



**WENDY SCHMIDT OCEAN HEALTH XPRIZE
OVERVIEW**

Joel R. M. Carnes
Vice President, Prize Operations

SCCWRP Commission Meeting
SEPTEMBER 6, 2013

ABOUT XPRIZE

Mission: To bring about radical breakthroughs for the benefit of humanity

What We Do:

- Design and manage high-profile, **global competitions** that tackle the Grand Challenges of our time:
 - Prize Groups: Energy & Environment; Exploration; Global Development; Learning; and Life Sciences
- Engage **innovators** world-wide
- Partner with top global brands and **thought leaders**
- **Make the impossible possible!**

OUR INSPIRATION...

- Raymond Orteig offered \$25,000 prize in 1919 for first flight from New York to Paris
- Nine teams spent over \$400K to win the prize
- Prize won by 25 year old underdog Charles Lindbergh in 1927



SOMETHING AMAZING HAPPENED...

- Passenger traffic increased 30 times
- Number of aircraft increased four times
- Pilot applications increased by three times
- Aviation stocks skyrocketed



1996 - XPRIZE LAUNCHES A BOLD NEW PRIZE COMPETITION



ANSARI XPRIZE

\$10 Million

*First privately funded team to
build a spaceship which
could carry 3 adults to
100KM, twice in two weeks*

IN 2004 - HISTORY WAS MADE!



- **\$10 million dollar purse awarded to Burt Ratan's SpaceShipOne team**
- **26 teams from seven nations spent >\$100 million**
- **Drove \$1.2B in investment**
- **Private space flight is here!**

WE'VE PRETTY BEEN BUSY EVER SINCE!

AWARDED
\$23.4 Million

ANSARI XPRIZE

PROGRESSIVE
AUTOMOTIVE XPRIZE

NORTHROP GRUMMAN
LUNAR LANDER XCHALLENGE

WENDY SCHMIDT
OIL CLEANUP XCHALLENGE

ACTIVE
\$44.2 Million

Google
LUNAR XPRIZE

QUALCOMM
TRICORDER XPRIZE

NOKIA
SENSING XCHALLENGE

WENDY SCHMIDT
OCEAN HEALTH XPRIZE

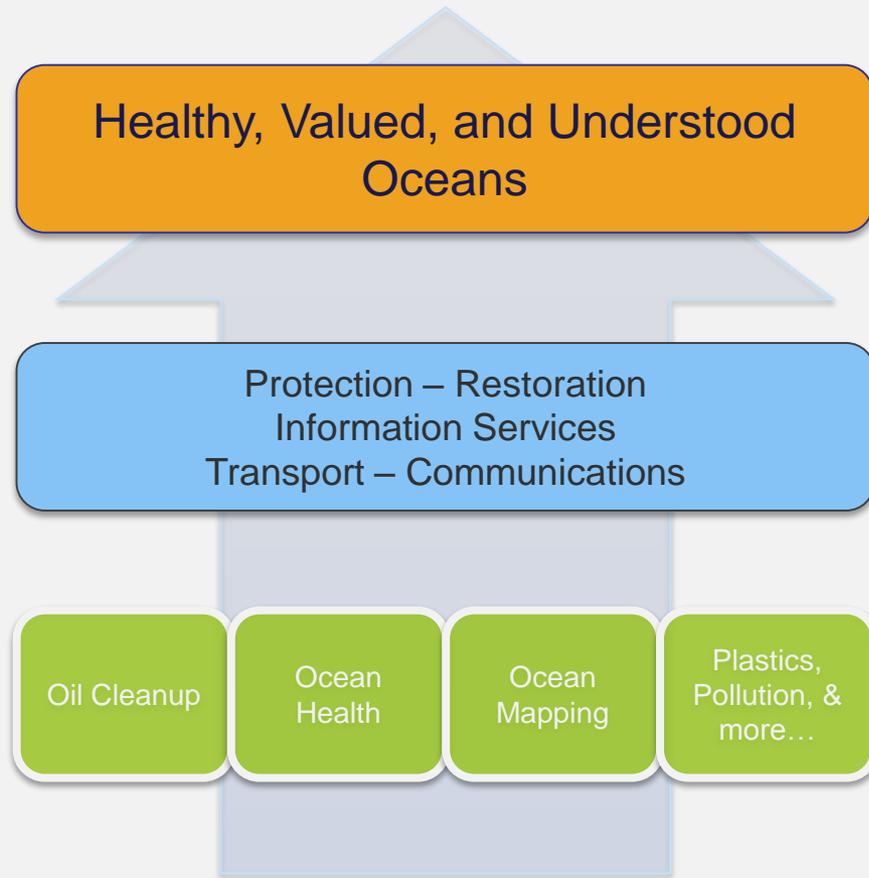
WENDY SCHMIDT
OCEAN HEALTH **XPRIZE**

XPRIZE OCEANS VISION

in order to achieve
Great Impact

we must
Catalyze Industries

by uniting
Breakthroughs



The \$2 million Wendy Schmidt Ocean Health XPRIZE is a global competition to incentivize the development of accurate, robust, and affordable pH sensors that will profoundly improve our understanding of ocean acidification

GOALS OF THE WSOHXP

The winning teams will produce the most accurate and affordable pH sensors under a variety of trials that mimic the challenging conditions of diverse ocean environments

The intended breakthroughs include:

- Producing cost effective and highly accurate ocean pH sensors that can be deployed in a variety of ocean industries
- Attracting new talent and ideas to the ocean sensing industry
- Catalyzing ocean acidification research
- Growing/Incubating an ocean services industry
- Raising global awareness of ocean acidification
- Creating innovative solutions to protect ocean health

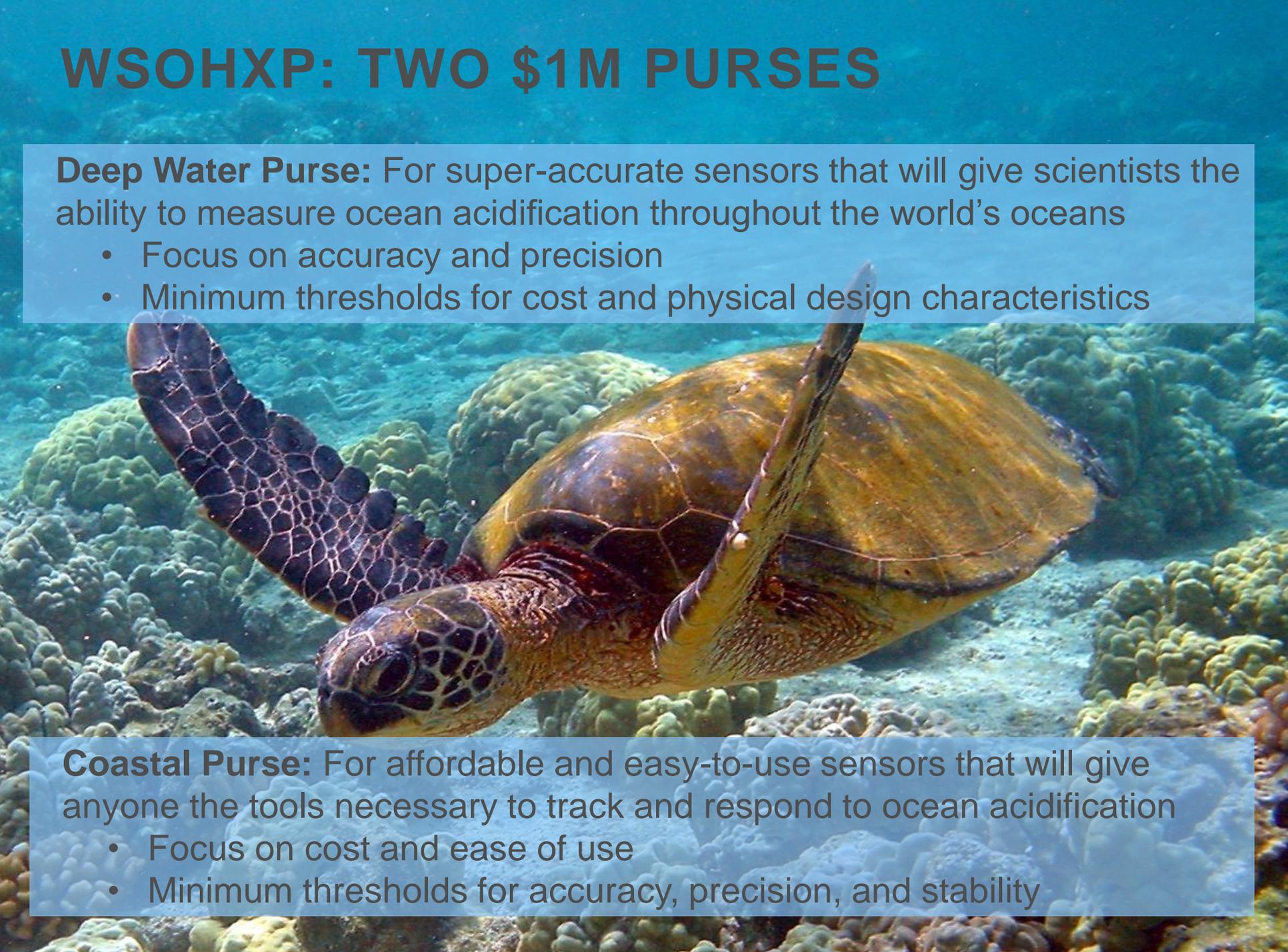
WSOHXP: TWO \$1M PURSES

Deep Water Purse: For super-accurate sensors that will give scientists the ability to measure ocean acidification throughout the world's oceans

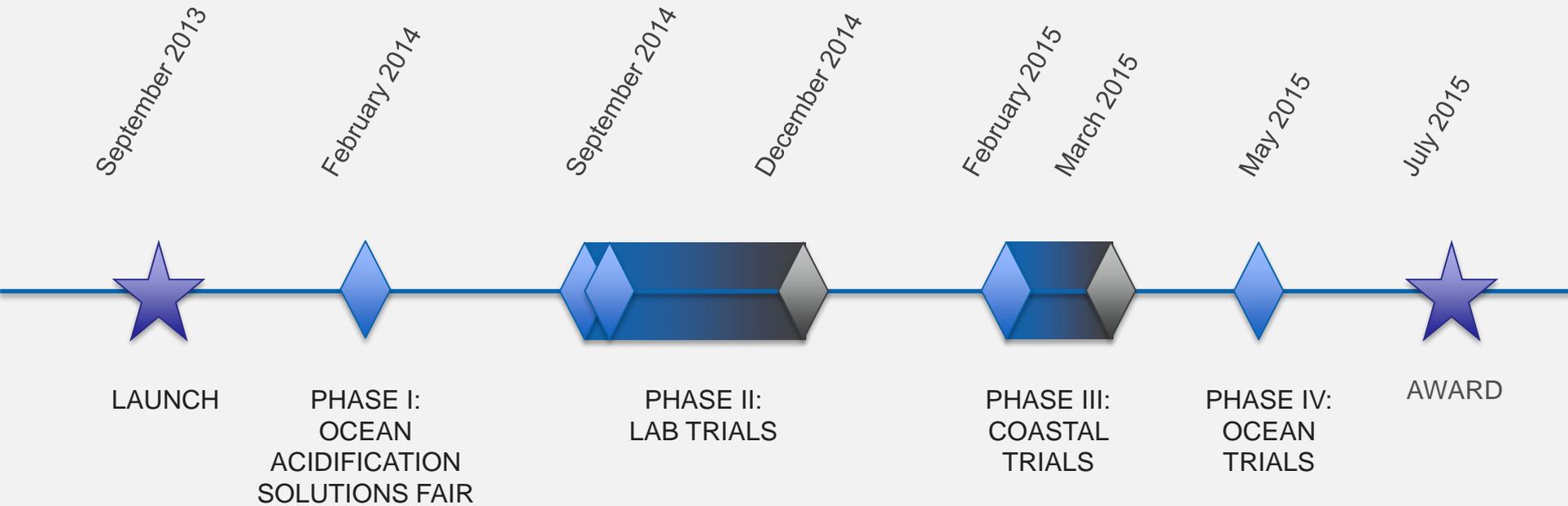
- Focus on accuracy and precision
- Minimum thresholds for cost and physical design characteristics

Coastal Purse: For affordable and easy-to-use sensors that will give anyone the tools necessary to track and respond to ocean acidification

- Focus on cost and ease of use
- Minimum thresholds for accuracy, precision, and stability



WSOHXP COMPETITION TIMELINE



POST-PRIZE INDUSTRY

Post-Prize Goals

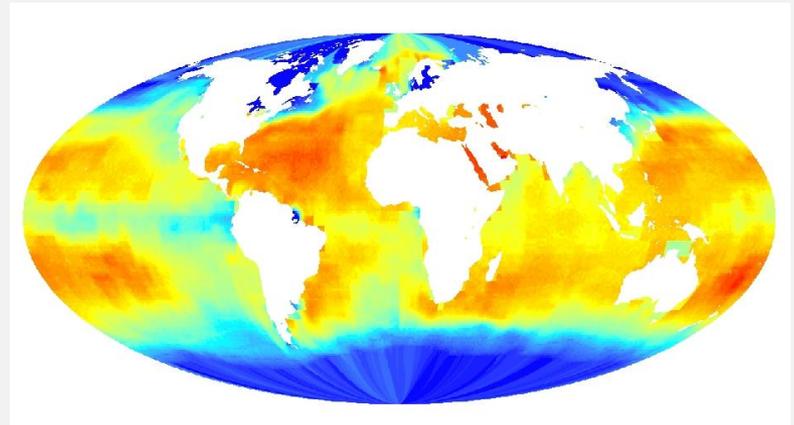
- Create new markets for pH sensors
- Create new markets for ocean data

Post-Prize Markets

- Direct Markets
- Indirect Markets
- New Markets

Post-Prize Activities

- Ocean Services Conference and Industry Association
- Policy, advocacy, and direct communications
- Recognition Awards



OPPORTUNITIES TO ENGAGE WITH SCCWRP

REGULATORY RECOGNITION AWARDS

Concept: High-performing WSOHXP teams “win” additional laboratory and ocean testing performed by SCCWRP and its member agencies

Benefits to SCCWRP:

- Ability to evaluate new technologies for regulatory applications
- Access to innovators
- Evaluation of new ocean health measurement and monitoring technologies

Benefits to teams:

- Exposure to regulators
- Legitimization of technology
- Additional technical assessments
- Potential to cultivate new markets

POTENTIAL RECOGNITION AWARDS

Regulatory Market

A reward of additional laboratory and ocean testing, plus vetting by regulators and managers, to the teams that can best serve the growing regulatory market

Estuary market

A reward of an advanced market commitment to test and use sensors in shellfish hatcheries to the teams that develop highly accurate sensors that can be used in flow through systems

DISCUSSION