

IPP

INNOVATION
PARTNERSHIP
PROGRAM



SINGULARITY
UNIVERSITY

PRESENTED BY
Deloitte.

THE BIG IDEA IN 42 WORDS

It's time to get a solid grasp on "Exponential Technologies." Why? Because these forces wiped out revenues at Kodak, at Rim and at Borders.

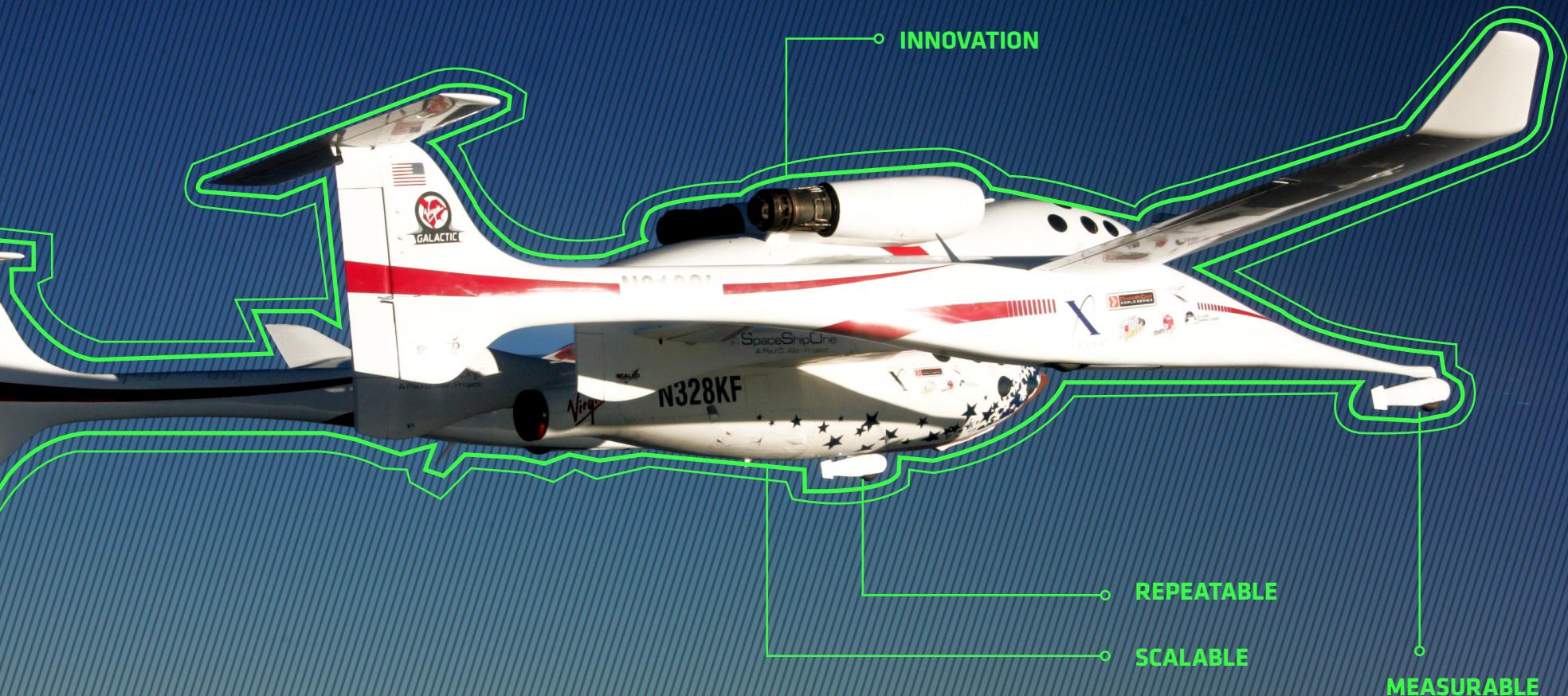
If you aren't in a position to harness exponential technologies and breakthrough business models, **you need to be.**

Companies need innovative ideas and products, the kind that usually come from startups and entrepreneurs. So why not nurture the startup mentality *in-house* and keep all the fame, fortune and profit? **Well, because it rarely works.** Even when done as well as it can be done, in-house innovation has its limits. In practice, it can be extremely expensive, and some of the biggest R&D misses have caused heads to roll.

The big-time breakthroughs are most likely to come from 7 TECHNOLOGIES THAT ARE CHANGING THE WORLD and new kinds of organizational tools like *gamification*. Sure, it's a safe bet, you are on top of some of these technology vectors, but that's not enough. Why? Because all of them have the possibility of crossing into your market, and massively changing the economics for your customers.

This presentation demonstrates a new way to foresee and be a part of the major technology and business model shifts that are going to change your industry.

WHAT IS YOUR INNOVATION IQ?



OVERLY FOCUSED?

It's good to be focused on your own industry. But that leaves you reacting to outside technologies and business models. If you are in this reactive position, you carry a lot of risk.

AS GOOD AS YOU ARE — and we believe that you are very good at your business — there are major technical innovations that are happening outside the lens of your day-to-day operations.

In almost all cases, taken individually, there is a low risk to you from outside-the-industry business models and technologies. However, when one of these technologies jumps across an industry and gets traction, massive value fractures occur.

Craigslist, Skype, digital cameras — they all moved faster than expected in new markets, and big companies lost huge revenue streams.

If you aren't part of a group that is tracking these forces, discussing them, and investing in new business models — then you may always be in reactive mode: *the worst possible position*.

7 EXPONENTIAL TECHNOLOGIES



COMPUTATION, NETWORKS & SENSORS



ARTIFICIAL INTELLIGENCE & ROBOTICS



3D PRINTING DIGITAL MANUFACTURING



SYNTHETIC BIOLOGY & BIO-INFORMATICS



DIGITAL MEDICINE



ENERGY



SECURITY

R&D vs. BREAKTHROUGHS

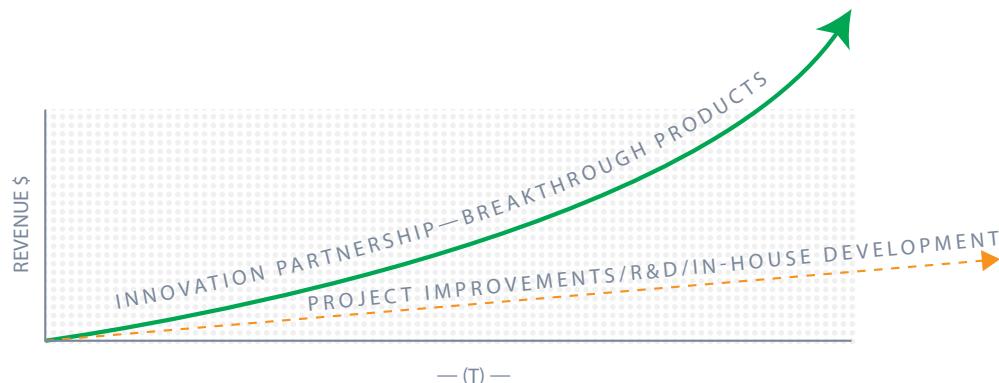
It's critical to have great R&D, explore new products, and open new markets. But that may not get you to a major breakthrough.

In a moment we are going to talk about how we have created new multi-billion dollar industries by curating breakthroughs. (*What's a breakthrough? It's business model that changes how a market functions. Think: MP3 files in the music industry.*)

Today, you are probably doing some things that could—if everything works perfectly—create a major breakthrough.

Most corporate breakthrough efforts have involved making pricey acquisitions, or spending on in-house R&D projects.

We'd like to introduce you to our curated breakthrough process.



EXponential TOOLS



OUR SOLUTION: IPP

Participate in creating a breakthrough. Own it early. Capitalize on it.
Make money with it. Own new markets.

OUR SOLUTION IS TO BRING THE BEST AND BRIGHTEST PEOPLE in the key areas of innovation together with executives who can implement and take advantage of their insight.

A word of caution: This 4 day event is not a volleyball picnic, or a plush retreat; it is highly curated, and process-driven to create value for everyone at the table, and by value, we don't mean, "a good experience," or "that was interesting," or "I met a Nobel Laureate" — **we mean value that can be measured in hard dollars.**

We curate these events to develop new business models leveraging technologies and ideas. This is driven by real-world business experience. The point is to create new opportunities for you to participate in the breakthroughs, not watch them from a distance.

INNOVATION PARTNERSHIP PROGRAM
A Partnership of XPRIZE, Singularity Univ., Deloitte & the Fortune 500

- DAY 1** | **Exponential Technologies** - a comprehensive overview of how cutting edge technologies will combine to revolutionize business in 2, 5 and 10 years.
- DAY 2** | **Exponential Organizational Tools** - real world case studies and best practices for implementing innovation strategies at your organization.
- DAY 3** | **Visioneering** - a proprietary methodology for solving major problems through crowd sourced innovation.
- DAY 4** | **Outcomes** - open new markets, develop new products, increase customer satisfaction, enhance employee engagement, grow revenues, lower costs and mitigate risk.

ABOUT US:

XPRIZE

XPRIZE IS A WORLD LEADER in crowdsourced innovation. Our mission is to foster “radical breakthroughs for the benefit of humanity.” Our incentivized competitions motivate individuals, companies and organizations across all disciplines to develop innovative ideas and technologies which help solve humanity’s grand challenges.

XPRIZES incentivize three primary goals:

- Attract investment from outside the sector to capitalize new approaches to difficult problems.
- Create tangible and meaningful results. Competitions have measurable goals, and are designed to promote business model adoption.
- Crowdsource global genius and harness the power of interdisciplinary teams.

SINGULARITY UNIVERSITY

Singularity University (SU) is the leading institution for teaching exponentially growing technology. SU focuses on what's in the lab today and coming to market in 2, 5 and 10 years.

Founded in 2008, SU has deep expertise in producing world class educational programs and events, including the Graduate Studies Program, Executive Program and FutureMed. In addition, they incubate a portfolio of companies with business models designed to reach 1 billion people.

Faculty: An elite network of technologists and innovators from the top labs, companies and start-ups in Silicon Valley.

DELOITTE

Deloitte Consulting LLP helps organizations grow their businesses and enhance value by identifying actionable insights. More than 23,000 professionals provide a broad range of capabilities across human capital, strategy & operations and technology that are aligned to the particular needs of specific sectors, businesses and organizations.

A PROVEN TRACK RECORD OF INNOVATION



"The four and a half day commitment and investment is considerable but I have found it absolutely worth every minute."

-Dan Hesse

Chief Executive Officer, Sprint



"The Innovation Partnership Program was a fantastic experience. The content was well-chosen and should shape companies' innovation agendas for the next decade. SAP is proud to be part of this partnership."

-Jonathan Becher

Chief Marketing Officer, SAP



"My mind has been blown at IPP, completely and totally blown. It has opened my eyes to a future that I didn't know existed."

-Carin Watson

Director of Innovation, Citigroup



"This was the best (no other has come close) learning experience I have had in my working career. I felt challenged, intimidated, invigorated and mostly optimistic."

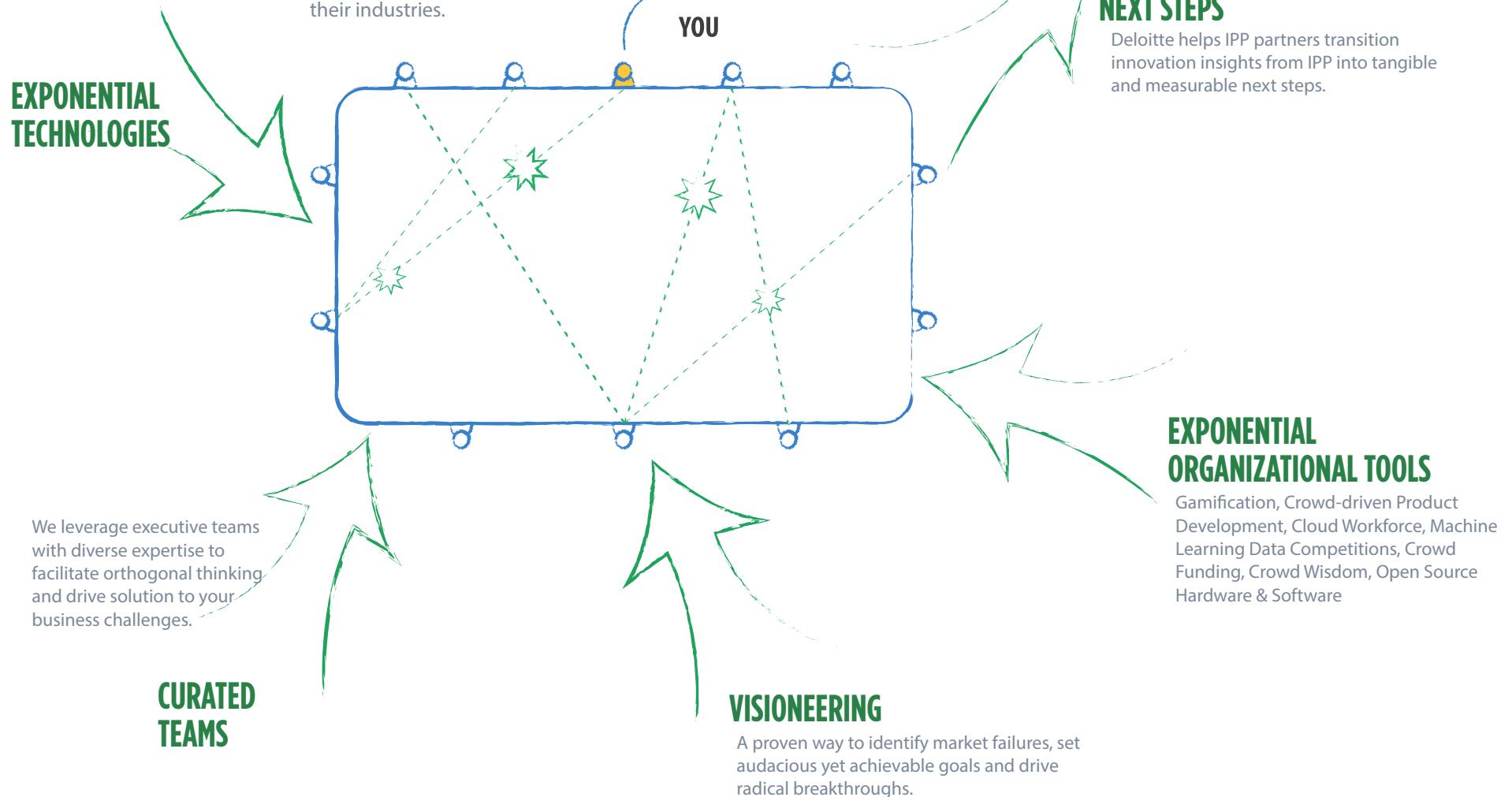
-Steve Elfman

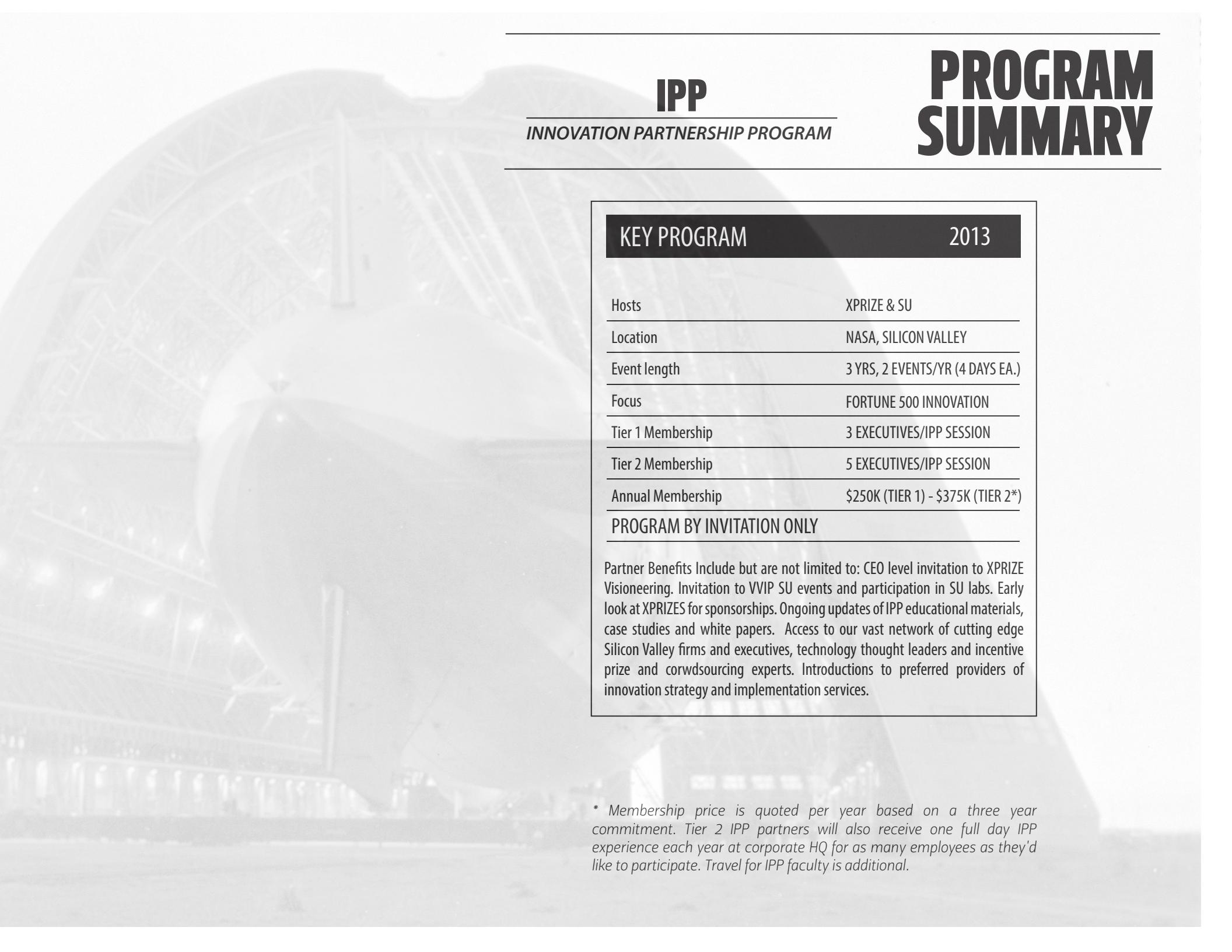
President, NOW at Sprint

HOW IT WORKS

A specific process led to developing Spaceship One and other technological breakthroughs. Here's the IPP formula:

For 4 days, you join a peer group of the world's best companies who - like you - want to foster a culture of innovation and own new markets. Each participating company will identify 2-3 concrete solutions for revolutionizing their industries.





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INNOVATION PARTNERSHIP PROGRAM

PROGRAM SUMMARY

KEY PROGRAM

2013

Hosts	XPRIZE & SU
Location	NASA, SILICON VALLEY
Event length	3 YRS, 2 EVENTS/YR (4 DAYS EA.)
Focus	FORTUNE 500 INNOVATION
Tier 1 Membership	3 EXECUTIVES/IPP SESSION
Tier 2 Membership	5 EXECUTIVES/IPP SESSION
Annual Membership	\$250K (TIER 1) - \$375K (TIER 2*)

PROGRAM BY INVITATION ONLY

Partner Benefits Include but are not limited to: CEO level invitation to XPRIZE Visioneering. Invitation to VVIP SU events and participation in SU labs. Early look at XPRIZES for sponsorships. Ongoing updates of IPP educational materials, case studies and white papers. Access to our vast network of cutting edge Silicon Valley firms and executives, technology thought leaders and incentive prize and crowdsourcing experts. Introductions to preferred providers of innovation strategy and implementation services.

* Membership price is quoted per year based on a three year commitment. Tier 2 IPP partners will also receive one full day IPP experience each year at corporate HQ for as many employees as they'd like to participate. Travel for IPP faculty is additional.

IPP IN ACTION



PARTICIPATING
COMPANIES



WHY NOW?

Space in IPP is limited, and by invitation only.

You are reading these words, because you are being considered for a seat at IPP.

We select the leading companies from each sector, and we think you might make a good addition.

The next step is a call, to discuss how you can contribute to the next IPP session.

Please contact Joel Lindenberg for more information.

joel.lindenberg@xprize.org

310-741-4880

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