

PRIZE PHILANTHROPY AND INNOVATION: GAMING FOR GLOBAL DEVELOPMENT
PBAF599D Ann Bostrom and Erika Wagner
Email evansreg@uw.edu today to reserve your place.

Join the X PRIZE Lab@UW for a one-day Workshop winter term, to test the waters for a Spring interdisciplinary course on incentivizing massive global engagement through gaming and prizes.

- Learn the principles of open innovation
- Dive deep into the ways in which gaming and social media are solving real world problems
- Address pressing issues in global development
- Design a global scale incentive competition
- Pitch your ideas to leaders in innovation

In 2004, the Ansari X PRIZE for suborbital spaceflight captured the public's imagination, leveraging a \$10M prize into over \$100M in innovation. Now the X PRIZE Foundation is developing new prizes to focus innovation around other "Grand Challenge" themes, including genomics, energy, health care, and education. Around the world, prizes are gathering steam as tools for public policy, as well as philanthropy and corporate innovation.

Our special Winter 2012 workshop and interdisciplinary Spring X PRIZE course challenge you to apply the tools of gaming and social media to develop revolutionary breakthroughs in global development. This is not a theoretical exercise, but a real opportunity to design a \$10M prize for incentivizing high-leverage breakthroughs while adding essential tools to your innovation toolkit. Together with industry leaders and maverick innovators, we will examine the intersection of incentives and innovation, drawing on economic models, historic examples, and analytic tools, and pitch your ideas to members of the X PRIZE Foundation.

This is not your usual lecture course. Through interactive projects, high profile panels, and class discussions, we will explore cross-cutting themes in technology policy, behavioral psychology, gaming, social networks, pattern recognition, global development, entrepreneurship and innovation. Graduate students with diverse backgrounds welcomed. Advanced undergraduates with permission of instructor.

The course will meet three Friday afternoons Winter 2012, one of which will be an all day workshop. Enroll winter term for 1 credit for the workshop alone, up to 5 credits for the workshop, readings, discussions and preliminary prize design development. Questions? Email evansreg@uw.edu.

PBAF 599D Prize Philanthropy and Innovation: Gaming for Global Development

Instructors: Ann Bostrom and Erika Wagner

Syllabus Winter Term 2012

Class will be held three Fridays: January 6, February 24, and March 2. One of the two last meetings will be an all-day workshop (9am to 4pm in Parrington Hall). Class meetings outside of the workshop will be held in MGH 287, 1-3:50pm.

Credit Hours:

- 1 credit for workshop attendance
- 2 credits for workshop, readings, class attendance and participation in discussions
- Additional credits (up to 5 credits total) for preliminary competition design report, on arrangement with instructors

Course Description: This course introduces the use of prize-based competitions to foster innovation and philanthropy. Prize-based competitions have been used with great success (e.g. X-Prize Foundation, Kravis Prize, etc) to foster solution development in complex areas. The Imagine Cup, sponsored by Microsoft, is an example of an annual student technology competition that in 2012 will engage student teams in designing software to solve global problems. In winter term, readings and a one-day workshop to be held either February 24th or March 2nd will introduce you to the applied perspectives to prize development in the domain of gaming for global development. Two other formal class sessions will be held to introduce prize philanthropy and the readings, in preparation for and to debrief after the workshop. Additional class sessions will be scheduled as needed for those students preparing preliminary competition design reports.

In the Spring term, we will continue to explore the theoretical evidence for prize-based competitions to foster innovation, working in inter-disciplinary teams to develop prize concepts within the domain of gaming for global development.

Learning Objectives:

Upon the completion of this course, students should be able to:

1. Articulate the features of incentive prizes and some of the contexts in which they are most effective.
2. Appreciate the grand challenges of global development and how gaming and social media might be employed to address them.

By the end of Spring term, continuing students should also be able to:

1. Describe incentive prizes in the context of existing economic models of innovation
2. Analyze effective areas for investment of limited resources to foster innovation for global advancement
3. Work effectively in interdisciplinary teams
4. Develop a prize concept and present to stakeholders

Grading:

1. Workshop participation: 100% for 1 credit enrollees, 75% for 2 credit enrollees
2. Readings and discussion: 25% for 2-credit enrollees.

3. Additional credits for preliminary prize competition design report, on arrangement with instructors.

Class Participation: This class will be conducted in a workshop model. Attendance at all three scheduled class sessions is hence mandatory for those enrolled for 2 credits, and active class participation is also expected. Students should do assigned readings, conduct background research about guest speakers, and engage in the workshop and class dialogue.

Reflection Paper: A brief (1-2 pages double-spaced for 1 credit; 5 pages for 2 credits) reflection paper must be submitted in the week following the workshop. This paper should outline critical learning one took away from the workshop. This is an opportunity to showcase how the student synthesized material presented in workshop with the external readings and class discussions.

Readings:

1. NRC National Research Council (2007) Innovation Inducement Prizes at the National Science Foundation. Washington, D.C.: The National Academies Press.
http://www.nap.edu/catalog.php?record_id=11816
2. McKinsey Report, And the winner is.... <http://www.xprize.org/about/the-mckinsey-report>
3. United Nations Millennium Development Goals,
<http://www.un.org/en/development/desa/news/statistics/mdg-report-2011.html>
4. Murnighan, Marcy, Gaming for Good, The Murnighan Post, 27 December 2010, <http://murnighanpost.com/2010/12/27/gaming-for-good/> [Please explore the links in this posting]
5. Bogost, Ian. Persuasive Games: Exploitationware.
http://www.gamasutra.com/view/feature/6366/persuasive_games_exploitationware.php