



TRANSFORMING LIVES THROUGH LITERACY

adultliteracy.xprize.org

BARBARA BUSH FOUNDATION
ADULT LITERACY **XPRIZE**[®]
PRESENTED BY
DOLLAR GENERAL
LITERACY FOUNDATION

CREATING MOBILE LITERACY LEARNING APPLICATIONS THAT IMPROVE ACCESS, INCREASE RETENTION, AND SCALE TO MEET THE NEEDS OF LOW-LITERATE ADULTS.

GRAND CHALLENGE

More than 36 million U.S. adults lack basic English literacy limiting not only their personal educational and career opportunities but those of their children and future generations.

Economic studies show higher literacy numbers could lift the national income level as much as \$240 billion and decrease annual healthcare costs by an estimated \$230 billion. Most importantly, the ability to read empowers low-literate adults with the skills and information they need to improve their lives and realize their dreams.

Adult learners face a distinct set of challenges. Existing programs are place-based and provide direct, in-person services making them difficult to access for those with jobs and families. As a result, these programs serve less than one percent of the population that needs them.

We need a radical new approach to address adult literacy learning.

COMPETITION

The \$7M Barbara Bush Foundation Adult Literacy XPRIZE presented by Dollar General Literacy Foundation challenges teams from all over the world to create mobile learning applications able to move low-literate adults to basic literacy in just one year. The solutions will overcome key barriers by improving access, increasing retention, and scaling to meet demand – anytime, anywhere – empowering the nearly 1 in 10 low-literate adults living in the U.S. with the skills they need to improve their lives.

Each team will test its solution with 1,000 low-literate adults within two target demographics, native English speakers and non-native English speakers, ages 18-64.

PRIZE PURSE

The \$7 million prize purse will be awarded as follows:

Grand Prize: \$4 million to the team with the best performance across two target demographics

Bonus Prizes: \$1 million to be split evenly among the two teams with the best performance in each of the two target demographics

Advanced Market Commitment: \$1 million to be split among all finalist teams that advance to the Cities Competition

Cities Competition: \$1 million to the city able to deploy the winning literacy applications to the greatest percentage of its low-literate residents

TIMELINE

Launch: June 2015

42 months for main competition

6 months for Cities Competition

PRIZE IMPACT

This competition will not only provide 1 in 10 U.S. adult learners who lack basic literacy skills with access to an anytime, anywhere education, it will demonstrate a paradigm shift in how we approach adult learning in the future. The applications will address the complexities of the adult learner's life and reality – tackling the largest obstacles to achieving basic literacy by improving access, encouraging persistence, developing relevant learning content, and scaling nationwide.

BENEFACTORS

XPRIZE WISHES A VERY SPECIAL HAPPY BIRTHDAY AND THANK YOU TO OUR GRACIOUS BENEFACTOR:

AaBbCc

**BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY**

The Barbara Bush Foundation and XPRIZE share a vision of establishing literacy as a priority value in every American home.

The Barbara Bush Foundation for Family Literacy is focused on providing low-income families across the nation with opportunities that encourage and allow young children and their parents to learn to read together. Supporting and promoting family literacy is a win-win for everyone - kids, parents and the community.

DOLLAR GENERAL LITERACY FOUNDATION

Founded in 1993, the Dollar General Literacy Foundation (DGLF) has helped advance the literacy skills of over 6 million individuals and donated more than \$100 million to nonprofit, library and school-based literacy programs. The Foundation's funding focuses on helping programs deliver quality literacy instruction and increasing access to literacy services. The DGLF believes learning to read is an investment that opens doorways for personal, professional and economic success. It is a gift that no one can take away – a gift that lasts a lifetime.

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Transforming Lives Through Literacy

adulthoodliteracy.xprize.org

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XPRIZE[®]

XPRIZE is an innovation engine. A facilitator of exponential change. A catalyst for the benefit of humanity.

We provide the thought leadership to identify the Grand Challenges of our time – the national or global crises, market failures and opportunities where solutions are thought to be either out of reach or just, plain impossible. And then we design and operate incentivized prize competitions to solve them.

Our prize competitions inspire innovative solutions in five distinct Grand Challenge areas: Exploration, Global Development, Energy and Environment, Learning, and Life Sciences.

We act as a convening platform, bringing together passionate partners to accelerate a positive future based upon our vision of a preferred state: the sponsors, entrepreneurs, philanthropists, industry, government, academia and innovators who help us make the impossible possible.

We don't dictate the solution. We ask the right questions. And we provide the platform, global visibility, credibility and opportunity for our partners to take risks that ultimately lead to radical breakthroughs. Together, we create the future. The result? Averted crises. Revitalized markets. Better technologies. New industries. And empowered people.

For information on our active and awarded prizes, go to xprize.org.

MAKING THE IMPOSSIBLE POSSIBLE