

INCENTIVIZING A **NEW ERA** OF OCEAN EXPLORATION



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LOCAL + LINEAR



EXPONENTIAL + GLOBAL



EXPONENTIAL GROWTH LOOKS DIFFERENT



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

A NEW ERA OF OCEAN EXPLORATION



EXPONENTIAL GROWTH LOOKS DIFFERENT

1956

2005

2016

**DATA
STORAGE**



**5 MB
\$120,000**

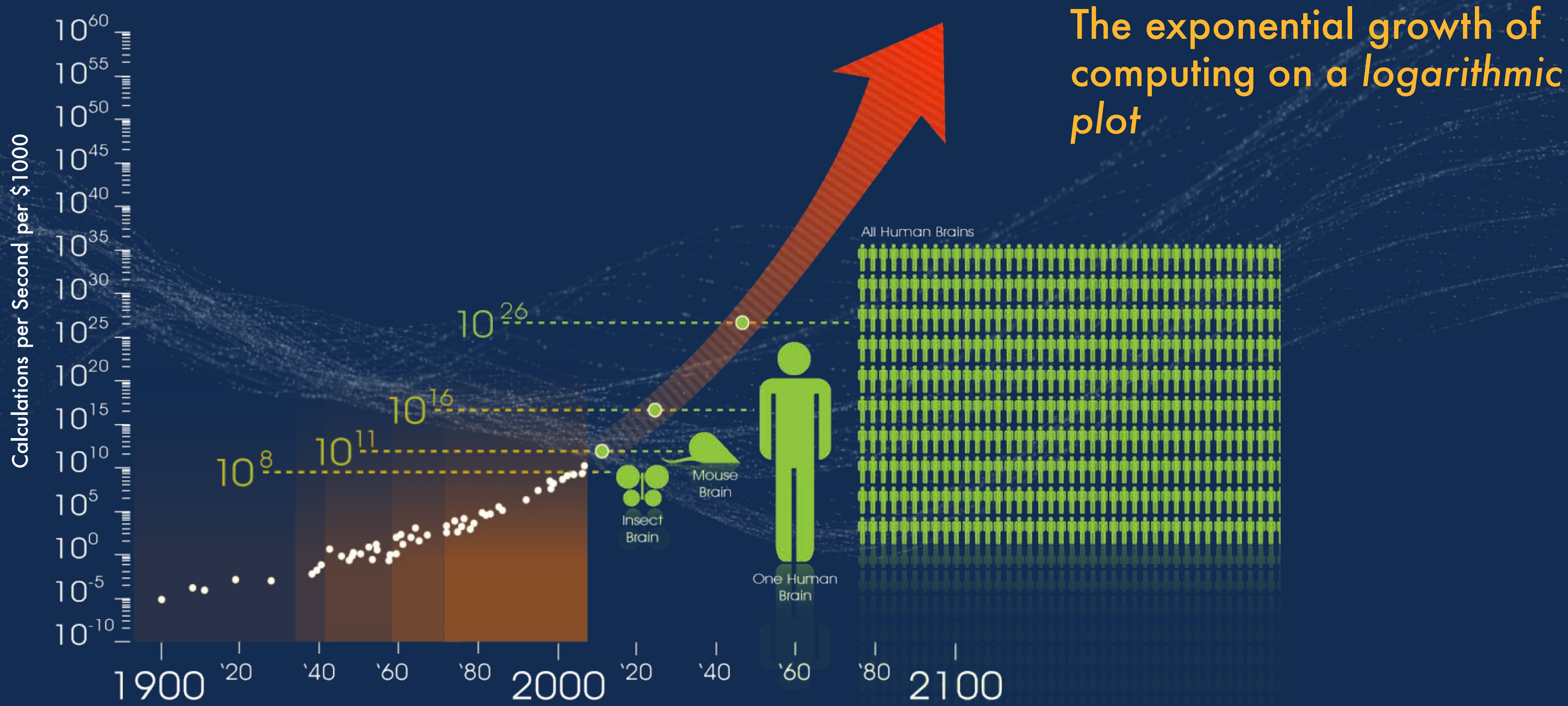
**128 MB
\$99**

**128 GB
\$40**

30,000,000x

1,000x

EXPONENTIAL GROWTH LOOKS DIFFERENT



EXPONENTIAL TECHNOLOGIES

SENSORS

ARTIFICIAL INTELLIGENCE

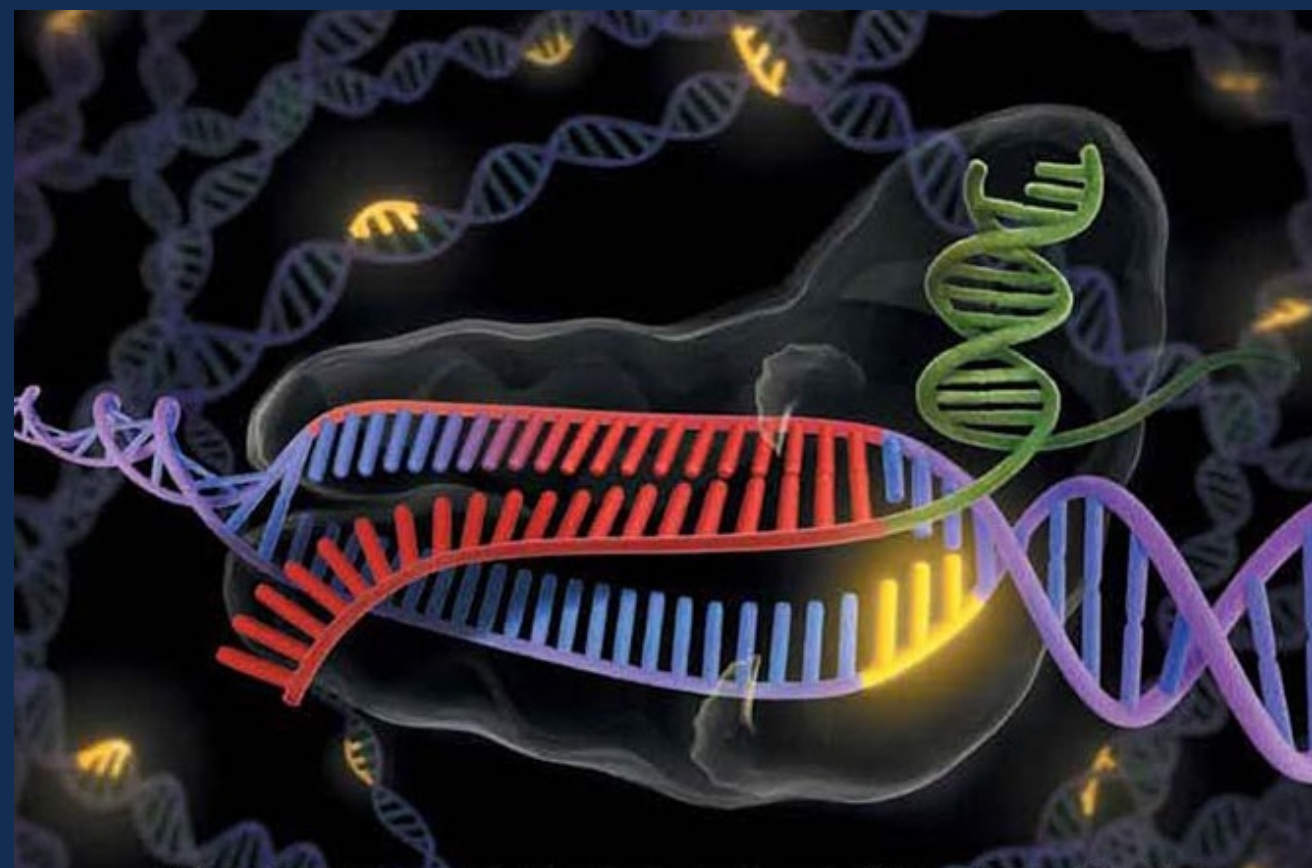
ROBOTICS



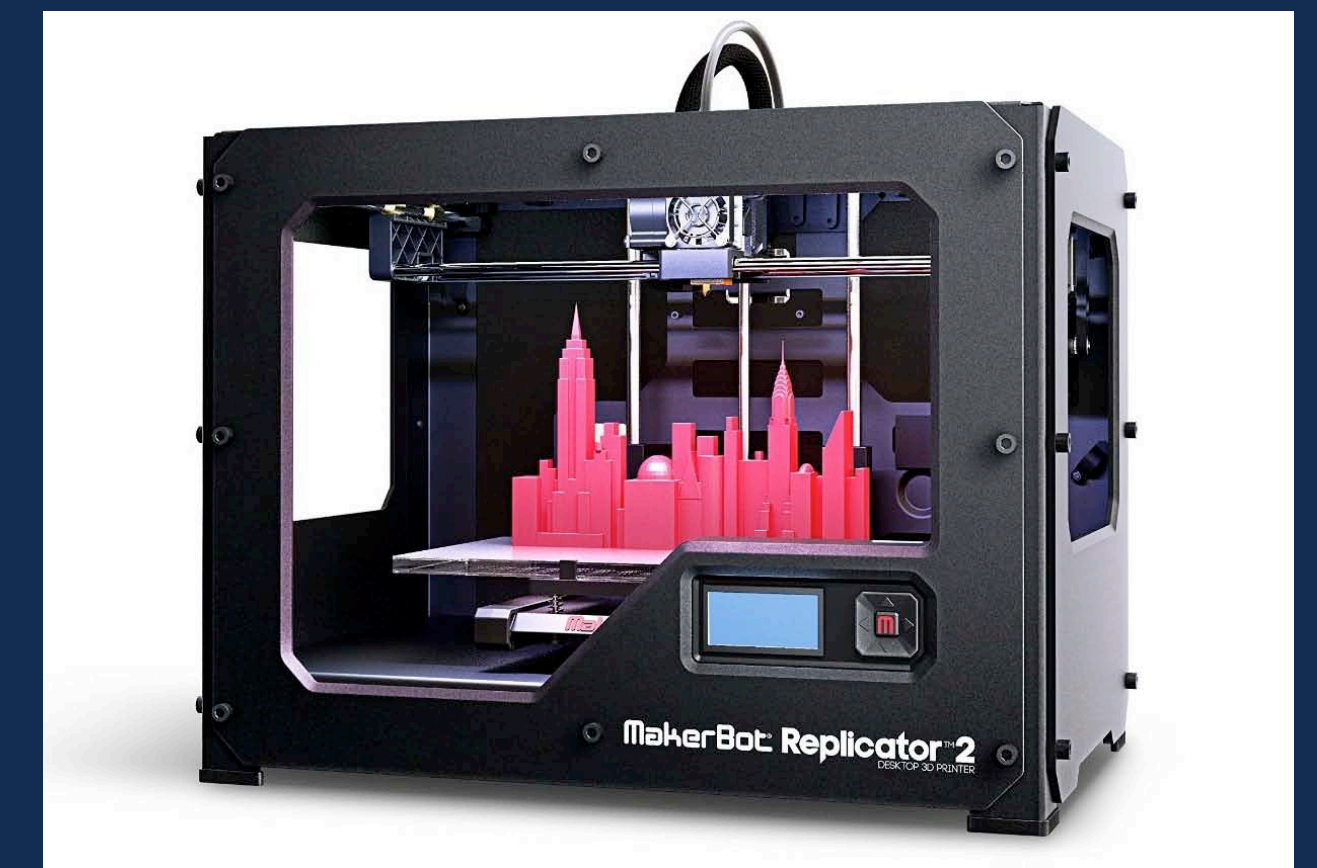
SYNTHETIC BIOLOGY

VIRTUAL REALITY

3D PRINTING



A NEW ERA OF OCEAN EXPLORATION





XPRIZE INSPIRES THE BELIEF that we can create a better future.

Our prizes DRIVE RADICAL BREAKTHROUGHS that benefit humanity.

An aerial night view of a city, likely San Francisco, with a dense layer of clouds above it. The sky is dark with many stars, suggesting a high-altitude or space-themed perspective. The city lights are visible through the clouds.

XPRIZE[®]

MAKING THE IMPOSSIBLE POSSIBLE



1st PLACE

2nd PLACE

3rd PLACE

Delmar
Ranch
Shooting
Show
Winter
California
1976
4th Place

Historically, society has turned to prizes to solve difficult and pressing problems

1700



1800

1900

2000

1714



Longitude Prize
\$4.2 Million*
Established 1714

*Approximate value in 2013 U.S. \$

Source: KEI Research Note 2008:1; photos: Wikimedia commons, Smithsonian Institution; Project Gutenberg

Historically, society has turned to prizes to solve difficult and pressing problems

1700



1714



1800

1795

1900

2000



**Food Preservation
Prize
\$44,000*
Established 1795**

*Approximate value in 2006 U.S. \$

Source: KEI Research Note 2008:1; photos: Wikimedia commons, Smithsonian Institution; Project Gutenberg

Historically, society has turned to prizes to solve difficult and pressing problems

1700



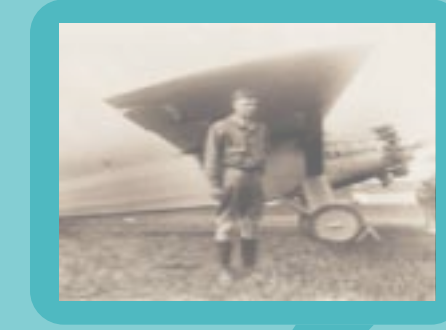
1714



1800

1795

1900



1919

2000



Orteig Prize
\$290,000*
Established 1919

*Approximate value in 2006 U.S. \$

Source: KEI Research Note 2008:1; photos: Wikimedia commons, Smithsonian Institution; Project Gutenberg

IN 1996 XPRIZE OPENED UP A NEW ERA...

ANSARI XPRIZE

- 10M prize purse
- 3 person crew
- 100km altitude
- 2 flights within 2 weeks

PRIZE PORTFOLIO HIGHLIGHTS

AWARDED
\$30 Million

ANSARI XPRIZE

PROGRESSIVE
AUTOMOTIVE XPRIZE

NORTHROP GRUMMAN
LUNAR LANDER XCHALLENGE

WENDY SCHMIDT
OIL CLEANUP XCHALLENGE

NOKIA
SENSING XCHALLENGE

WENDY SCHMIDT
OCEAN HEALTH XPRIZE®

ACTIVE
\$90 Million

Google
LUNAR XPRIZE

QUALCOMM
TRICORDER XPRIZE

GLOBAL
LEARNING XPRIZE®

BARBARA BUSH FOUNDATION
ADULT LITERACY XPRIZE®
PRESENTED BY
DOLLAR GENERAL™

nrg[❖] | cosia
CARBON XPRIZE®

Shell
OCEAN DISCOVERY XPRIZE®

EXAMPLES OF OTHER PRIZES

POLAR CHALLENGE

World Climate Research Programme &
Prince Albert II of Monaco Foundation

<http://www.wcrp-climate.org/polarchallenge>



THE POWER OF PRIZES & CHALLENGES

FOCUS A COMMUNITY

FOSTER COLLABORATION

LEVERAGE FUNDING

DEMOCRATIZE INNOVATION

ENCOURAGE NEW IDEAS

EXCITE AND EDUCATE THE PUBLIC

Shell OCEAN DISCOVERY XPRIZE[®]

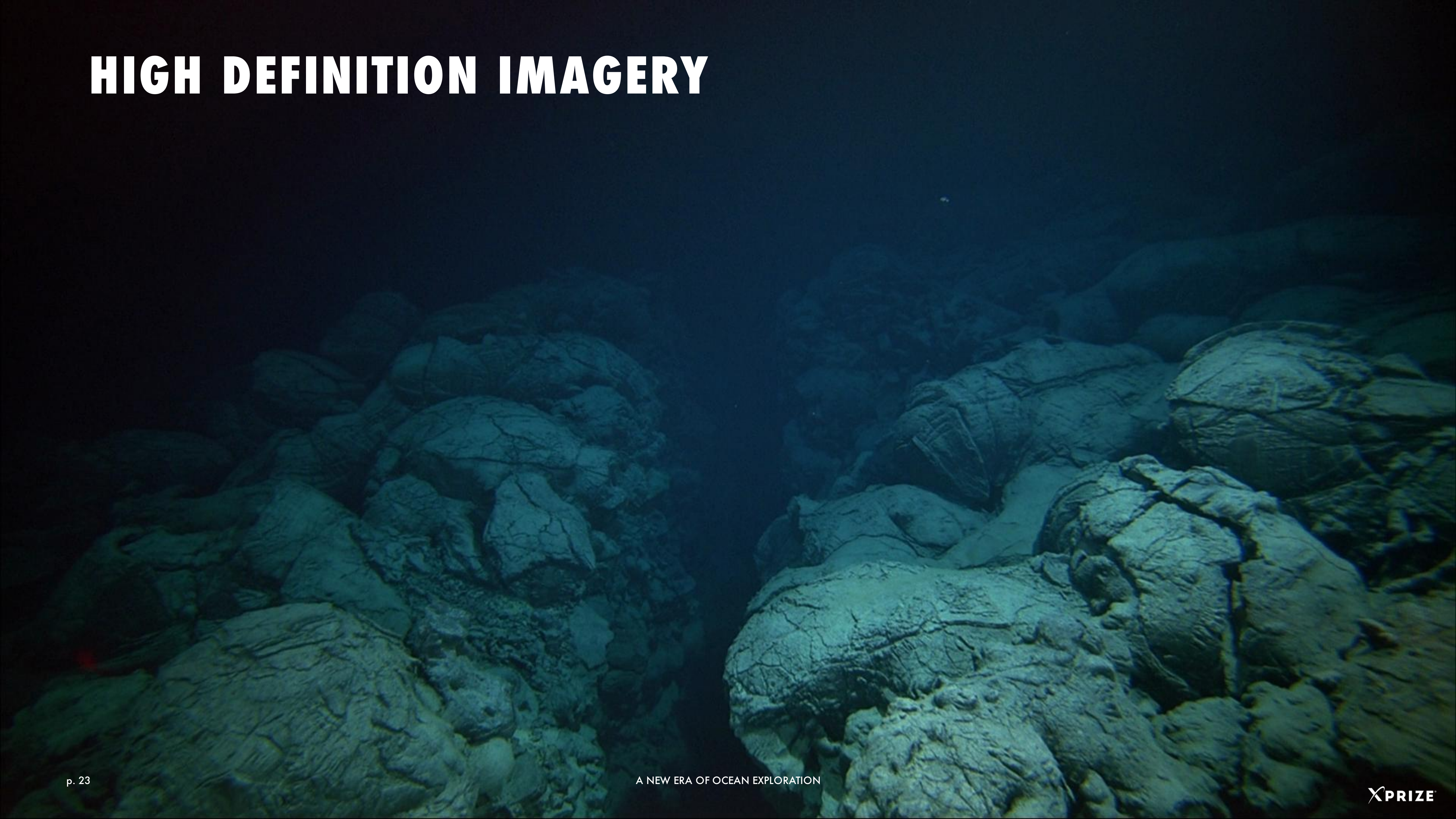
Getting to the Bottom of Our Ocean

OceanDiscovery.xprize.org

NEW TECHNOLOGY



HIGH DEFINITION IMAGERY



NOAA BONUS PRIZE

IMPACTS

- Accelerate Technology
- Catalyze New Markets
- Inspire the Public

**THERE IS A PLANET WE HAVE
YET TO UNDERSTAND. OURS.**

95% of the ocean remains unexplored.

MYSTERY

Shell
OCEAN DISCOVERY **XPRIZE**

Getting to the Bottom of Our Ocean.

**ANSWERS TO SOME OF
OUR OLDEST QUESTIONS
COULD BE DEEPER THAN
WE THINK.**

95% of the ocean remains unexplored.

HISTORY

**THERE IS A PLANET WE HAVE
YET TO UNDERSTAND. OURS.**

95% of the ocean remains unexplored.

MYSTERY

**IMAGINE DISCOVERING
A WHOLE NEW UNIVERSE
HERE ON EARTH.**

95% of the ocean remains unexplored.

WONDER

Shell
OCEAN DISCOVERY **XPRIZE**

Getting to the Bottom of Our Ocean.

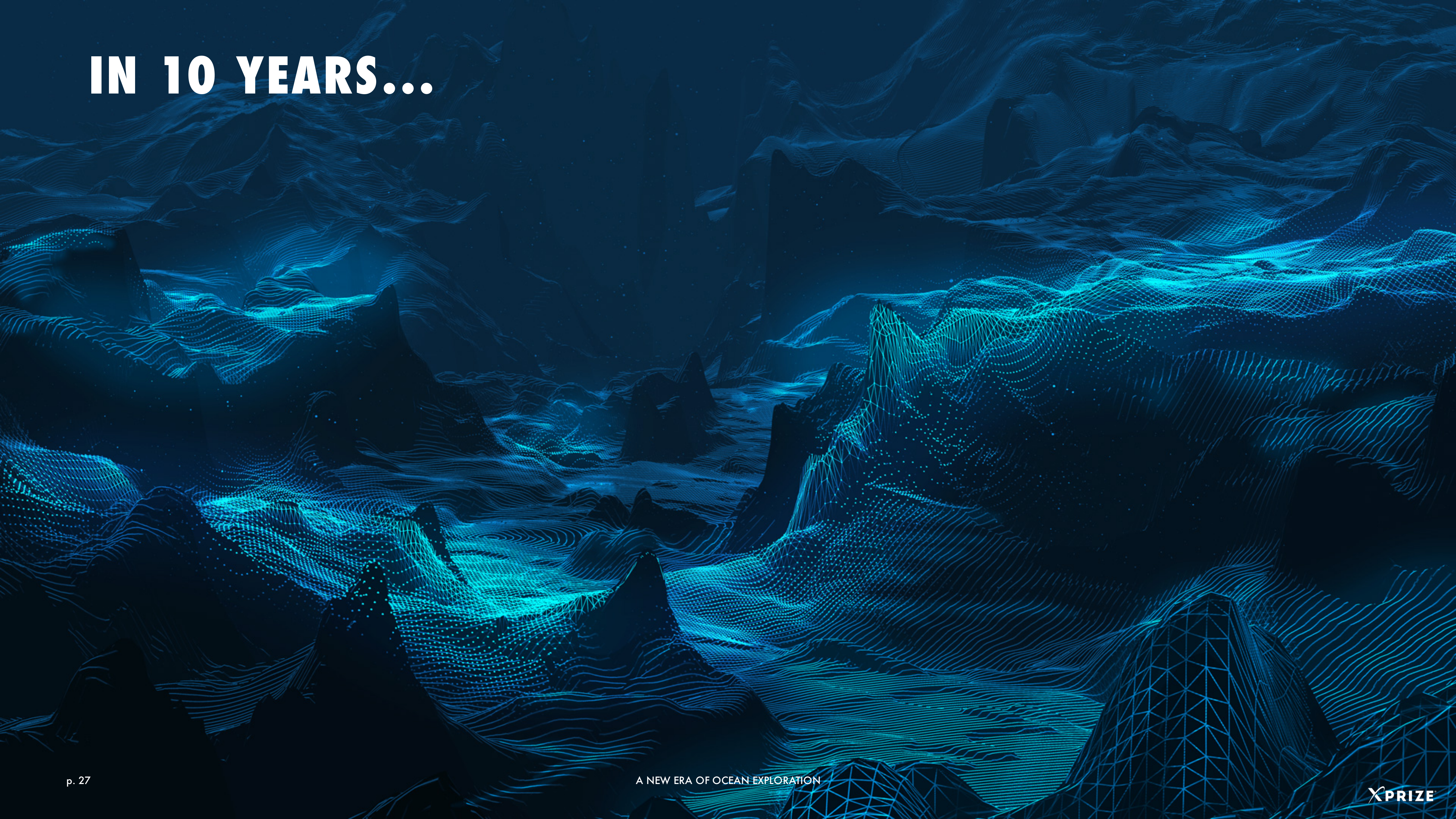
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OCEAN DISCOVERY **XPRIZE**

Getting to the Bottom of Our Ocean.

Shell
OCEAN DISCOVERY **XPRIZE**

Getting to the Bottom of Our Ocean.

IN 10 YEARS...





XPRIZE OCEAN INITIATIVE

WENDY SCHMIDT
OIL CLEANUP

XCHALLENGE



WENDY SCHMIDT
OCEAN HEALTH

XPRIZE[®]

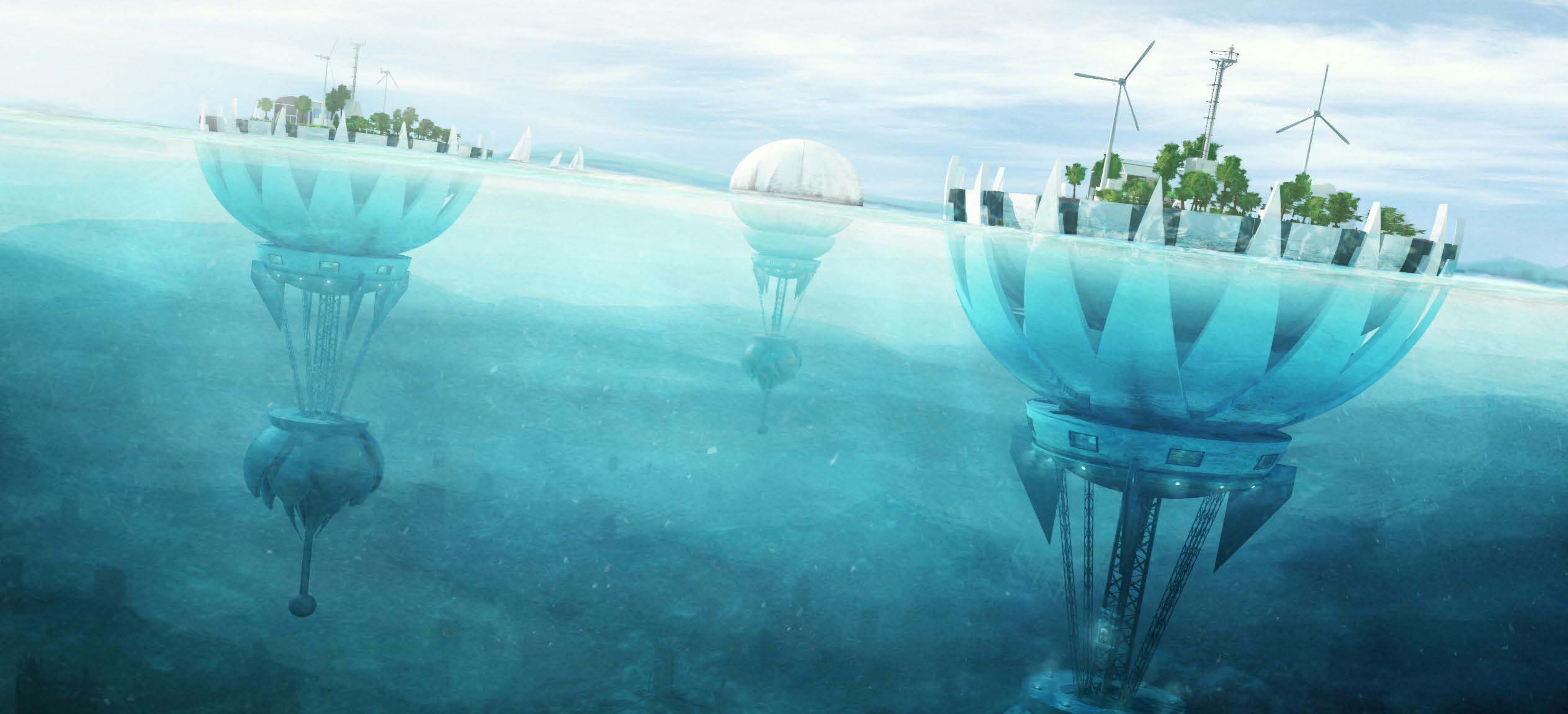
Turning the Tide on Ocean Health.

oceanhealth.xprize.org

A NEW ERA OF OCEAN EXPLORATION

WHEN WILL OUR OCEANS BE FREE OF WASTE?





HOW WILL WE NOURISH 9 BILLION PEOPLE BY 2050?

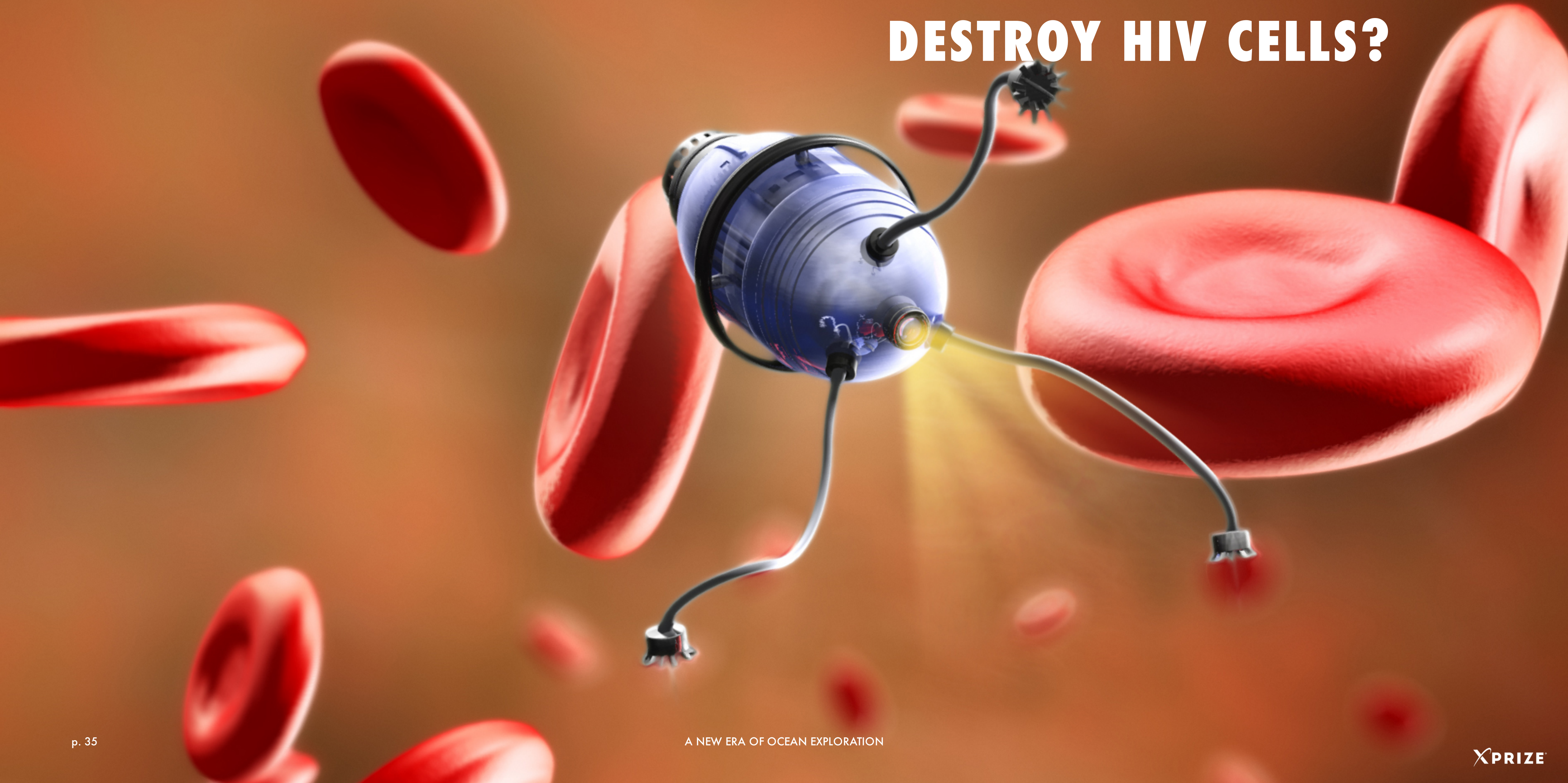
CAN WE PREDICT EARTHQUAKES?



CAN A MACHINE HELP THE ELDERLY LEAD BETTER LIVES?



CAN NANO BOTS SEARCH AND DESTROY HIV CELLS?



WHAT DO YOU PRIZE?

XPRIZE[®]