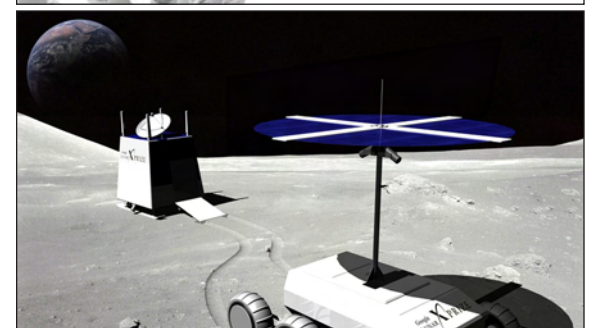
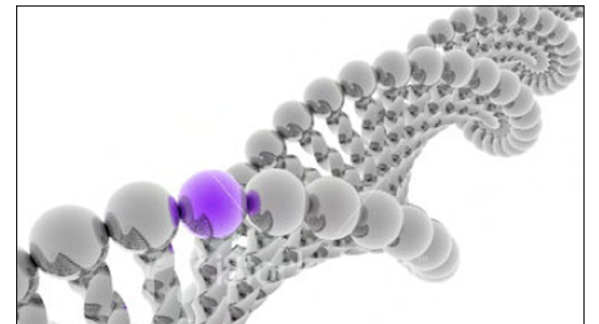


When **Tuesday December 8th at 12:00 noon**

Where **715 Café**

## Who **Peter Diamandis**

Dr. Diamandis is the Chairman and CEO of the X PRIZE Foundation ([www.xprize.org](http://www.xprize.org)), a non-profit focused on designing and launching large incentive prizes to drive radical breakthroughs for the benefit of humanity. Best known for the \$10,000,000 Ansari X PRIZE for private spaceflight, the Foundation is now launching prizes in four groups: Exploration, Life Sciences, Energy & Environment, and Education/Global Development. Today the X PRIZE has three active prizes: The \$10M Archon X PRIZE for Genomics, the \$30M Google Lunar X PRIZE and the \$10M Progressive Automotive X PRIZE. Diamandis' mission is to open the space frontier for humanity. His personal motto is: "The best way to predict the future is to create it yourself!"



## **Tim Brown**

Tim is the CEO of IDEO, and author of *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation* (HarperBusiness, 2009), a recently published book.



## Program

### 12:00 **Participation**

Tim Brown will offer a provocation about why participation might be the most important idea in innovation.

### 12:15 **X PRIZE**

Peter Diamandis will discuss the use of incentive prizes to drive innovation and breakthroughs in a variety of different fields, including energy/environment, life sciences, education, global entrepreneurship, and the exploration of deep space and the ocean depths.

### 12:50 **Discussion**

Tim Brown will moderate a discussion.