



XPRIZE Uses Swarm AI Technology to Optimize Visioneers Summit Ideation

Goals in Engaging Unanimous AI

- ▶ Tap into the collective intelligence of expert Mentors to kickstart discussion of the 2018 XPRIZE Grand Challenge
- ▶ Create a more intelligent, immersive way to generate and capture insight from the group in a way that drives consensus and optimizes outcomes

Approach

- ▶ Create a breakout session challenging each Mentor to identify the optimal XPRIZE concept using Swarm AI® technology
- ▶ Empower the groups to converge on optimal answers using Swarm AI technology

Results

- ▶ Swarm AI technology proved to be a fast, engaging platform to produce optimized answers and immediate buy-in from a diverse and passionate group of Mentors
- ▶ Gave every Mentor a platform to make their voice heard
- ▶ Transformed the traditional voting methods used in previous years into a dynamic shared experience

"If you are an entrepreneur or CEO, Swarm AI is something you want to know about, play with, and employ. It's huge."

— Peter Diamandis
founder & CEO, XPRIZE

XPRIZE is the global leader in designing and implementing innovative competitions to solve the world's grandest challenges. Founded by Peter Diamandis on the belief that every person on the planet is creative, entrepreneurial, and inventive, XPRIZE activates that potential to solve the most pressing problems, from adult illiteracy to global sustainability.

The Visioneers Summit is a gathering of 250 Mentors from the XPRIZE ecosystem. The Mentors are a prestigious group of entrepreneurs, artists, political leaders, philanthropists, technologists and scientists who convene annually to evaluate, critique and prioritize potential XPRIZE challenges.

Deciding which global problem for XPRIZE to tackle is a complex, multivariable problem. Because the Mentors are gathered for just a few days, it is imperative that XPRIZE maximizes their time together by tapping into their collective wisdom in the most efficient way possible.

To support this objective, XPRIZE turned to the unique **Swarm** platform from Unanimous AI. At the 2017 Visioneers Summit, groups of XPRIZE Mentors used the technology to optimize concepts for next year's Challenge.



By forming real-time swarms, moderated by AI algorithms, groups were able to quickly explore ideas and converge on preferred solutions. The process emulates the way swarms in nature amplify the intelligence of groups, while upholding XPRIZE's highest ideals of collaboration and capitalizing on the incredible talent and brainpower gathered at the Visioneers Summit.

Approach

Swarming the World's Grandest Challenges

Swarm Intelligence evolved to help organisms amplify their collective intelligence, reaching smarter decisions together than the individuals could do on their own. This is why bees swarm, birds flock, and fish school.

So, while the XPRIZE Mentors represent some of the most intelligent and ambitious people on Earth, thinking together in swarms offers the group the potential to be even smarter.

Unfortunately, we humans haven't evolved the natural ability to form a swarm intelligence. That's where **Swarm AI** technology comes in. By forming artificial swarms moderated by AI algorithms, XPRIZE mentors were able to achieve similar problem-solving benefits that natural swarms attain.

And for Mentors at the Visioneers Summit, one problem loomed above all others: *What problem should the 2018 XPRIZE challenge the world to solve?*

Unfortunately, humans haven't yet evolved the natural ability to form a swarm intelligence. That's where Swarm AI technology comes in.



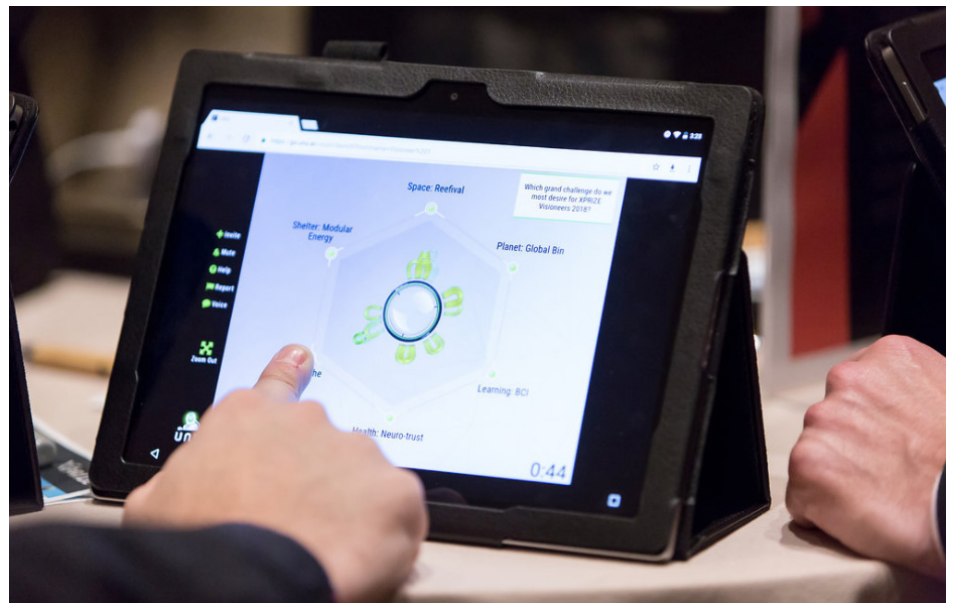
XPRIZE Mentor **Pharrell Williams** (left) using Swarm

To help solve this problem, XPRIZE introduced Swarm AI technology to the Mentors in a series of breakout sessions designed to facilitate collaboration and optimize collective decision-making.

Each session tasked approximately thirty Mentors to consider and debate the merits of six preselected domains, and then challenged them to focus their proposal on a concept under the most-deserving domain:

- ▶ Energy & Infrastructure
- ▶ Space & New Frontiers
- ▶ Civil Society
- ▶ Learning & Human Potential
- ▶ Planet & Environment
- ▶ Health & Wellbeing

Once the Mentors had deliberated over the domains and brainstormed their concepts, XPRIZE provided each Mentor with a customized tablet connected to the Swarm AI platform.



...swarming allowed a diverse group of leaders from across the globe to negotiate the merits of a large number of proposals in a short period of time.

This process, known as “swarming”, creates a real-time human network, moderated by proprietary AI algorithms, and has been proven to amplify the intelligence and insight of groups.

For the Mentors at the XPRIZE breakout session, swarming allowed a diverse group of leaders from across the globe to negotiate the merits of a large number of proposals in a short period of time. And, in contrast to previous sessions which used traditional voting methods, Swarm AI technology ensured that everyone in the session not only had their voice heard, but that the process optimized the collective wisdom of this special gathering of minds.



“What Unanimous AI has achieved is nothing short of miraculous. Swarming produces answers that are more accurate, and more honest.”

– Peter Diamandis
founder & CEO, XPRIZE

Results

XPRIZE believes that the best challenges are “bold and audacious, but achievable, telegenic, leveragable, winnable by a small team, and provide vision and hope” for the future. The Visioneers Summit is one of the purest expressions of XPRIZE’s belief in collaborative decision-making and entrepreneurial spirit.

Tasked with kickstarting the conversation around the optimal challenge, the Mentors surfaced and debated a number of fascinating concepts in their breakout sessions using Swarm AI technology, ranging from the gamification of energy production to the creation of a public longevity curriculum to promote widespread health and wellbeing.

Mentors used the Swarm AI platform to prioritize concepts throughout the Summit. Then on the final night, the Mentors swarmed one last time to define a starting place for the 2018 XPRIZE based on which Grand Challenge would have the most impact.



Swarm AI technology empowered the Mentors to converge on a single optimized answer that incorporated their combined wisdom, intelligence, experience and intuition. This interactive process enabled a dynamic experience that encouraged collaboration and engagement.

Each Mentor walked away from the 2017 Visioneer Summit with the feeling that their voice had been heard, and the XPRIZE Foundation was able to identify the optimized challenge to kickstart their 2018 Grand Challenge.