



ADULT ED AND ECONOMIC JUSTICE

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

**COMMUNITIES
COMPETITION**

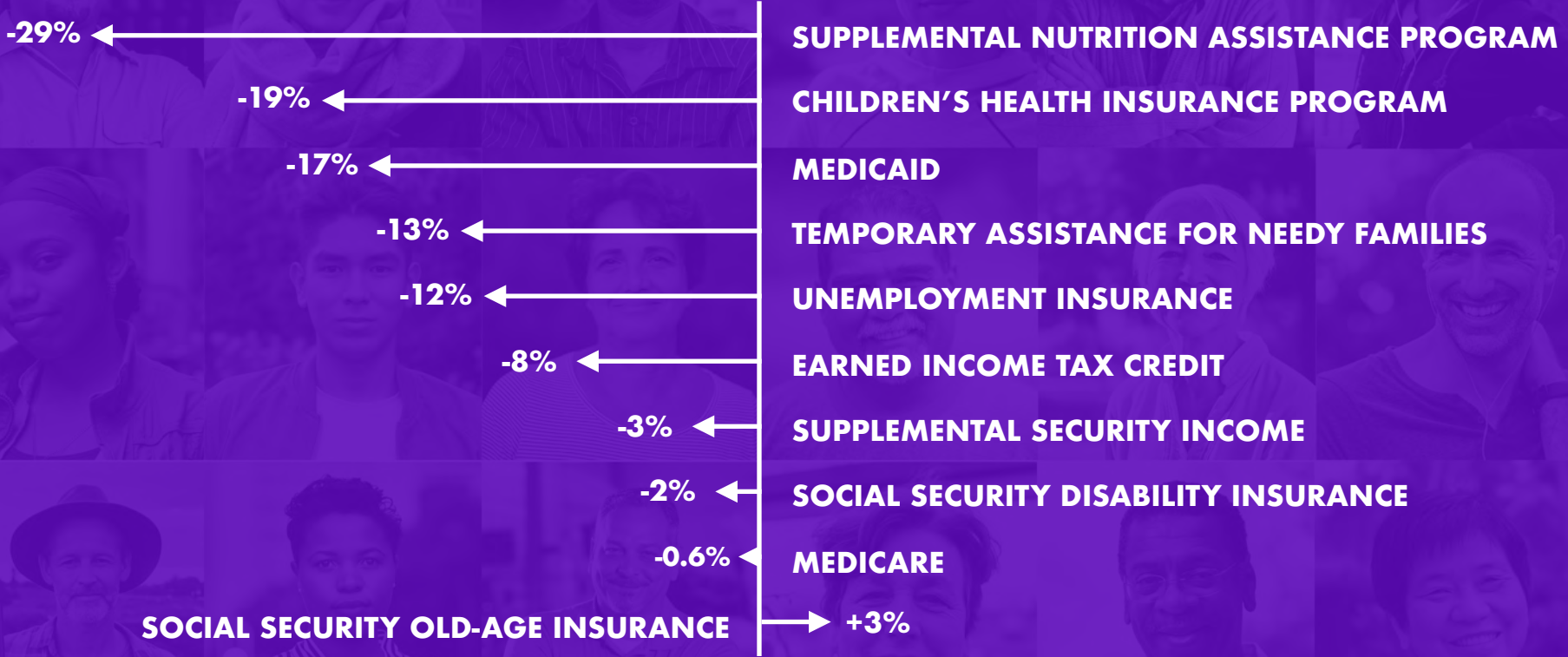




A photograph of Donald Trump, dressed in a dark suit, white shirt, and blue tie, sitting at a desk and signing a document with a black pen. He is looking down at the document. In the background, other people in suits are partially visible, including one person on the left pointing towards the camera. The text "GREAT NEWS: \$845M FOR ADULT ED" is overlaid in large, bold, white letters across the center of the image.

**GREAT NEWS:
\$845M FOR ADULT ED**

BAD NEWS: \$1.5T IN PROPOSED CUTS




SOURCE: WASHINGTON POST

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**50% OF ADULTS IN THE
U.S. WHO LIVE BELOW
THE POVERTY LINE ARE
LOW-LITERATE**

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MASLOW'S HIERARCHY OF NEEDS

SELF-ACTUALIZATION

MORALITY, CREATIVITY,
SPONTANEITY

ESTEEM

CONFIDENCE, ACHIEVEMENT,
RESPECT OF / BY OTHERS

LOVE / BELONGING

FRIENDSHIP, FAMILY, SEXUAL
INTIMACY

SAFETY

SECURE HEALTH, PROPERTY,
BODY, EMPLOYMENT

PHYSIOLOGICAL

BREATH, FOOD, WATER,
SLEEP, SEX



WAR ON POVERTY

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WAR ON THE POOR

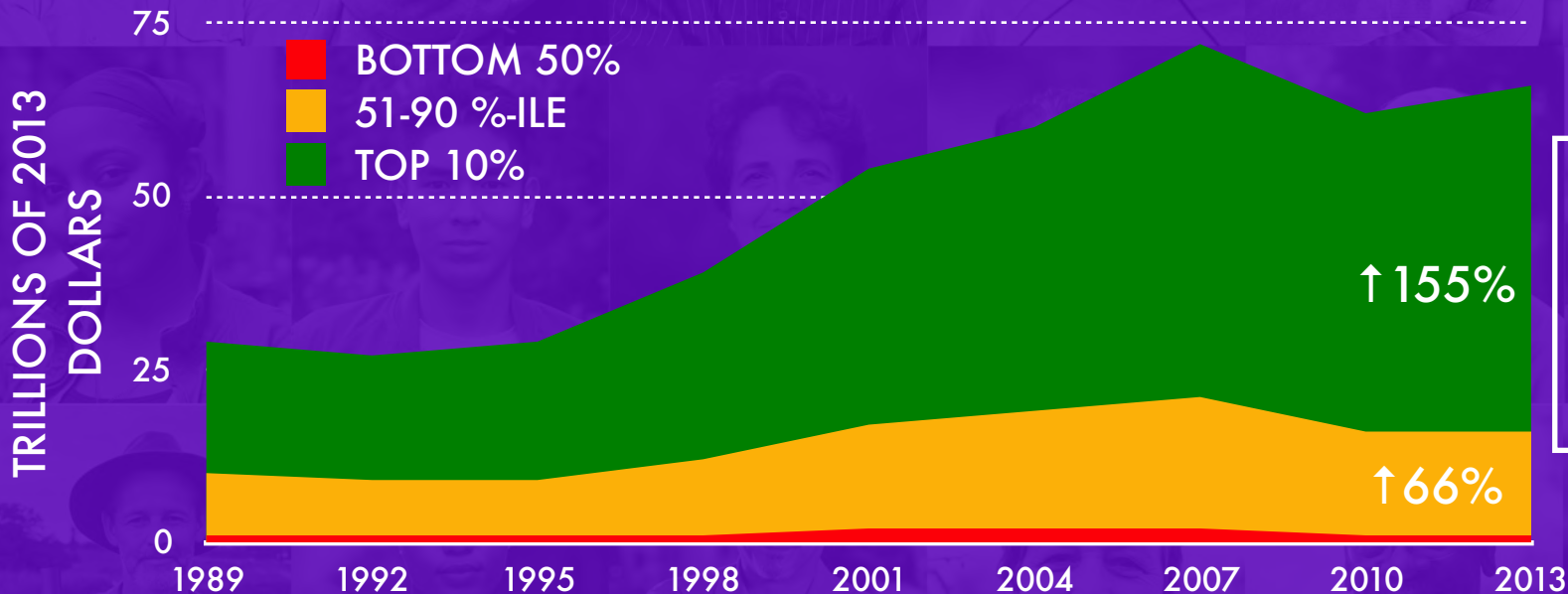
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U.S. WEALTH GAP IS WIDENING

HOLDINGS OF FAMILY WEALTH, BY WEALTH GROUP

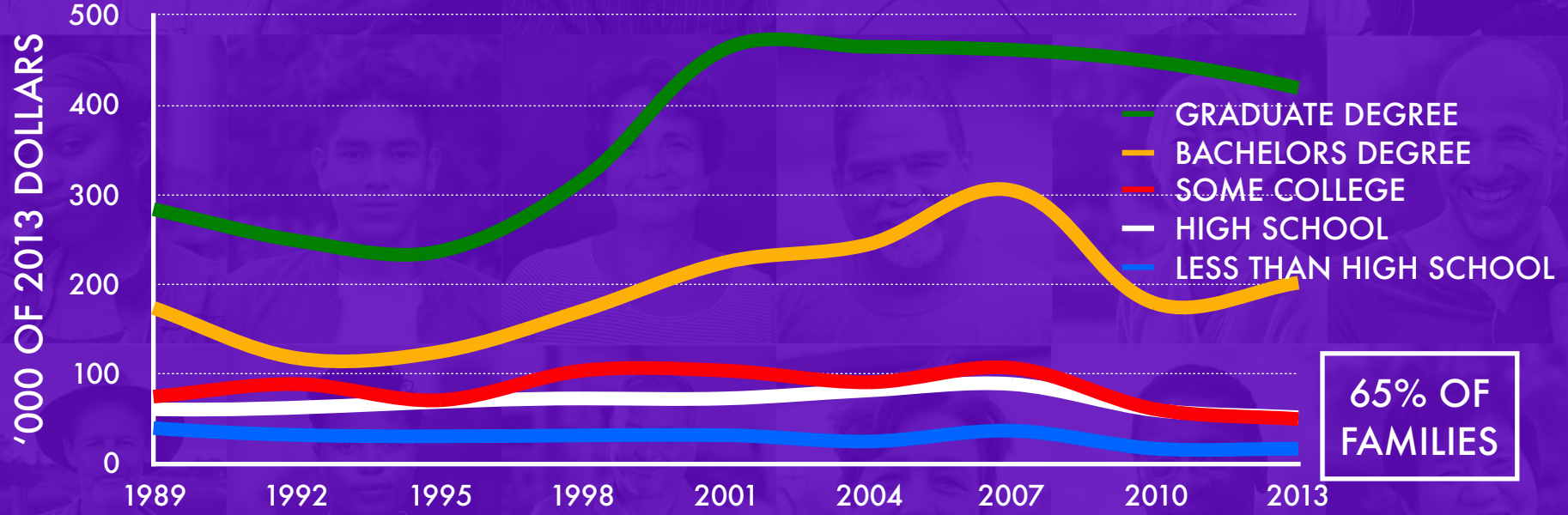


76% OF
ALL U.S.
WEALTH
IS WITH
TOP 10%

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

EDUCATION CONTRIBUTES

MEDIAN FAMILY WEALTH, BY EDUCATION GROUP



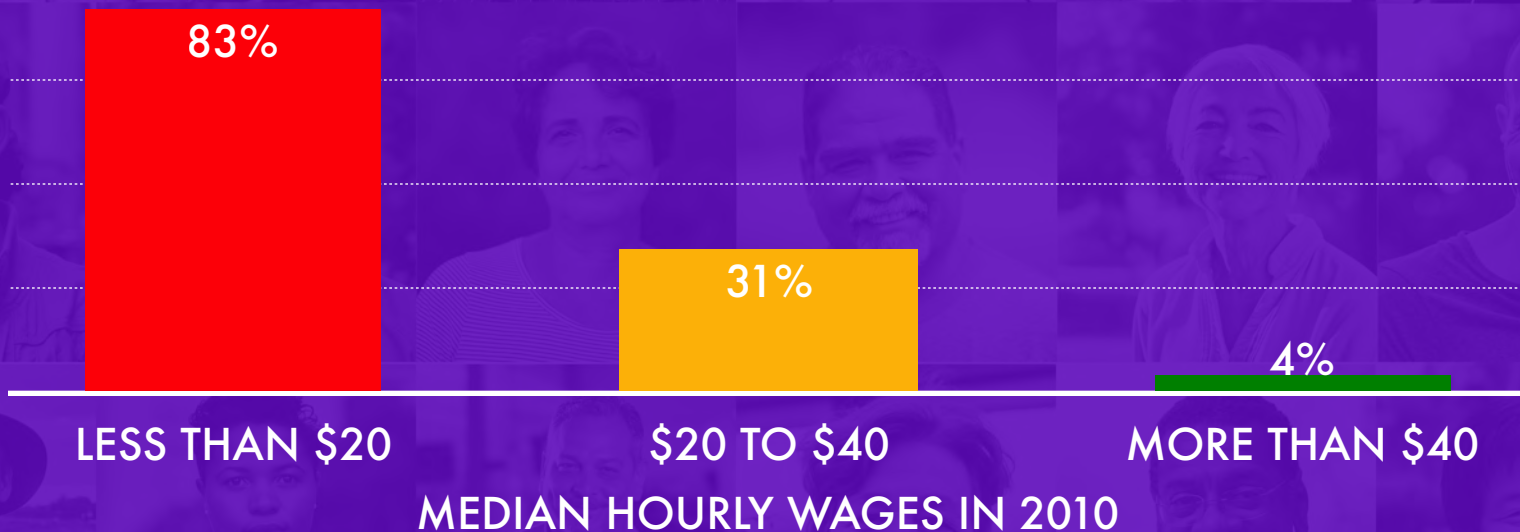
65% OF FAMILIES

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

AUTOMATION WILL WIDEN GAPS

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

PROBABILITY OF
AUTOMATION



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

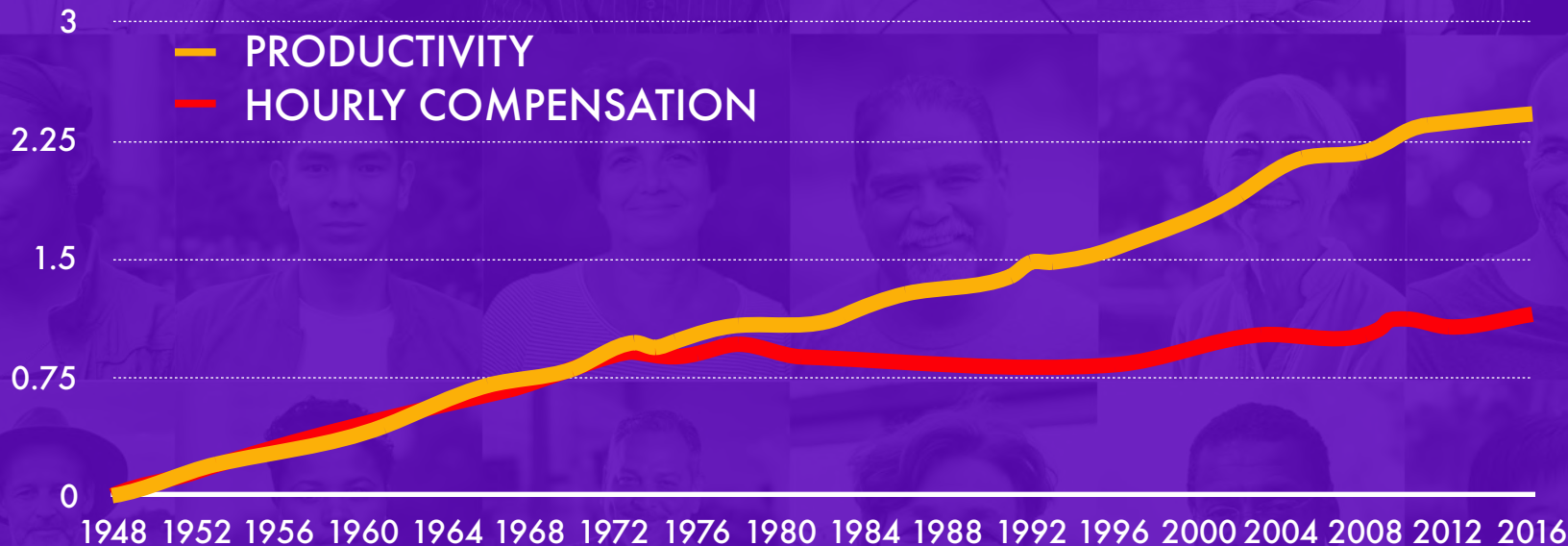
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CONTINUING A 40-YEAR TREND

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



**THE WORLD'S BIGGEST
CHALLENGES ARE
HUMANITY'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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**COMMUNITIES
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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 | cosio CARBON XPRIZE



ACTIVE

\$15M

GLOBAL LEARNING XPRIZE

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THREE LEVELS OF IMPACT

TECHNOLOGICAL


- IMPROVEMENTS ON INDUSTRY STANDARDS
- NEW PRODUCTS CREATED
- NEW APPROACHES INVENTED

ECONOMIC

- PRIZE PURSE LEVERAGED 5-10X
- PRIVATE CAPITAL INVESTED IN TEAMS
- PARTNERSHIPS ACTIVATED

COMMERCIAL

- MARKETS CATALYZED
- PRODUCTS GO TO MARKET
- INCREASED AWARENESS OF ISSUE



**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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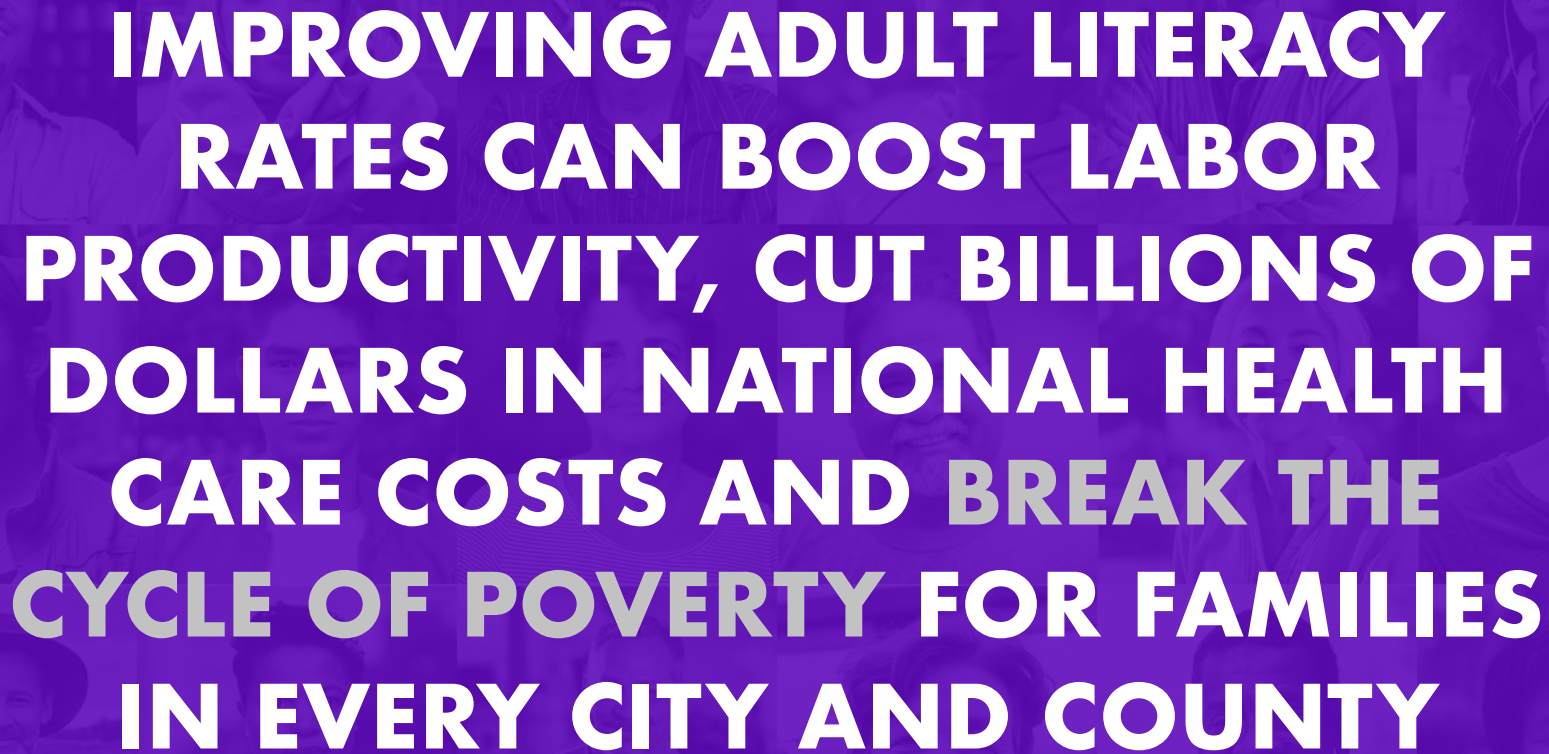


**EXISTING, PLACE-BASED
SOLUTIONS CAN ADDRESS
ONLY 5% OF TOTAL DEMAND**

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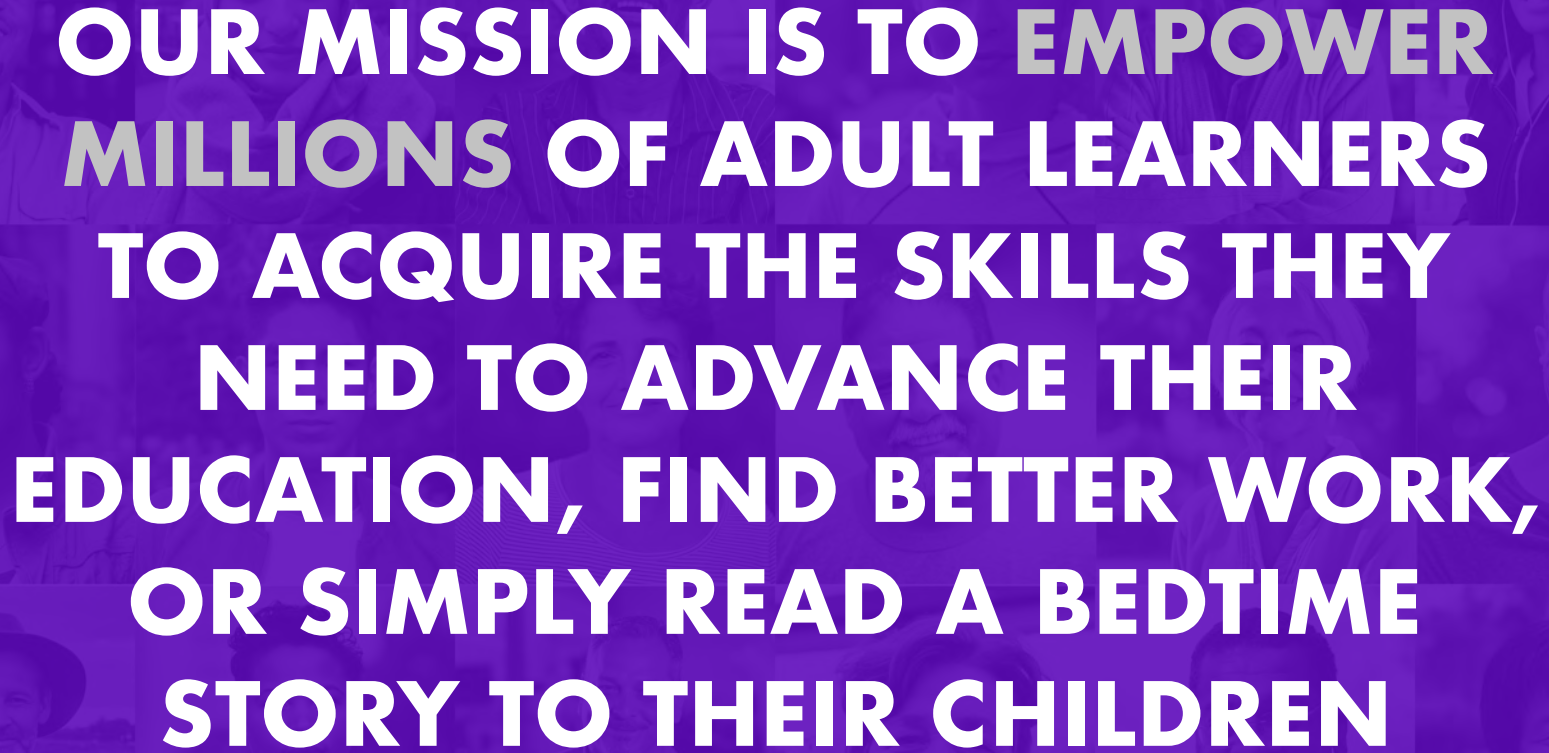
**COMMUNITIES
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**FUNDED BY THE BARBARA BUSH
FOUNDATION AND DOLLAR
GENERAL LITERACY FOUNDATION,
THE ADULT LITERACY XPRIZE IS A
TWO-STAGE COMPETITION TO
IMPROVE ACCESS TO ADULT BASIC
EDUCATION AND ESL FOR ADULT
LEARNERS IN THE UNITED STATES**

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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

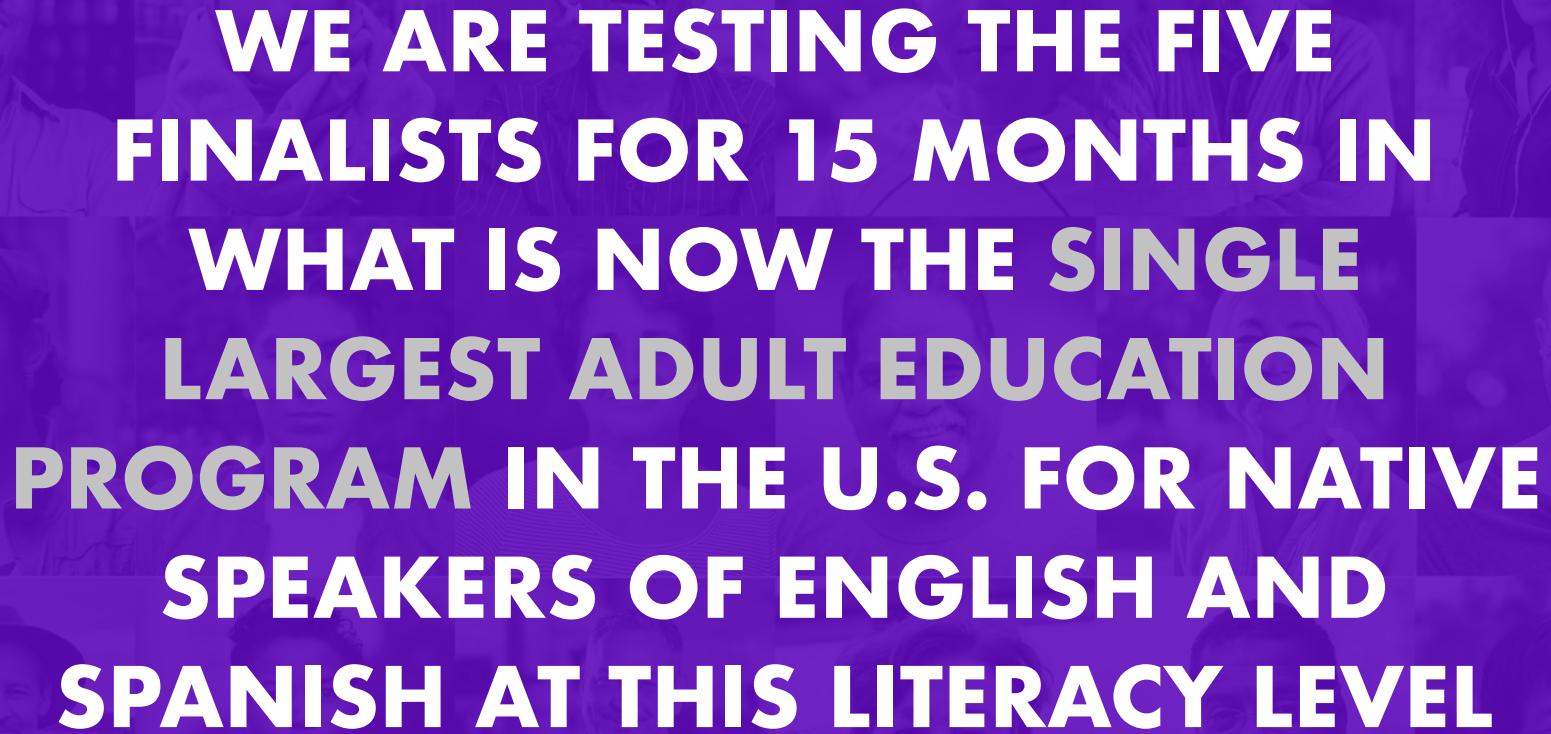
- 1 DEMONSTRATE EFFECTIVENESS
- 2 ACCELERATE INNOVATION
- 3 EXPAND ACCESS
- 4 SPUR INVESTMENT



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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**THE COMMUNITIES
COMPETITION IS AWARDING
\$1M TO TRANSFORM ONE
MILLION LIVES THROUGH
LITERACY**

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**CHALLENGING COMMUNITIES
ACROSS THE COUNTRY TO
EMPOWER ADULT LEARNERS 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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