THE BARBARA BUSH ADULT LITERACY XPRIZE

A 5-YEAR PLAN TO DRAMATICALLY IMPACT THE FACE OF ADULT LITERACY IN THE UNITED STATES

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BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY

XPRIZE

Prizes Have a Long History

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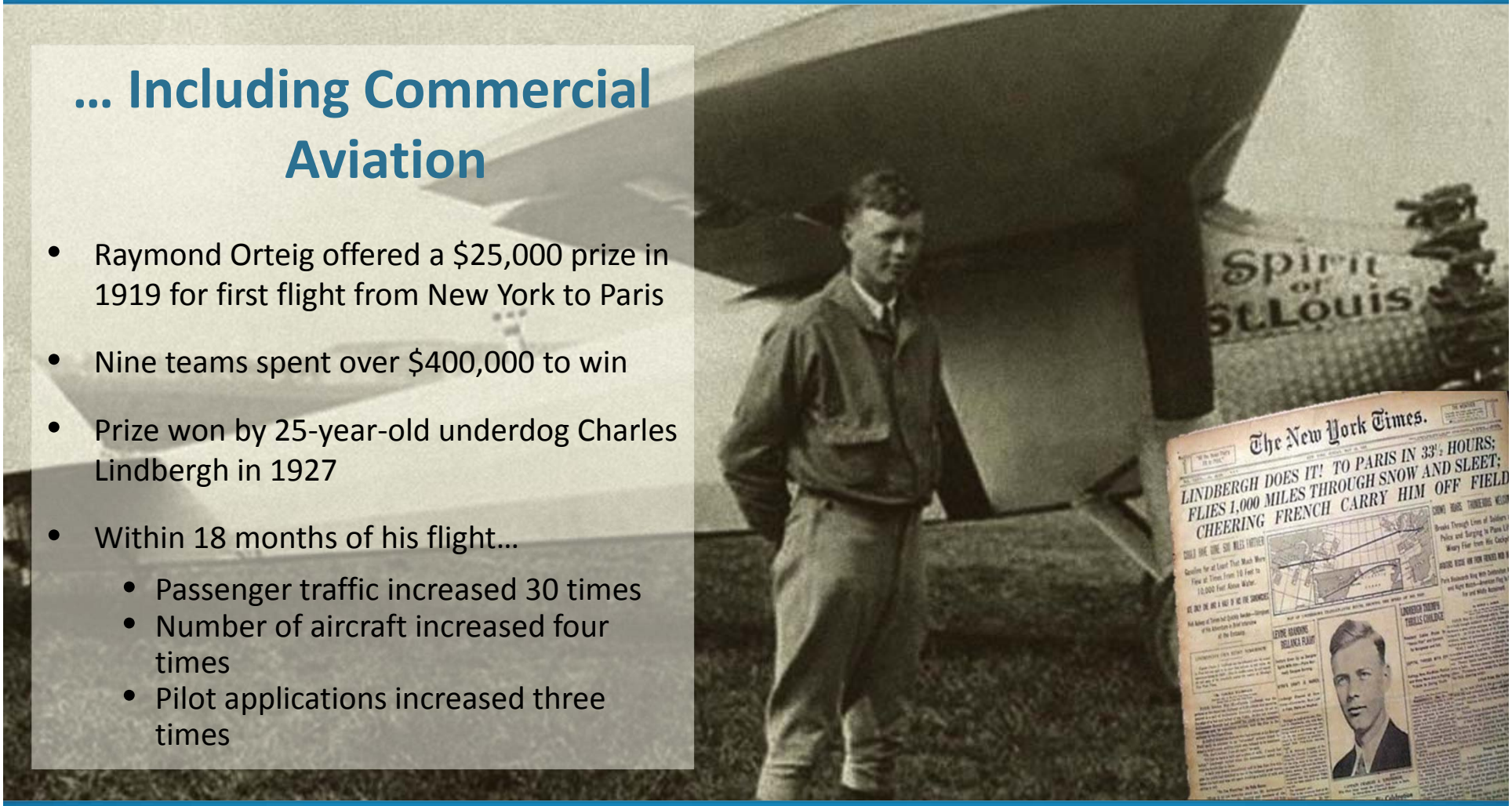
… Including Commercial Aviation

- 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

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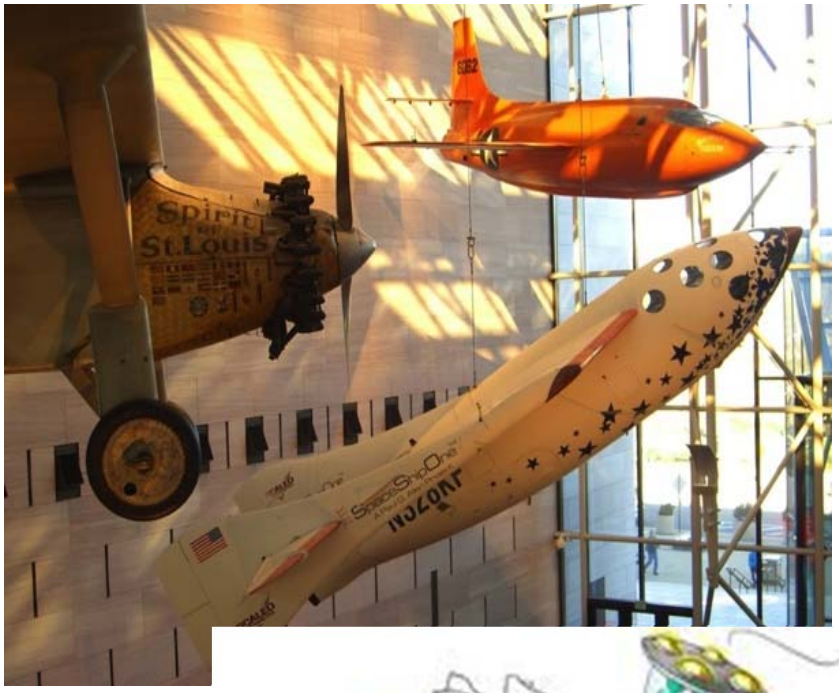

- Provide significant financial leverage
- Pay only for successful outcomes
- Encourage new thinkers and approaches
- Focus communities
- … And influence public perception

XPRIZE Reintroduced Prizes in 1996

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$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!

Literacy Today

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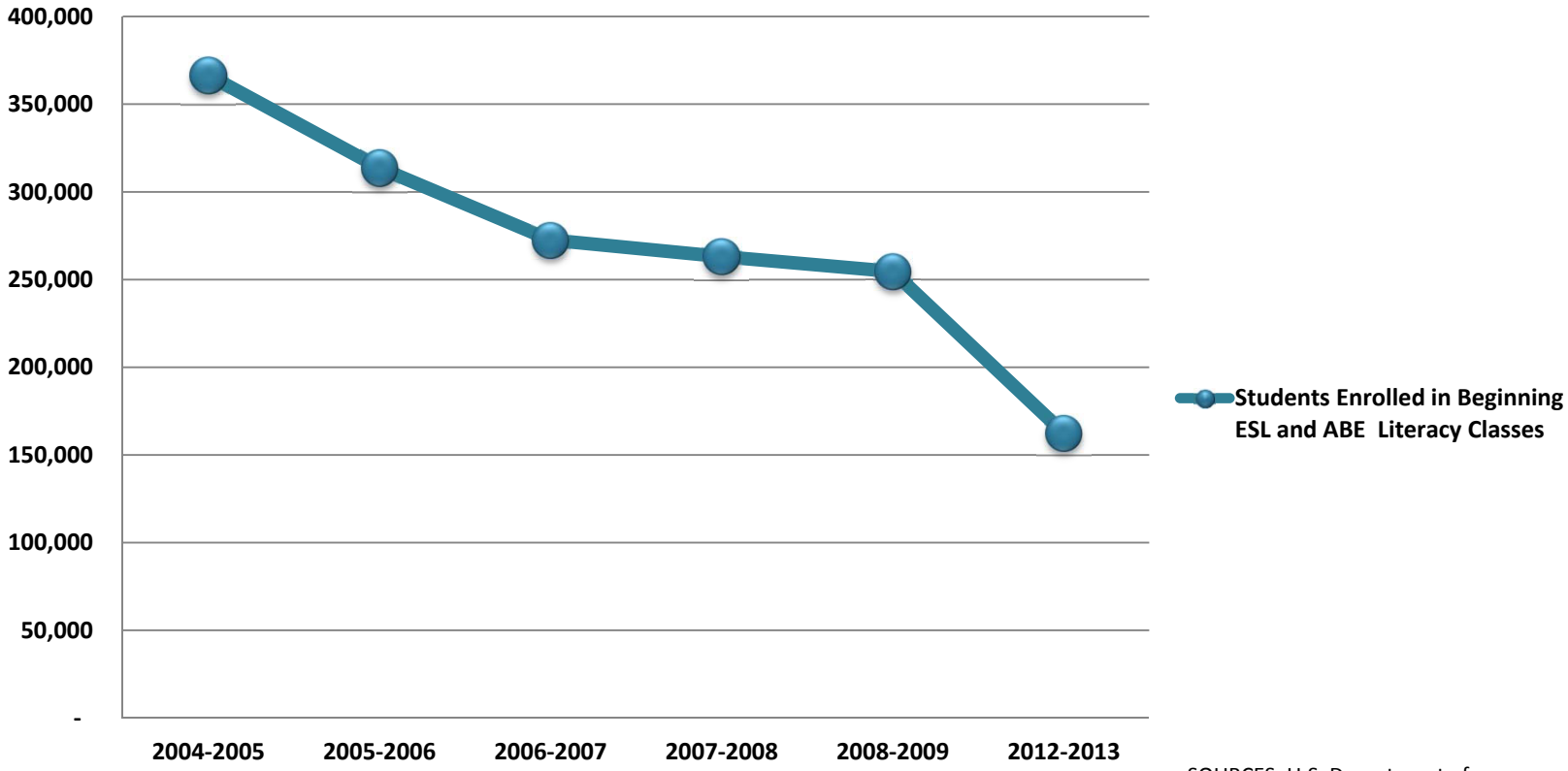
Declining Literacy Enrollment in the U.S.



SOURCES: U.S. Department of Education; National Reporting System

Literacy Crisis

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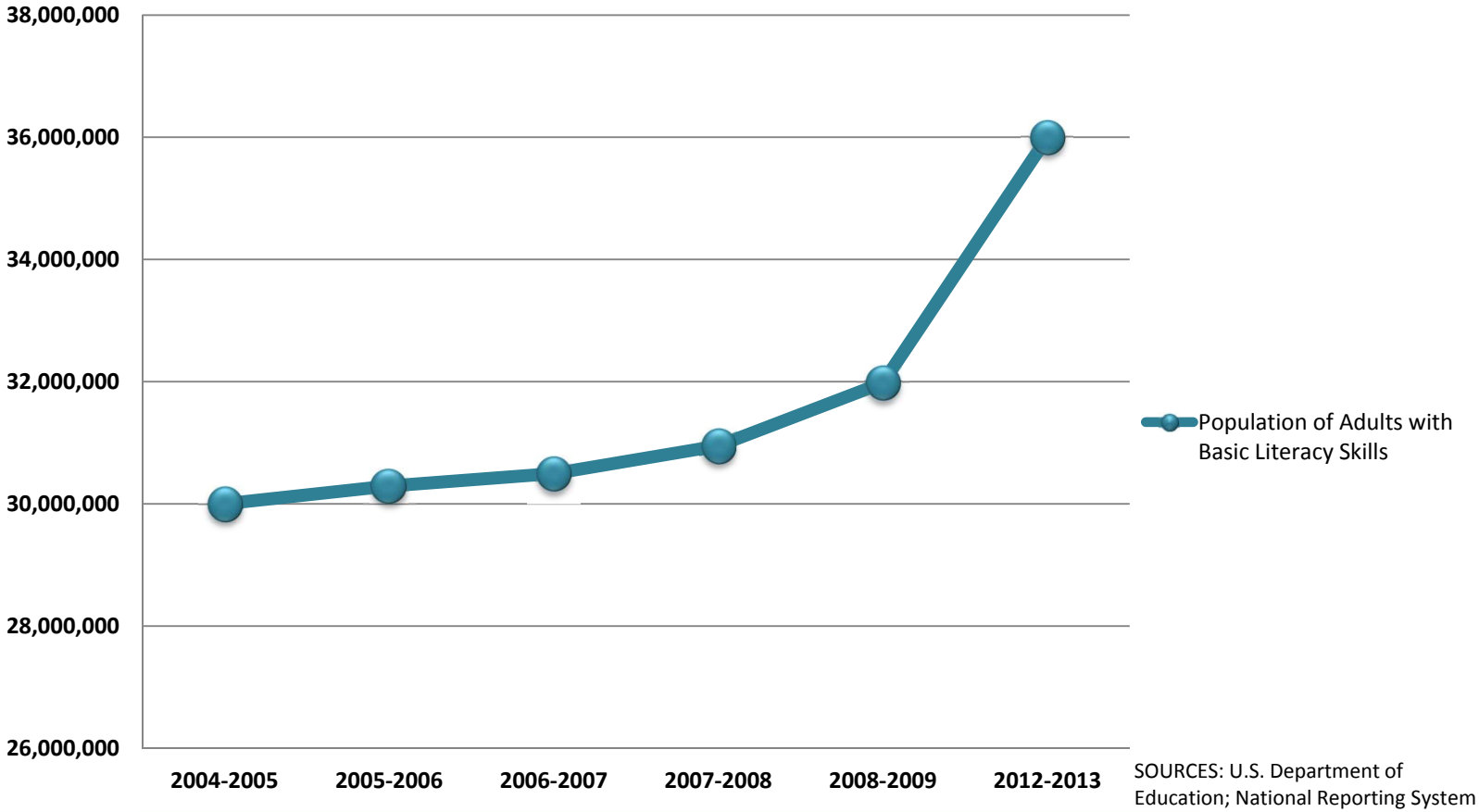
Yet the Population of Adults with Basic Literacy Skills Rapidly Grows



SOURCES: U.S. Department of Education; National Reporting System

Grand Challenge

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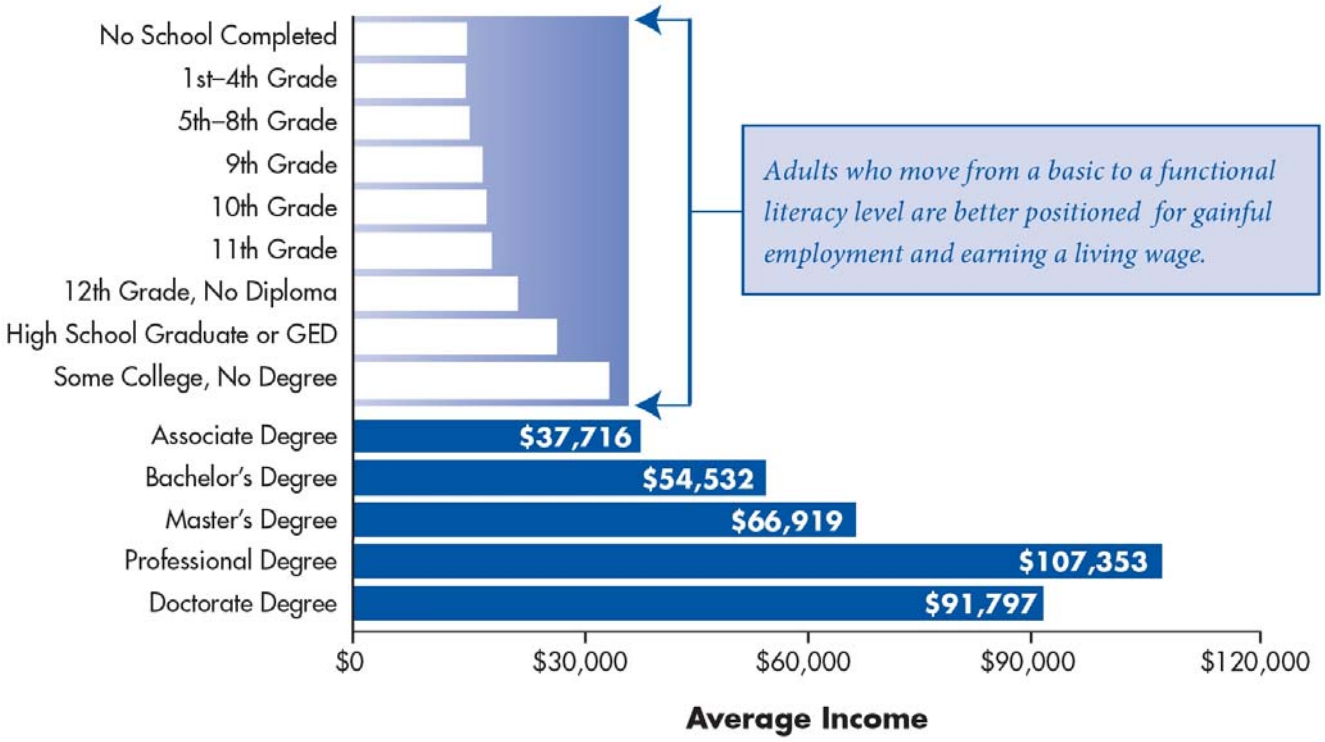

Source: U.S. Census Bureau, 2005 ACS; prepared by National Center for Higher Education Management Systems (NCHEMS).

Prize Overview

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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**.

Team Competition

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PHASE 1	A $5 million prize to garner the attention of teams across the world to develop literacy software products for adults with low literacy skills
Prize Purse	$5 million: $4 million Grand Prizes, $1 million in Bonus Prizes
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

City Competition

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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

Competition Timeline

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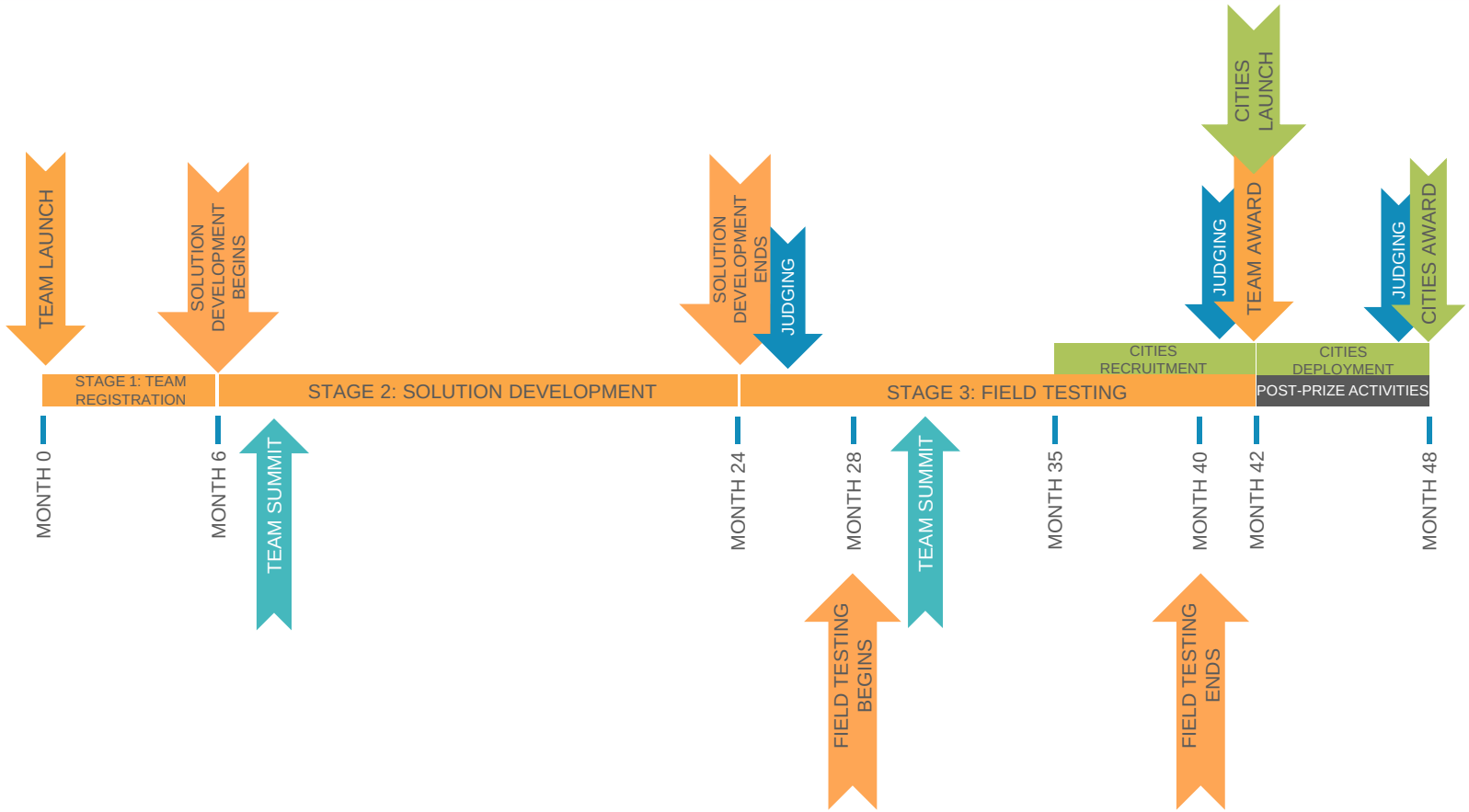
XPRIZE