



Daring you to ask

What if?

Centennial Challenges

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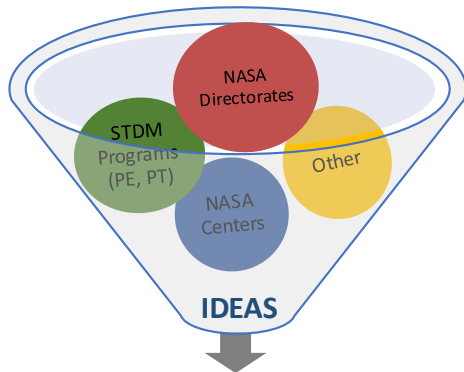


Centennial Challenge Program*

(Dedicated NASA Team)

Stimulate innovation in basic and applied research, technology development, and prototype demonstration that have potential NASA applications.

*NASA Prize Authority



NASA Senior Management approves development of the competition

Who is in charge?



NASA

- Leads
- Prize Purse

+



Allied Organization/
No-Profit

- Registrations
- Runs competition
- Judges

Who designs the Challenge?



- NASA
- Allied Organization
- SME's (NASA, Other Gov Agencies, industry)

What is different?

- Insurance and Indemnification obligation
- Fed Register Notice
- NASA has no rights in solutions

Evaluation Criteria



Clearly defined before competition opens

NASA Interacts with competitors throughout the competition





Program Impacts



- People: Inspiring a Workforce for NASA and the Nation
- Engages NASA workforce into implementation of innovative solutions
 - Invite experts outside of NASA to push State of the Art
 - Develop entrepreneurs for space and earth applications



- Technology: Accelerating Development/ Raising the Bar
- Promote technical exchanges
 - Advance the nation's capabilities/solving complex technology needs
 - Demonstrate a variety of technology solutions



- Innovation: Involving the Nation
- Involve non-traditional participants; paying only for success
 - Combine expertise across diverse disciplines
 - Foster commercial applications among participants



- Communication: Reaching the Public
- Engage communities in NASA missions
 - Communicate NASA's message to industry and the public
 - Garner media attention for NASA and participants



Questions?



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