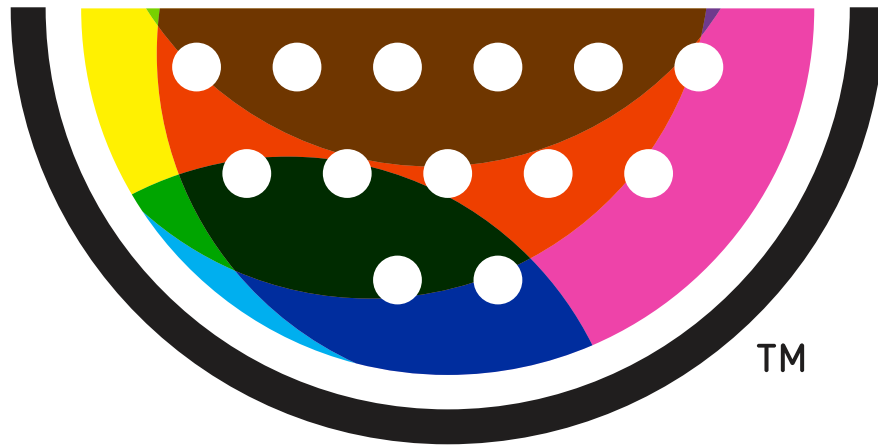


**XPRIZE<sup>®</sup>**  
**ABUNDANCE GAMES**



*healing the world*

**XPRIZE<sup>®</sup>**  
**VISIONEERS**  
**2016 SUMMIT**  
Presented by The Roddenberry Foundation

# *imagine*

The biggest and boldest prize campaign in history

The Innovation Olympic Games

A competition that brings together the most talented to  
serve the most vulnerable, and solve the world's most  
pressing challenges

A source of solutions that make basic necessities  
accessible to anyone, everywhere

Abundance that heals humanity and the Earth

# How It Will Work

The prize will consist of a series of two year sprints. Just like in the Olympic Games, **each sprint will have a local and a global round, offering an average of more than US\$20M in prizes.** The local rounds will be run by a network of local partners (NGOs, Corporations, Governments) willing to give out US\$2M in prizes per sprint to make their city or country become a regional innovation hub for the future of food. **The best innovators from local competitions will be selected to participate in the global rounds.**

The XPRIZE Abundance Games will catalyze promising concepts, celebrate and reward unexpected solutions and bring a diversity of locally relevant innovations. **It will have four building blocks:**

## Global Challenges

Challenge teams to stretch the bounds of design, technology, science and engineering

## Innovation Awards

Stimulate ecosystems in highly promising areas and reward unexpected solutions

## Impact Awards

Celebrate and scale what works even if it does not involve technology innovation

## Youth Competition

Inspire the next generation of food innovators and entrepreneurs

At the core of the prize there will be a series of **Global Challenges**, such as the following:

### Mobile Challenge

Open-source smartphone apps that empower and motivate anyone with a small plot of land to grow an abundance of food

### Urban Challenge

Urban mini-farms capable of effortlessly growing all the food needed for a family or a small community

### Space Challenge

Closed-loop automated systems to feed the first colonies in Mars and the Moon

### Milk Replicator Challenge

Tabletop devices that can produce real milk and dairy products

### Alternative Protein Challenge

Low-cost algae-based protein production systems

### 3D Meat Challenge

Systems that can produce beef, chicken or fish meat using phytonutrients

### Body Sensor Challenge

Open-source, comfortable biometric sensors that track nutrients in the body



A multitude of different ideas, possibly yours

# Food Is The Place to Start

Food is the largest industry on the planet, representing 10% of the global GDP and employing 40% of the global workforce. **Our food system is failing people and the planet, and is not ready for the challenges of the future.** We need breakthrough innovations to make fresh nutritious food ultra-affordable and ubiquitous in ways that minimize our impact on the environment.

## PEOPLE

Almost  
**800**  
million in hunger

Over  
**2 billion**  
overweight or  
obese

Over  
**2 billion**  
with  
micronutrient  
deficiencies

Over  
**11 million** annual  
deaths related to  
malnutrition

## PLANET

Food production  
**consumes 70%**  
**of freshwater**  
consumption

Over  
**20 billion**  
animals  
suffering

**Over 30%**  
of  
greenhouse  
gas emissions

**Over 90%**  
of Amazon  
rainforest  
destruction

**30-60%**  
of ocean fisheries  
collapsed or  
over-exploited

## FUTURE CHALLENGES

**Over 50%** of jobs at high  
risk of being automated in  
20 years

**Growing global debt**  
levels likely to impact  
growth and job creation

Climate change can displace  
**over 1 billion people** and impact  
crop yields

# Food Innovation Systems Are Ready For Disruption

The food industry is plagued by market failures across the value chain: production, distribution and consumption. But our global food innovation system is too small, linear, and tied to the status quo to address these issues. **Food is severely under-represented in global R&D and VC investments (10% of global GDP vs 3% of global VC investments and 5% R&D)** and private sector innovation is concentrated in the hands of few companies.

**Exponential technologies provide us with the tools to reinvent food.** But we need to catalyze breakthrough innovations, stimulate local new food innovation hubs and mobilize a new generation of food innovators around the world. We need the massive activation of the crowd and disruptive innovation that incentivized competitions can uniquely deliver.

**"Let food be thy medicine"**  
Hippocrates, Father of Medicine, 431 B.C.

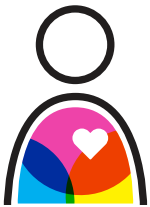
# Catalyzing A New Food Paradigm

Over two hundred years ago, Napoleon created a food preservation prize that brought us canning and catalyzed a revolution that enabled food to travel and improved food availability. **However, what worked before is no longer good enough.**

We need to catalyze a new food paradigm that is more local, healthy, inclusive, resilient and eco-friendly. **The XPRIZE Abundance Games will deploy over US\$100M in prizes over the next 10 years** to accelerate our way to a future where everyone has access to a healthy diet, and to give birth to a new food paradigm that will be better for people and the planet.

It will mobilize the brightest minds to work together to tackle the problems of the most vulnerable people. A focus on local, environmentally-friendly production of natural plant-based foods will minimize the pains of our ailing planet. Commercially viable direct-to-consumer solutions will **minimize waste, reconnect people with food and open the door for a drastic reduction in the cost of fresh nutritious food.**

## Our Design Principles



**Bold  
Humanism**



**Fresh &  
Nutritious**



**Plant-based**



**Radical  
Affordability**



**Ecological**



**Empowering**



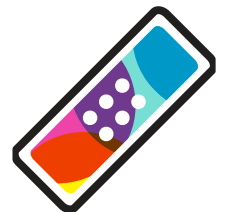
**Commercially  
Viable**



**Scalable**



**Eye-opening**



**Healing**

# A New Kind Of Competition

**Humanity needs a grand bridge to a future of shared and sustainable abundance.** The XPRIZE Abundance Games would be a competition that would happen every two years around the world and produce a sustained acceleration of innovation. It would be focused on ensuring everyone has their basic needs met everywhere, starting with food, and on healing the Earth.

**The prize will build a positive narrative of hope, collaboration and celebration** opposite to that of the Hunger Games, providing a natural antidote to the threats of a dystopian future.

## Multi-Track

Multiple challenges and issues addressed in the same competition

## Global Ecosystem

Massive network of supportive universities, investors, corporations, governments and NGOs

## Co-Funding

TEDx-like expansion model with local partner coalitions funding prizes for local innovators

## Lean and Recurring

Sustained acceleration of innovation through two year sprints with local and global finals

## Scalable Platform

Plug-and-play capacity to add new challenges and geographies with positive network effects

## Flexible

Capacity to start with focus on one area and broaden scope to new areas

## Sustained Engagement

A competition and a journey that can be with us for the next 50 to 100 years

## Spirit of Celebration

Prize purse distributed more broadly and supplemented by non-financial awards

## Open

Preference for open-source solutions and multiple entry points over time for each challenge

# The First Sprint

The first sprint would be the minimum configuration. It will take place in a limited number of geographies and will at least feature the challenges below:

**The Mobile Challenge** seeks to tackle hunger by empowering anyone with a smartphone and small plot of land to sustainably produce an abundance of food.

The teams will be judged using a scorecard that factors in user retention, frequency of use, user recommendations, number of crop, yield growth, and yield distribution over time.



**The Urban Challenge** seeks to make healthy food ultra-affordable in cities by developing portable urban mini-farms capable of growing all the food needed for a family or a small community, effortlessly using only seeds, electricity, water and nutrients.

The teams will be judged using a scorecard that factors in yield, nutrition quality, ease of use and portability.

## Technology Awards

Will reward the emerging solutions in Sensors, Cells, Seeds, Automation, Waste Reduction and Tabletop Devices. Entries will be evaluated by an international panel on a series of criteria that reflect scalability and impact at scale of the solutions.

## Impact Awards

Will celebrate issue-driven solutions that have proven themselves to be effective and scalable, regardless of whether they are driven by technology innovations or not, in areas such as nutrition education, obesity, hunger, food preservation and child malnutrition.

## Youth Competition

Will inspire K-12 students to become the next generation of innovators by challenging them to develop food growing solutions. It will be a scaled-down version of the the adult competition.

**"When a man's stomach is full it makes no difference whether he is rich or poor."**  
Euripides (c. 480 – c. 406 BC)

# Prize Purse and Funding

We conservatively estimate that each sprint will award US\$20M. Global sponsors will award at least US\$2M in prizes to the global finalists of each challenge. A network of local partner coalitions will distribute at least US\$2M in prizes to the innovators of their ecosystem during the local rounds of each sprint. Local partner coalitions (which may include governments, corporations, universities and NGOs) will be selected by XPRIZE in each region based on committed resources, competitor mobilization capacity and operational capabilities.

# The Global Ecosystem

The winning innovators will be supported by a powerful global ecosystem that already features more than 80 universities and 70 accelerators present in over 25 countries in 6 continents. This ecosystem will provide the best innovators from around the world with the capital, knowledge and networks required for teams to flourish and their solutions to scale. It will include accelerators, venture capital funds, corporations, NGOs, world-class educational institutions. Part of the prize will be a special dedicated one-month program that will bring the local winners to Silicon Valley, expose them to world-class content (exponential technologies, design-thinking, lean startup, etc.) and connect them with global innovators, investors, and organizations, providing unique value.

# Beyond Food

The XPRIZE Abundance Games concept can be extended to other categories such as water, housing, education, and health where there are massive opportunities for radical breakthroughs. It could become a natural companion to the Sustainable Development Goals. We believe the concept is scalable, flexible and has powerful network effects. It is not hard to imagine it mobilizing billions of dollars in prizes and catapulting XPRIZE to a new phase of multiplied global impact.

# The Fit With XPRIZE®

Ensuring everyone has access to fresh nutritious food and other basic needs while healing the Earth is a massive endeavor. Incentive prizes provide unique leverage and have a long history of success in bringing about radical breakthroughs, capturing the world's imagination and transforming the world with minimal cost. The XPRIZE Foundation is uniquely positioned in its capacity to push the limits of what's possible through competitions. Next year, for example, the teams competing in the Google Lunar XPRIZE will send rovers and landers to the Moon. We know need to use that power to uplift humanity and bring out the best in us.

XPRIZE has committed to build a bridge to abundance for all. The Abundance Games offers a uniquely scalable, durable and flexible competition to address this vision and to catapult XPRIZE to a new level of global impact and we are ready to start engaging local partners around the world.