

Powerful digit sum

Problem 56

A googol (10^{100}) is a massive number: one followed by one-hundred zeros; 100^{100} is almost unimaginably large: one followed by two-hundred zeros. Despite their size, the sum of the digits in each number is only 1.

Considering natural numbers of the form, a^b , where $a, b < 100$, what is the maximum digital sum?