THE BARBARA BUSH ADULT LITERACY XPRIZE

A 5-YEAR PLAN TO DRAMATICALLY IMPACT THE FACE OF ADULT LITERACY IN THE UNITED STATES
Prizes Have a Long History

... Including Commercial Aviation

• Raymond Orteig offered a $25,000 prize in 1919 for first flight from New York to Paris
• Nine teams spent over $400,000 to win
• Prize won by 25-year-old underdog Charles Lindbergh in 1927
• Within 18 months of his flight...
  • Passenger traffic increased 30 times
  • Number of aircraft increased four times
  • Pilot applications increased three times
And Prizes Have Clear Benefits

- Provide significant financial leverage
- Pay only for successful outcomes
- Encourage new thinkers and approaches
- Focus communities
- ... And influence public perception
$10 Million Ansari XPRIZE
First team to privately build a spaceship to carry 3 adults to 100 km, twice in two weeks

• 26 teams from seven nations spent >$100 million
• Drove $1.2B in industry investment
• Generated more than 6 billion consumer impressions
• SpaceX proved that commercial space flight is here to stay!
Declining Literacy Enrollment in the U.S.

Students Enrolled in Beginning ESL and ABE Literacy Classes

SOURCES: U.S. Department of Education; National Reporting System
Yet the Population of Adults with Basic Literacy Skills Rapidly Grows

SOURCE: U.S. Department of Education; National Reporting System
Adults who move from a basic to a functional literacy level are better positioned for gainful employment and earning a living wage.

Team Competition Phase

Like the prizewinning purse that enticed Charles Lindbergh to fly across the Atlantic, the Adult Literacy XPRIZE would incentivize teams to develop software solutions for existing smart devices that result in the largest performance increase for adult learners over 12 months.

Teams will compete for $6 million in prizes.
<table>
<thead>
<tr>
<th><strong>PHASE 1</strong></th>
<th>A $5 million prize to garner the attention of teams across the world to develop literacy software products for adults with low literacy skills</th>
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</thead>
<tbody>
<tr>
<td><strong>Prize Purse</strong></td>
<td>$5 million: $4 million Grand Prizes, $1 million in Bonus Prizes</td>
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</tbody>
</table>
| **Activities** | • Launch  
• Team Registration  
• Software Development  
• Field Testing  
• Judges Select Winning Teams  
• Award |
| **Timeline** | 48 Months |
| **Target Demographic** | English Language Learners (ELLs) and native English speakers that read at or below the equivalent of a third grade reading level |
| **The Winning Team Will...** | Develop a software solution that addresses the existing literacy crisis |
## PHASE 2

### Deploy Solutions and Engage the Public

**Prize Purse**  
$1 Million

**Activities**
- Cities Recruitment
- Launch Concurrent with Team Competition Phase Award
- Deployment
- Judging
- Award

**Timeline**  
14 months (6 months overlap with Team Competition Phase)

**Target Demographics**  
Low-skilled adult learners in any demographic

**The Winning City Will...**  
Deploy the successful solutions from the Team Competition Phase to the greatest percentage of residents during a six month period
• Lack of access due to transportation and childcare cost
• Lack of persistence as a result of time constraints
• Current education content is not designed to meet the needs of parents and their children, nationally there are very long waiting lists