



BACK TO THE MOON. FOR GOOD.

lunar.xprize.org

Google
LUNAR **XPRIZE**[®]

OBJECTIVE: TO RENEW OUR COMMITMENT TO SPACE EXPLORATION BY CREATING A NEW SPACE ECONOMY, AND MODERN DAY APOLLO MOMENT, THAT INSPIRES A NEW GENERATION OF INNOVATORS AND EXPLORERS.

GRAND CHALLENGE

We were born to explore. It's in our nature. To reach beyond our grasp to discover new frontiers. In the past, space exploration was the exclusive purview of governments, but skyrocketing costs and political agendas resulted in a 40 year gap since an astronaut walked on the surface of the Moon. In 2004, the \$10M Ansari XPRIZE changed all of that. It incentivized a new era of cost-effective, private sector, space travel, which was the first step in reclaiming the final frontier as our own. Since current commercial exploration only reaches geostationary orbit, new technologies and innovations are needed to push that boundary further. For science. The environment. Energy and new industries. And to journey to other planets. We're going back to the Moon. For good.

COMPETITION

The \$30M Google Lunar XPRIZE is the largest incentivized prize competition ever, challenging teams of engineers, innovators and entrepreneurs from around the world to develop low-cost methods of robotic space exploration. The winner will be the first privately funded team to successfully land a robot on the Moon's surface that travels at least 500 meters and transmits high definition video and still images back to Earth.

PRIZE PURSE

The competition includes:

Grand Prize: \$20 million

2nd Place: \$5 million

Bonus Prizes: \$5 million

A series of separate Milestone Prizes will allow teams to access

portions of the prize purse as significant technical milestones are achieved, i.e., development of space qualified hardware, a successful launch and lunar approach.

TIMELINE

The competition launched in September 2007. Teams must land on the Moon by December 31, 2015. Milestone prizes will be awarded in 2014.

PRIZE IMPACT

The goal of the prize is to stimulate the entrepreneurial, private sector space economy to expand beyond Earth's orbit, and to inspire a new generation of explorers to reach for the stars to drive advances in space policy and law, science, the environment, energy and new industries.

EDUCATIONAL PROGRAMS

The Google Lunar XPRIZE competition is also being leveraged to drive a number of education and outreach programs to inspire the next generation of explorers and innovators.

MoonBots: A Google Lunar XPRIZE LEGO® MINDSTORMS® Challenge teaches students about space exploration and inspires them toward careers in science, technology, engineering and math (S.T.E.M.). This annual competition challenges small teams of students from around the world to design, program and construct robots that perform simulated Google Lunar XPRIZE missions. Teams use their imagination and problem solving skills to develop inspirational videos, social media tools and STEM outreach projects around the topic of space exploration for the public to enjoy.

The Google Lunar XPRIZE is also the inspiration behind *Back To The Moon For Good*, a 24-minute fulldome planetarium film chronicling the efforts of competing teams around the world to win the largest prize competition in history. The film is being shown in hundreds of venues worldwide to inspire children and their families to cheer on the teams, and imagine how our world can greatly benefit from space exploration.

GOOGLE AND XPRIZE

Founded in 1998 by Stanford Ph.D. students, Larry Page and Sergey Brin, Google is a global technology leader focused on improving the ways people connect with information. They aspire to build products that improve the lives of billions of people globally, and their mission is to organize the world's information and make it universally accessible and useful. As fellow innovation and exploration enthusiasts, Google and XPRIZE, together, share a vision for space-related research and education that will inspire a new generation of potential innovators, driving a new space economy for the world.



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XPRIZE®

XPRIZE is an innovation engine. A facilitator of exponential change. A catalyst for the benefit of humanity.

We provide the thought leadership to identify the Grand Challenges of our time – the national or global crises, market failures and opportunities where solutions are thought to be either out of reach or just, plain impossible. And then we design and operate incentivized prize competitions to solve them.

Our competitions include awarded prizes such as the \$10M Ansari XPRIZE, \$2M Northrop Grumman Lunar Lander XCHALLENGE, \$1.4M Wendy Schmidt Oil Cleanup XCHALLENGE, \$10M Progressive Automotive XPRIZE and current prizes, the \$30M Google Lunar XPRIZE, \$10M Qualcomm Tricorder XPRIZE, \$2.25M Nokia Sensing XCHALLENGE and the \$2M Wendy Schmidt Ocean Health XPRIZE.

We act as a convening platform, bringing together passionate partners to accelerate a positive future based upon our vision of a preferred state: the sponsors, entrepreneurs, philanthropists, industry, government, academia and innovators who help us make the impossible possible.

We don't dictate the solution. We ask the right questions. And we provide the platform, global visibility, credibility and opportunity for our partners to take risks that ultimately lead to radical breakthroughs. Together, we create the future. The result? Averted crises. Revitalized markets. Better technologies. New industries. And empowered people.

MAKING THE IMPOSSIBLE POSSIBLE