



# THE ADULT LITERACY XPRIZE COMMUNITIES COMPETITION

BARBARA BUSH FOUNDATION  
ADULT LITERACY **XPRIZE**  
PRESENTED BY  
DOLLAR GENERAL  
LITERACY FOUNDATION

**COMMUNITIES  
COMPETITION**

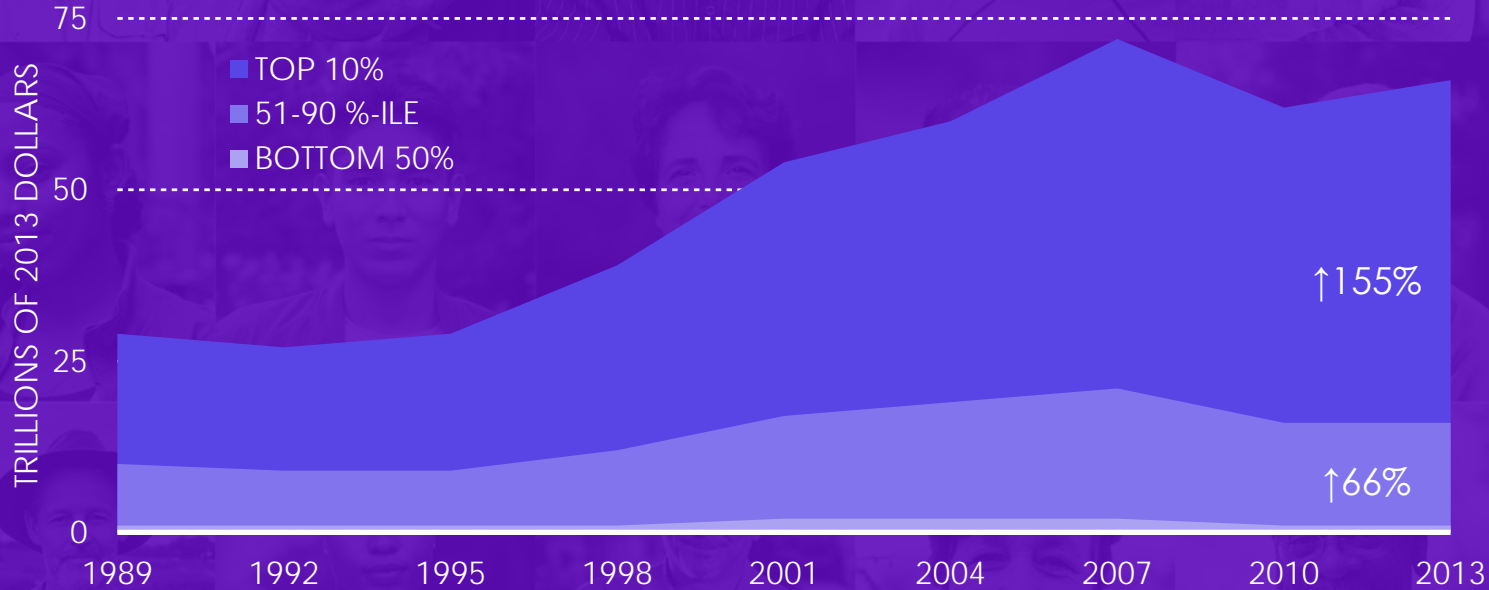


# TODAY'S AGENDA

- THE GRAND CHALLENGE
- WHAT IS AN XPRIZE?
- COMPETITION BASICS
- HOW TO COMPETE

# THE WEALTH GAP IS WIDENING

## HOLDINGS OF FAMILY WEALTH, BY WEALTH GROUP

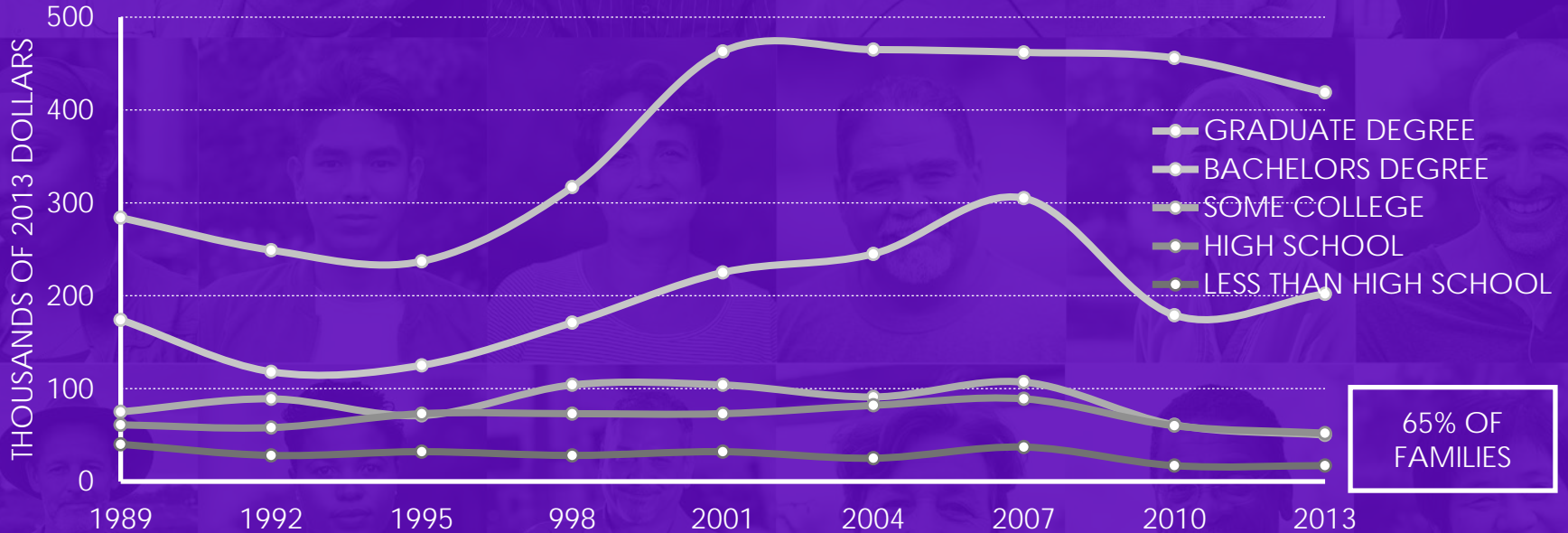


76% OF ALL U.S. WEALTH IS WITH TOP 10%

SOURCE: CONGRESSIONAL BUDGET OFFICE, TRENDS IN FAMILY WEALTH, 1989 TO 2013

# EDUCATION CONTRIBUTES

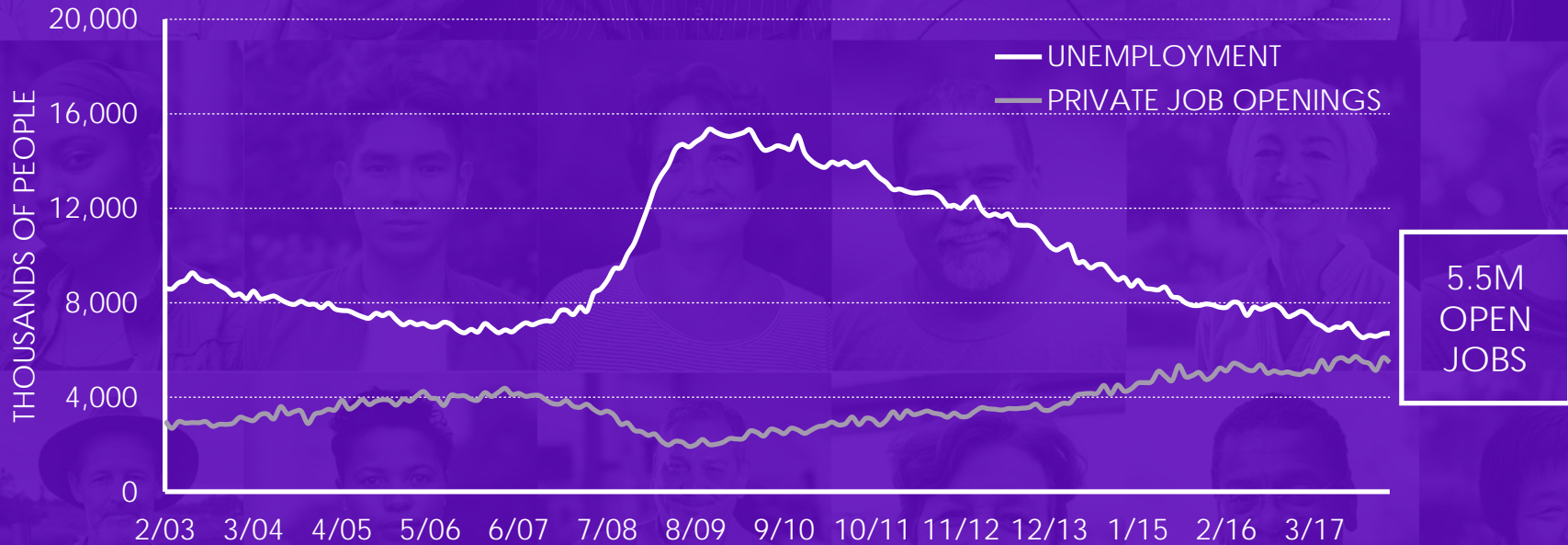
## MEDIAN FAMILY WEALTH, BY EDUCATION GROUP



SOURCE: CONGRESSIONAL BUDGET OFFICE, TRENDS IN FAMILY WEALTH, 1989 TO 2013

# THE SKILLS GAP IS REAL

## TOTAL PRIVATE JOB OPENINGS VERSUS TOTAL UNEMPLOYMENT

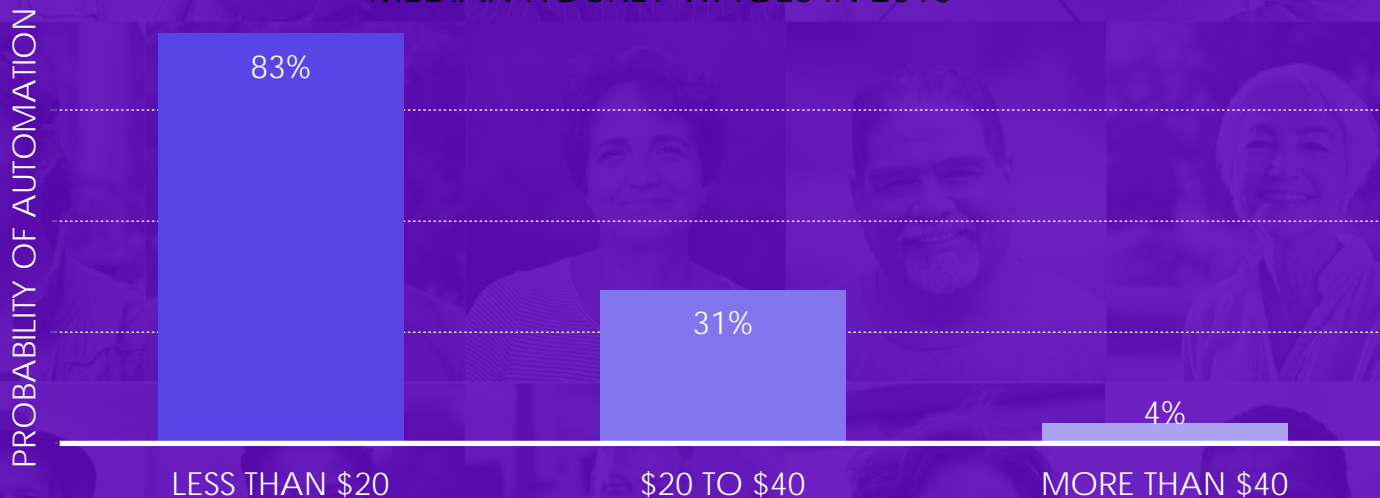


SOURCE: BUREAU OF LABOR STATISTICS

# AUTOMATION WILL WIDEN GAPS

THE LESS YOU MAKE IN HOURLY WAGES, THE MORE LIKELY YOUR JOB WILL BE REPLACED BY AUTOMATION

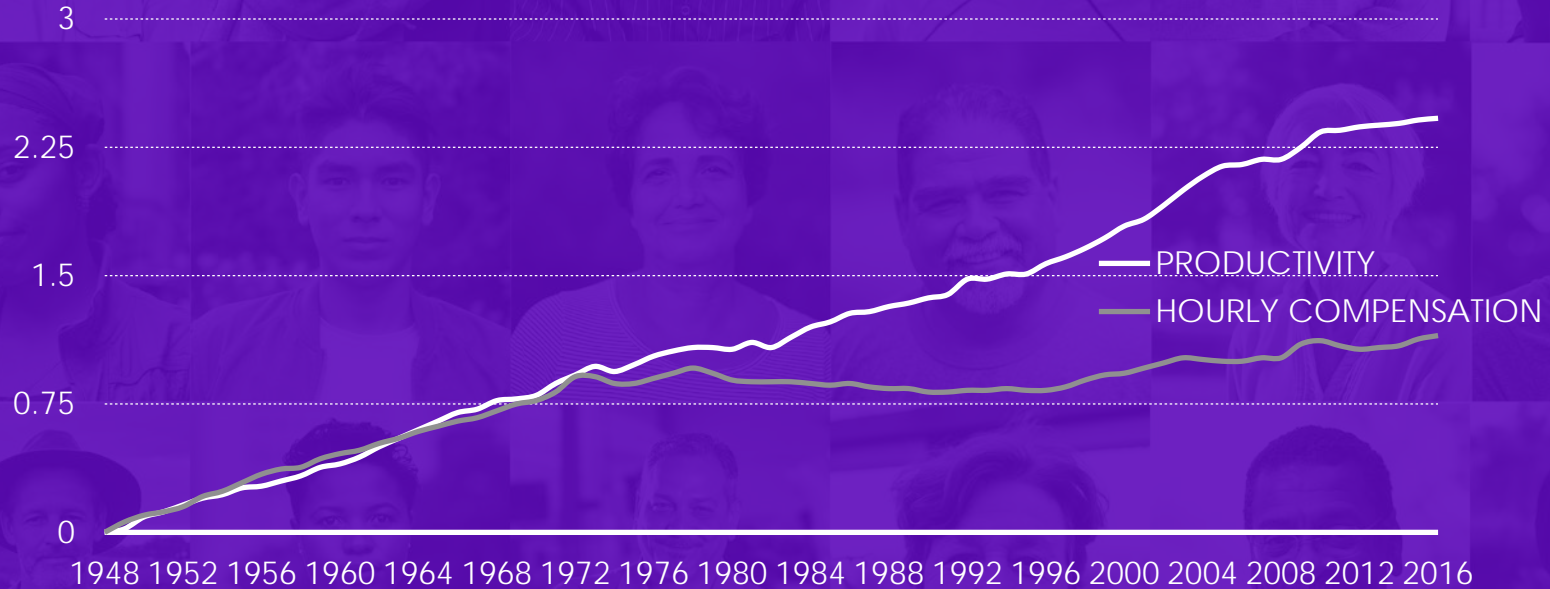
MEDIAN HOURLY WAGES IN 2010



SOURCE: FURMAN, J. (2016). IS THIS TIME DIFFERENT? THE OPPORTUNITIES AND CHALLENGES OF ARTIFICIAL INTELLIGENCE

# CONTINUING A 40-YEAR TREND

PRODUCTIVITY GROWTH AND HOURLY COMPENSATION  
GROWTH, 1948-2016



SOURCE: ECONOMIC POLICY INSTITUTE

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# NOT A NEW CHALLENGE

WHILE TECHNOLOGICAL FORCES AND STRUCTURAL UNEMPLOYMENT BROUGHT ABOUT BY AUTOMATION ARE COLORBLIND, THE OBJECTIVE ECONOMIC POSITION OF THE POOR IN SOCIETY CAUSES THEM AS A GROUP TO BE HARDEST HIT BY AUTOMATION.

- MARTIN LUTHER KING, JR., 1966





36 MILLION ADULTS IN THE U.S.  
LACK BASIC ENGLISH LITERACY,  
IMPACTING THEIR LIVES AND  
THOSE OF THEIR CHILDREN AND  
COMMUNITIES

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# GREAT NEED TO GROW REACH

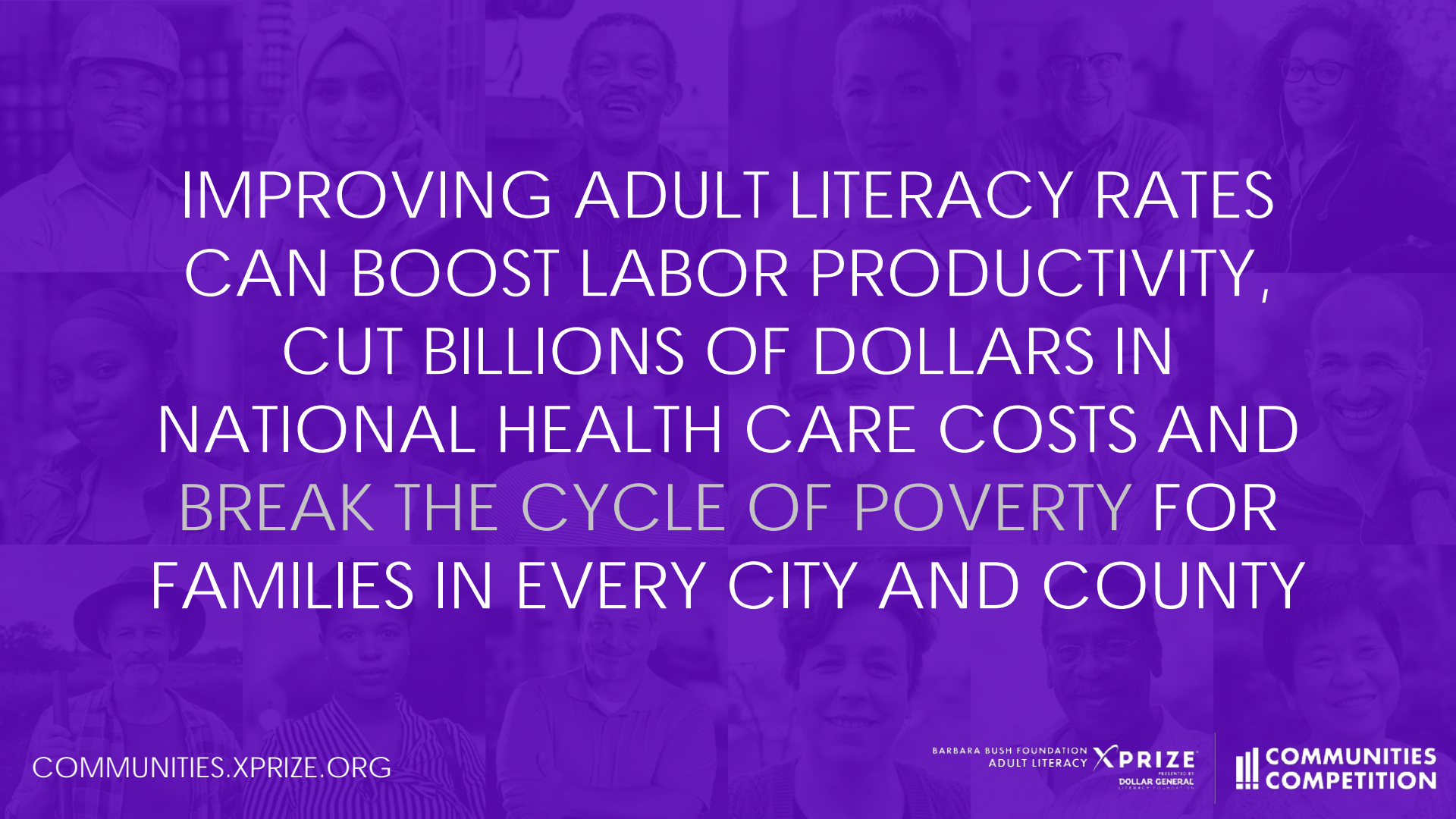
36  
MILLION

2.1 MILLION

ADULTS IN THE UNITED STATES  
WITH LOW LITERACY SKILLS

A 34 MILLION LEARNER  
OPPORTUNITY

ADULT LEARNERS ENROLLED  
IN CLASSROOM PROGRAMS



IMPROVING ADULT LITERACY RATES  
CAN BOOST LABOR PRODUCTIVITY,  
CUT BILLIONS OF DOLLARS IN  
NATIONAL HEALTH CARE COSTS AND  
BREAK THE CYCLE OF POVERTY FOR  
FAMILIES IN EVERY CITY AND COUNTY

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HUMANITY'S BIGGEST  
CHALLENGES ARE ALSO THE  
WORLD'S GREATEST  
OPPORTUNITIES

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XPRIZE IS THE GLOBAL LEADER IN  
DESIGNING AND IMPLEMENTING  
INNOVATIVE COMPETITION  
MODELS TO SOLVE HUMANITY'S  
GRAND CHALLENGES

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# \$144MM IN PAST AND ACTIVE PRIZES



\$10M

ANSARI XPRIZE



\$10M

QUALCOMM TRICORDER XPRIZE



\$10M

PROGRESSIVE AUTOMOTIVE XPRIZE



ACTIVE

\$10M

ANA AVATAR XPRIZE



ACTIVE

\$20M


nrg | cosia CARBON XPRIZE



ACTIVE

\$15M

GLOBAL LEARNING XPRIZE

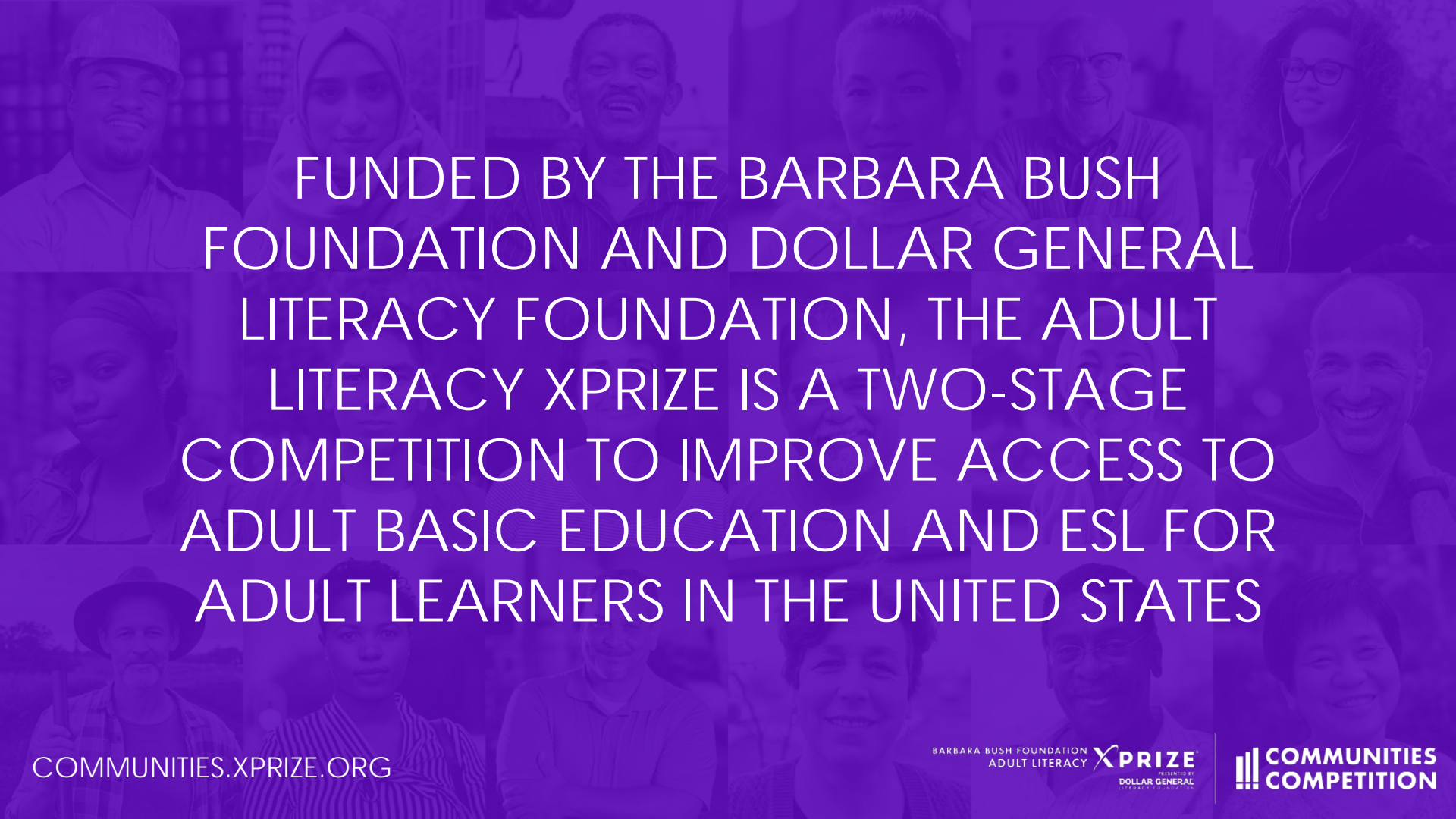


OUR COMPETITIONS HAVE INSPIRED  
INNOVATIONS FROM PRIVATE  
SPACE FLIGHT, TO 100 MPGE CARS,  
TO LEARNING TOOLS FOR 100'S OF  
MILLIONS OF UNSCHOOLED  
CHILDREN

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FUNDED BY THE BARBARA BUSH  
FOUNDATION AND DOLLAR GENERAL  
LITERACY FOUNDATION, THE ADULT  
LITERACY XPRIZE IS A TWO-STAGE  
COMPETITION TO IMPROVE ACCESS TO  
ADULT BASIC EDUCATION AND ESL FOR  
ADULT LEARNERS IN THE UNITED STATES

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OUR MISSION IS TO EMPOWER  
MILLIONS OF ADULT LEARNERS TO  
ACQUIRE THE SKILLS THEY NEED TO  
ADVANCE THEIR EDUCATION, FIND  
BETTER WORK, OR SIMPLY READ A  
BEDTIME STORY TO THEIR CHILDREN

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STAGE 1: WINNING TEAM WILL DEVELOP  
AN APP RESULTING IN THE GREATEST  
LEARNING GAINS ABOVE ONE-YEAR  
CLASSROOM EQUIVALENT

STAGE 2: WINNING COMMUNITY WILL  
DEPLOY THE WINNING SOLUTION TO THE  
MOST LEARNERS

# OUR GOALS

- DEMONSTRATE EFFECTIVENESS

- ACCELERATE INNOVATION

- EXPAND ACCESS

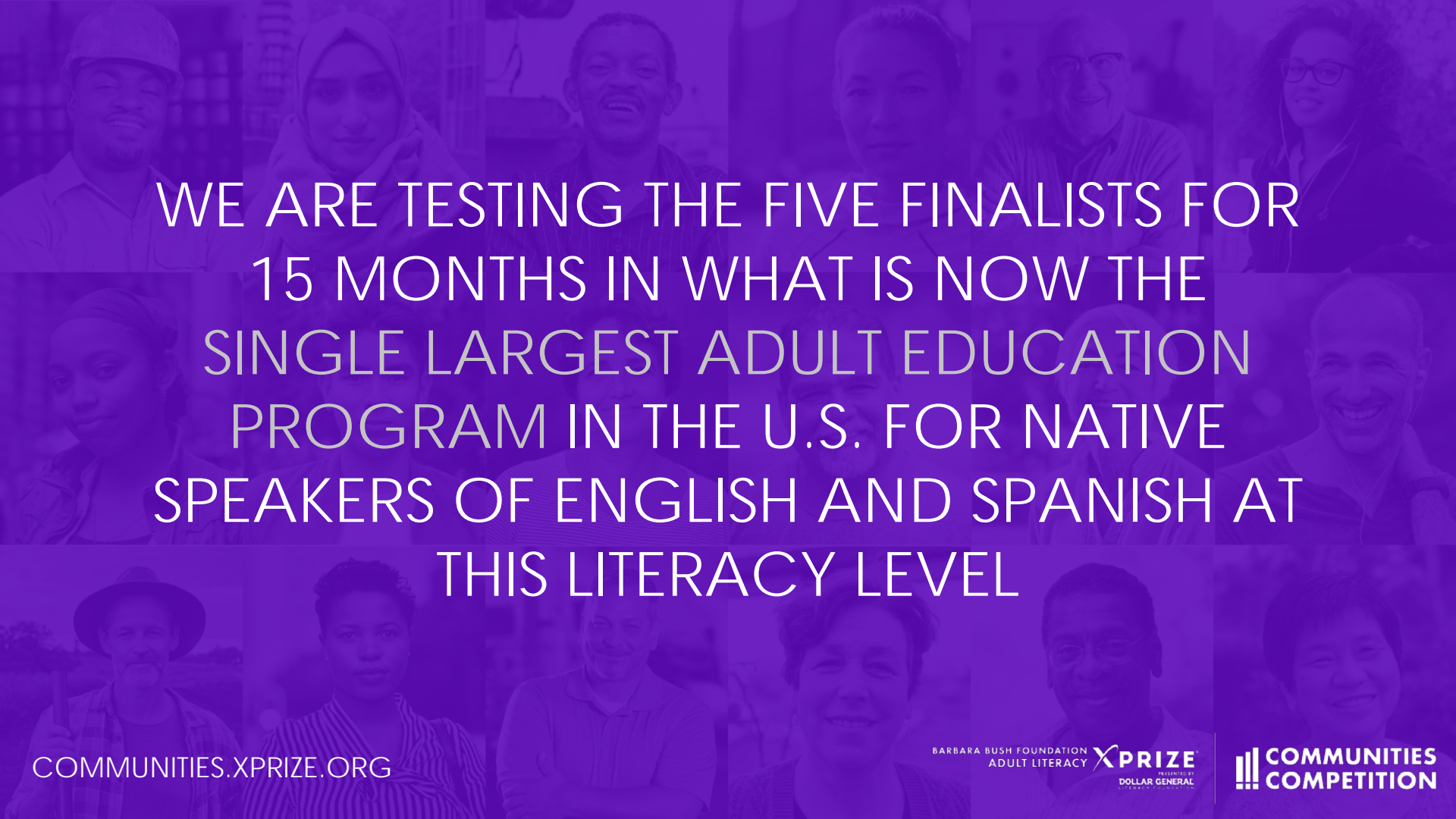
- SPUR INVESTMENT



500K PEOPLE HOURS INVESTED BY TEAMS

# FIVE FINALISTS





WE ARE TESTING THE FIVE FINALISTS FOR  
15 MONTHS IN WHAT IS NOW THE  
SINGLE LARGEST ADULT EDUCATION  
PROGRAM IN THE U.S. FOR NATIVE  
SPEAKERS OF ENGLISH AND SPANISH AT  
THIS LITERACY LEVEL

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# \$1M TO TRANSFORM 1M LIVES

COMMUNITIES COMPETITION CHALLENGES  
COMMUNITIES AND ORGANIZATIONS  
ACROSS THE COUNTRY TO EMPOWER LOW-  
LITERACY ADULTS TO DOWNLOAD AND USE  
A FREE, EFFECTIVE, CONVENIENT AND  
PRIVATE MOBILE LEARNING TOOL

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IT IS AN OPPORTUNITY TO SPUR  
INNOVATION IN OUTREACH, TEST  
OUT YOUR MOVE TO TECH, AND  
HELP MORE ADULT LEARNERS

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# HOW WOULD YOU REACH ONE MILLION ADULT LEARNERS IN THE US?

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# HOW TO WIN

PHASE 1: TELL US HOW YOU WILL REVOLUTIONIZE ADULT EDUCATION IN YOUR COMMUNITY. WE WILL AWARD \$10,000 EACH TO THE 50 BEST PROPOSALS.

PHASE 2: THE THREE COMPETITORS WHO RECRUIT THE MOST PEOPLE TO DOWNLOAD AND USE THESE FREE, PROVEN-EFFECTIVE APPS WILL WIN A SHARE OF AN ADDITIONAL \$500,000.

# PHASE 1: TELL US HOW

DETAIL HOW YOU WILL INCREASE ACCESS TO ADULT EDUCATION FOR LEARNERS USING THE APPS FROM THE ADULT LITERACY XPRIZE TEAMS STAGE

PROPOSALS WILL BE JUDGED FOR THEIR POTENTIAL FOR IMPACT, INNOVATION, FEASIBILITY, SCALABILITY, AND DURABILITY

# COMPETITION PROCESS

1

## REGISTER

Create a user profile at  
<https://ids.xprize.org/communities>

2

## CREATE A TEAM PROFILE

Create a team profile at  
<https://ids.xprize.org/communities>  
no later than Dec 8, 2018

3

## APPLY

Competitors will need to  
submit their applications no  
later than Dec 21, 2018

4

## PEER REVIEW

Competing teams will review and  
score five other applications  
against five criteria

5

## EXPERT REVIEW

Up to 100 competitors will move on  
to an expert review round using the  
same five evaluation criteria

6

## MILESTONE AWARDS

The expert judging panel will select  
50 milestone prize awardees who  
will share a \$500K prize purse

7

## PREP FOR DEPLOYMENT

By Jan 7, 2019, all applicants  
will receive a referral code to track  
downloads in Phase 2

8

## DISTRIBUTE APPS

Beginning Apr 1, 2019, you will  
be able to use your referral code  
to distribute apps to learners

9

## JUDGING AND AWARDS

The top 10 performing teams based  
on download and usage metrics will  
undergo a final judges review

# COMPETITION TIMELINE

**JUNE 22  
2018**

**DECEMBER 8  
2018**

**DECEMBER 21  
2018**

**MARCH  
2019**

**APRIL 1  
2019**

**AUGUST 31  
2019**

**SEPTEMBER  
2019**

Launch

Team  
Registration  
Deadline

Proposal Phase  
Application  
Deadline

Milestone  
Award Winners  
Announced

Start of  
Deployment  
Phase

Close of  
Deployment  
Phase

Communities  
Competition  
Winners  
Announced

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# HOW TO GET STARTED

- VISIT [COMMUNITIES.XPRIZE.ORG](https://communities.xprize.org)
- REGISTER
- CREATE A TEAM
- START YOUR APPLICATION

# USEFUL LINKS

● [COMMUNITIES.XPRIZE.ORG](https://communities.xprize.org)

● [COMMUNITIES.XPRIZE.ORG/PRIZES/COMMUNITIES/FAQ](https://communities.xprize.org/prizes/communities/faq)

● [IDS.XPRIZE.ORG/COMMUNITIES](https://ids.xprize.org/communities)

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# HAVE QUESTIONS?

MONICA GROVES

[ADULT.LITERACY@XPRIZE.ORG](mailto:ADULT.LITERACY@XPRIZE.ORG)

424-228-1942

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