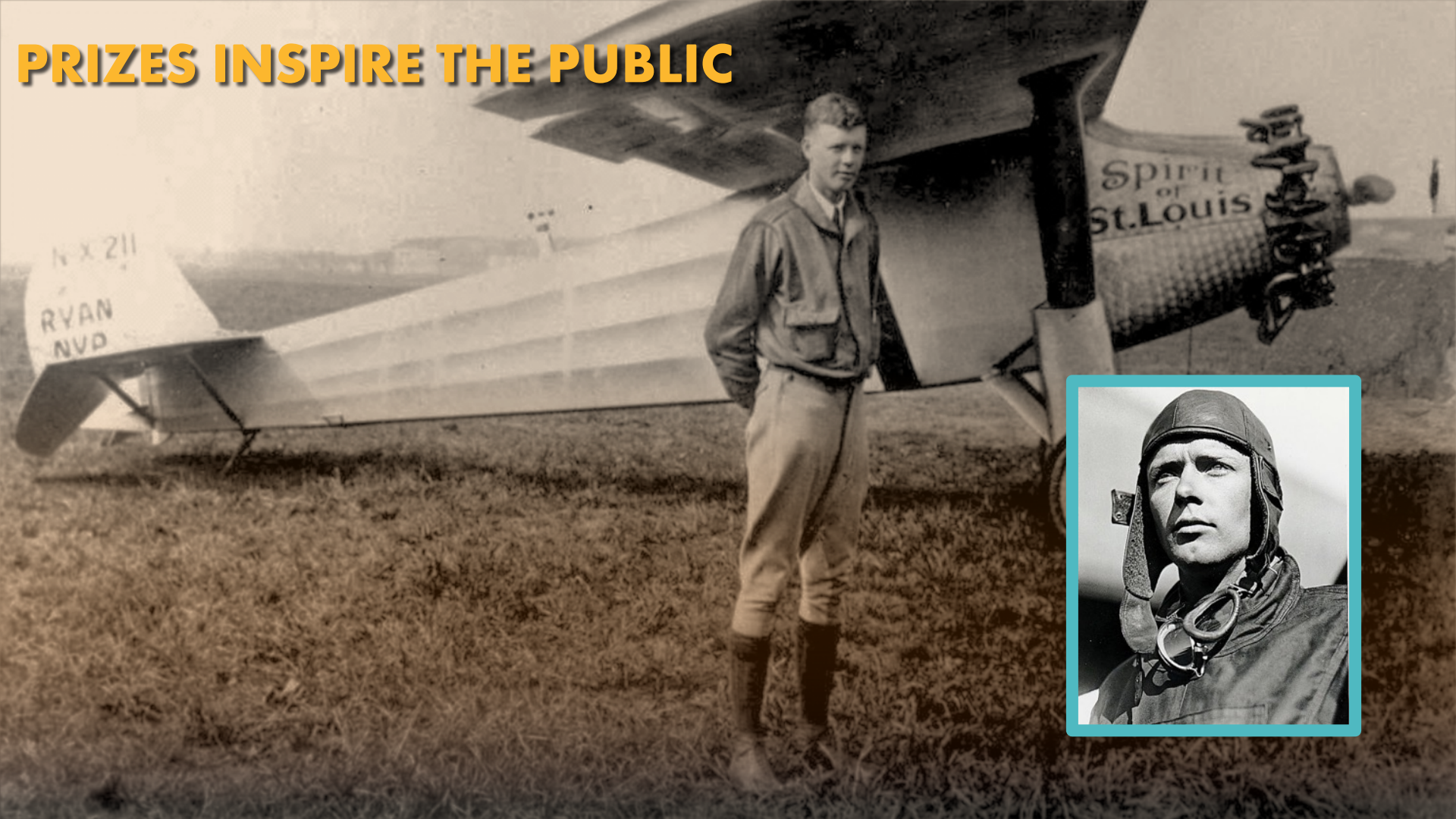


PRIZE PROGRESS



**PRIZES ARE
POWERFUL TOOLS
FOR SOLVING
GRAND CHALLENGES**

PRIZES INSPIRE THE PUBLIC





ANSARI XPRIZE

First team to privately build a
spaceship that could carry 3 adults
to 100 km, twice in two weeks

PRIZES DEMOCRATIZE INNOVATION



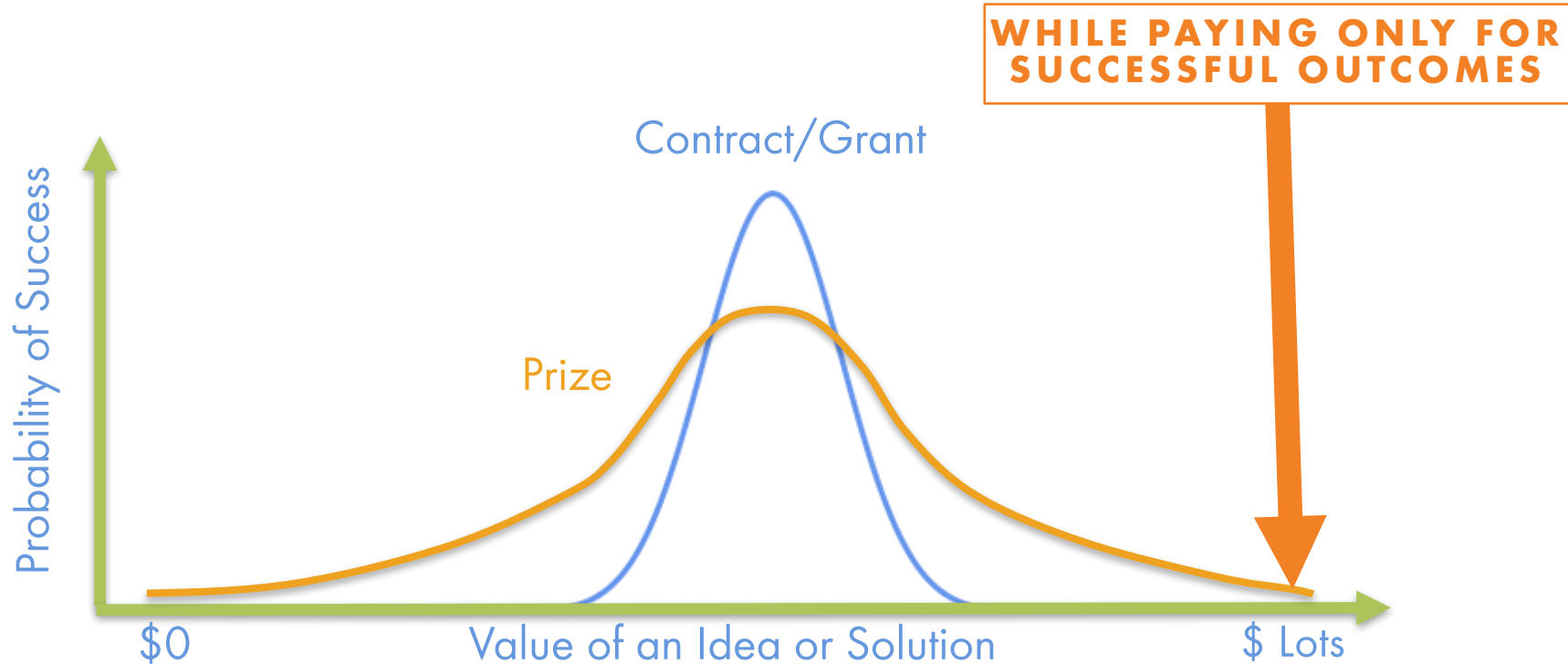
PRIZES UNLEASH CAPITAL

26 teams invested over
\$100M in aggregate R&D

The winning team spent
more than \$27M in order
to win the \$10M prize.

ANSARI XPRIZE

PRIZES ENCOURAGE NEW IDEAS



**Team DuraFET donated
their \$250,000 prize
purse to the Argo ocean
observing program**



Sea-Bird Electronics
Bellevue, WA, USA
WET Labs
Philomath, OR, USA
Satlantic
Halifax, NS, Canada



WENDY SCHMIDT
OCEAN HEALTH



SEMIFINALISTS

28 Entries

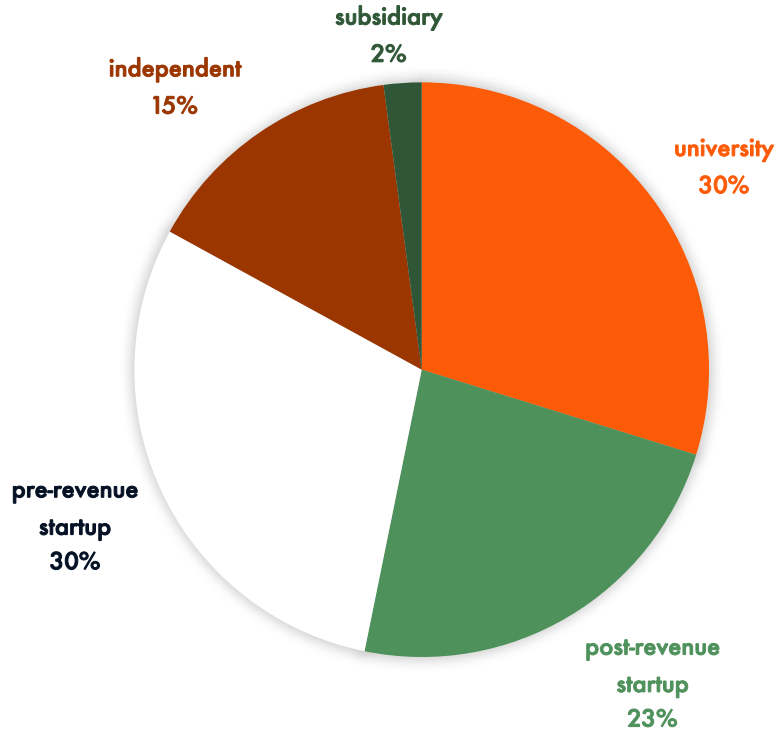
22 Teams

6 Countries

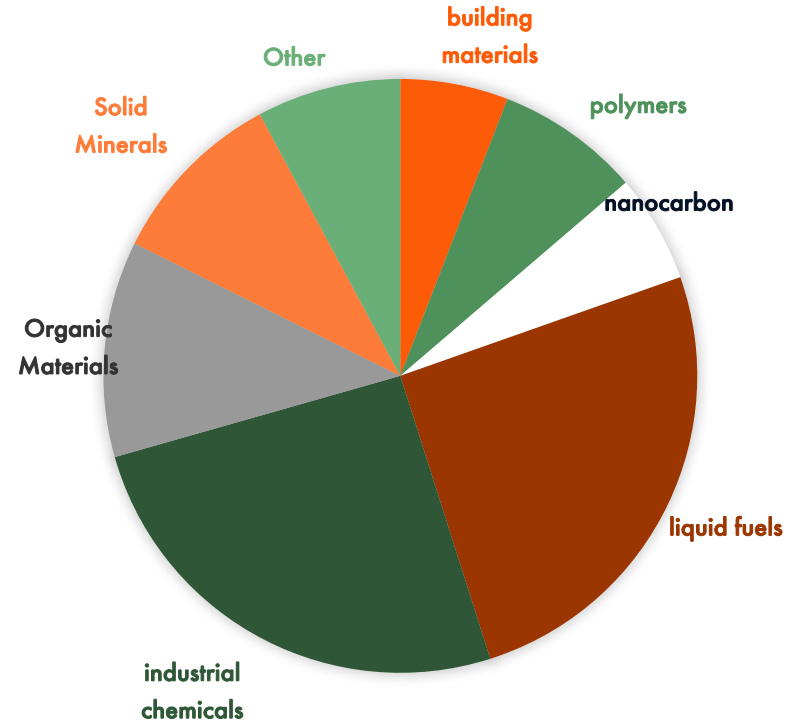


TEAM TYPES & PRODUCTS

TEAM TYPE



PRODUCTS



WYOMING INTEGRATED TEST CENTER





Regular Clean

12 1.4

¢/LITRE

TACTROL ADDITIVE

PUSH TO START

OCTANE

87

Plus Clean

130.4

¢/LITRE

TACTROL ADDITIVE

PUSH TO START

OCTANE

89

Super Clean

130.4

¢/LITRE

TACTROL ADDITIVE

PUSH TO START

OCTANE

91









DESIGNING FOR IMPACT

1

IMPACT ARCHITECTURE

**XPRIZE
INSTITUTE &
IMPACT MAPS**

2

IMPACT DESIGN

**VISIONEERS
&
VISIONEERING**

3

PRIZE DEVELOPMENT
& EXECUTION

**PRIZES:
EXECUTING
FOR IMPACT**

4

IMPACT SCALE

**SCALING
GLOBAL
IMPACT**



**An XPRIZE Impact Map offers a
bold vision for the future, and a
detailed plan to get there.**

**THE FUTURE OF...
THE PLANET & ENVIRONMENT**

The background of the image is a deep blue, slightly hazy underwater environment. Several large, futuristic, light-blue floating platforms are visible. These platforms have a bowl-like top and a complex, lattice-like support structure. On top of the platforms, there are small, green, island-like structures with palm trees and wind turbines. The overall aesthetic is high-tech and futuristic, suggesting a vision of sustainable energy or advanced maritime technology.

EMBRACE EXPONENTIALS

PAY FOR SUCCESS

EMPOWER THE CROWD