



15 January 2009

RE: Invitation to Deliver Welcome Speech at the X-Prize Conference, UN Headquarters, 8 – 9 June 2009

Dear Mr. Secretary-General,

I have the honor of inviting you to deliver Welcome Remarks at the X PRIZE global conference “Incentive to Innovate”, which will be held at the United Nations Headquarters on 8 - 9 June 2009.

The conference, organized in cooperation with the UN Office for Partnerships, will focus primarily on Incentive Prizes and collaboration of Private Sector, Governments and Philanthropic Organizations to achieve innovations and progress in environment, education, global health, and other issues related to the Millennium Development Goals. I can think of no better venue for our conference than that of the esteemed United Nations Headquarters and all that it stands for. We are very grateful for the opportunity to host this exciting event at your facility.

In attendance will be approximately 350 high-level executives from the public and private sectors, foundations leaders, as well as representatives of academia and non-governmental organizations. The key speakers will include Mr. Eric Schmidt, CEO of Google; Mr. Matthew Bishop, Chief Business Writer/US Business Editor of The Economist; and Mr. Dean Kamen, Founder of DEKA Research & Development Corporation. For further information regarding the conference programme, kindly find attached a draft agenda.

I would be grateful, if you could join us at this important event. Your participation would send a strong, positive message reinforcing our cause to use new technologies and innovations in providing solutions for the most challenging problems of today's world.

Mr. Secretary-General, thank you very much for considering this request.

With kind regards,

Peter H. Diamandis, M.D.
Chairman/CEO

Secretary-General Ban Ki-moon
United Nations
New York, NY 10017

cc: Mr. Amir Dossal

Revolution Through Competition

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www.xprize.org



Incentive 2 Innovate

“The Innovation Challenge”

June 8 & 9, 2009

In this economic climate, innovation on a fixed budget is more critical than ever.

Join 350 intrepid C-Level Executives, Economists, Academics, Political and Foundation leaders at the United Nations on June 8 & 9 to learn how you can leverage the unique benefits of the prize model and open collaboration as powerful tools that actually achieve radical breakthroughs, produce sustainable growth and provide beneficial social outcomes, even in turbulent times. For a day and a half, you will be immersed in a first of its kind gathering to discuss current strategy and learn best practices to find the type of innovation that is right for your company.

Why Attend?

To learn how...

- Open Collaboration and Incentive Prizes are the driving tools for innovation in a down economy
- Innovation will create a competitive advantage and drive sustainable growth for your organization
- The ROI of Innovation is measurable and vital

Who Should Attend?

CEOs, CTOs, CMOs, Executive Directors, Social Entrepreneurs, Philanthropists and Government leaders.

By attending this conference, you will receive insights on:

- Immediate solutions for this economic climate: Why encouraging and rewarding innovation is key to continued economic success
- New Models of Innovation: The consumer dynamic has forever changed with the advent of the internet. Open source innovation and collaboration are happening when organizations set the pace of innovation and growth in their sectors
- What insights can organizations reap from the new reality of incentivizing research and development?

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Day 1 – June 8th

1pm

Welcome

Ban Ki-moon, UN Secretary General (invited)

Peter H. Diamandis, M.D., Chairman & CEO, X PRIZE Foundation (confirmed)

1:20

Opening Keynote

Eric Schmidt, Chairman of the Board and Chief Executive Officer, Google, Inc. (confirmed, final scheduling)

1:45

Open Collaboration Keynote – *How Mass Collaboration Changes Everything*

Don Tapscott, Author, *Wikinomics: How Mass Collaboration Changes Everything* and *Grown Up Digital: How the Net Generation is Changing the World* (confirmed)

Award winning author Don Tapscott will provide an overview of the power and scope of open collaboration as a mechanism to crowd source genius and solutions world-wide.

2:15

Open Collaboration Presentation – *What Kind of Collaboration is Right for You?*

Open Collaboration is revolutionizing the Global R&D process. In droves, the smartest corporations are turning their attention to open collaboration as a means to obtain the best and brightest ideas from wherever they can get them. Open Collaboration is able to source genius anywhere on the planet independent of its age, gender or location. The speakers below will give short presentations followed by question & answer and discussion.

- Rob McEwen, CEO, GoldCorp (confirmed)
- A.G. Lafley, CEO, Proctor & Gamble (invited, awaiting response)
- Arianna Huffington, Co-Founder and Editor-in-Chief Huffington Post (invited, tentative)
- Gary Pisano, Professor of Business Administration, Harvard Business Review (invited, awaiting response)
- Judy Estrin, author of [Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy](#) (confirmed)

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Moderator: Don Tapscott, Author, *Wikinomics*

3:20

Break & Refreshments

3:45

Prize Incentive Keynote - *Capturing the Promise of Philanthropic Prizes*

Paul Jansen, Partner, McKinsey & Company and Jonathan Bays, McKinsey & Company (confirmed)

McKinsey & Company will present the findings of its recent research report "*And the winner is ...*": *Capturing the Promise of Philanthropic Prizes*.

The report responds to the recent surge in interest in philanthropic prizes by examining their potential as instruments of philanthropy and by profiling current practices in their design and delivery, drawing lessons from the social, public, and private sectors. The session will discuss the recent renaissance in prizes, identify a number of ways in which they can be distinctive instruments for producing social benefit, and review interesting practices in their effective design and delivery. Finally, the session will discuss the potential future of prizes, and how each industry can invest to support it.

4:15

Prize Incentive Presentation – *Incentivizing Innovation for Radical Breakthroughs*

Incentive prizes are driving innovation, creativity and breakthroughs for organizations, industries and the global marketplace. The following experts have firsthand experience in creating, implementing and winning incentive prizes.

The speakers below will give short presentations followed by question & answer and discussion.

- Peter H. Diamandis, M.D., Chairman & CEO, X PRIZE Foundation (confirmed)
- Dr. Charles Harper, Jr., The John Templeton Foundation (confirmed)
- Dr. Anthony J. Tether, Director, DARPA (confirmed)
- Dwayne Spradlin, CEO, InnoCentive (confirmed)
- Reed Hastings, CEO, Netflix (invited, tentative)
- Peter Orszag, Budget Director and Head of the White House Office of Management and Budget for President-elect Obama administration

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- Dean Kamen, Founder of *FIRST* and President of DEKA Research & Development Corporation (confirmed)

Moderator: Matthew Bishop, Chief Business Writer/US Business Editor of The Economist

5:20

Keynote

Jimmy Wales, Founder, Wikipedia (confirmed, tentative)

OR

Richard Branson, Virgin (invited, tentative)

Closing Remarks for Day 1

Peter H. Diamandis, M.D., Chairman & CEO, X PRIZE Foundation (confirmed)

BT Representative

6:00 - 7:30pm

Cocktail Reception

The Delegates Dining Room

United Nations



Day 2 – June 9th

8:00 – 9:00am

Networking Breakfast

9:00

Day 2 Opening Keynote

9:30

Presentation Tracks

Conference delegates will choose one of the following presentations to attend:

1) Health Care and Pharmaceutical Innovation:

How Prizes and Open Collaboration can make great progress towards innovation in this field by addressing transparency, affordability, access and care quality.

Keynote: J. Craig Venter, Ph.D. , Founder and President of the J. Craig Venter Institute and the J. Craig Venter Science Foundation (confirmed)

The speakers below will give short presentations followed by question & answer and discussion.

- Yury Rozenman, BT (not yet invited)
- Angela Braly, President and CEO, Wellpoint (invited, awaiting response)
- John Leichter, Ph.D., President and CEO, Eli Lilly (invited, awaiting response)
- Karim R. Lakani, Assistant Professor, Richard Hodgson Fellow, Harvard University, (invited, awaiting response)

2) Accelerating the Green Revolution through Competition:

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With energy & environment at the forefront of everyone's minds today, many companies, organizations and even politicians are looking to ignite solutions for the challenges they face in the green space by launching competitions for practical ideas and providing arenas for open collaboration to produce insights for positive change.

Keynote: Saul Griffith, CEO, Makani Power (confirmed)

The speakers below will give short presentations followed by question & answer and discussion.

- Jack D. Hidary, The Jack D. Hidary Foundation (confirmed)
- Steve Isakowitz, CFO US Department of Energy (confirmed)
- Thomas L. Friedman, Author, *Hot, Flat, and Crowded: Why We Need a Green Revolution—And How It Can Renew America* (confirmed tentative)
- Newt Gingrich, former Speaker of the House, US Government (invited, awaiting response)
- John Davis, Winner, InnoCentive Challenge "Breaking Viscous Shear of Crude Oil" (invited, awaiting response)

12:00

Lunch Keynote

Michael Bloomberg, Mayor of New York City (invited, tentative)

The Power of Politics & Prizes:

Governments are beginning to revisit the prize incentive model to find new ways to solve current grand challenges within their communities and across borders.

1:30

Presentation Tracks

Conference delegates will choose one of the following presentations to attend:

1) Can Prizes and Open Collaboration lead to enterprise solutions in developing countries?

Developing countries need more than aid relief – they need flourishing enterprises that provide employment and create wealth. The Prize Incentive model and Open Collaboration can lead the way in creating new sustainable economies and provide entrepreneurial breakthroughs for global companies.

Keynote: Charles Harper, Jr., The John Templeton Foundation (confirmed)



The speakers below will give short presentations followed by question & answer and discussion.

- Charlie Brown, Executive Director, Ashoka's Changemakers (confirmed)
- Tadataka Yamada, M.D., President of Global Health Program at the Bill & Melinda Gates Foundation (invited, tentative)
- Dr. Peter M. Small, Senior Program Officer, Bill & Melinda Gates Foundation (invited, tentative)
- Thomas Kalil, Special Assistant to the Chancellor for Science and Technology at UC Berkeley (confirmed, finalizing scheduling)
- Hadeel Ibrahim, Executive Director, Mo Ibrahim Foundation (invited)

Moderator: Michael Green, co-author, *Philanthrocapitalism: How the Rich Can Save the World*

2) Implementing the Culture of Innovation:

In such turbulent times, many businesses might understandably need to focus on getting through the crisis of the week rather than growing for the future. But for organizations looking at long-term sustainability, perhaps the most important question is: How do you develop fresh ideas that create value — how do you create a culture of innovation? How will you know if you've been successful in making innovation a priority?

Keynote: Dwayne Spradlin, CEO, InnoCentive (confirmed)

3:30

Closing Keynote Session

- Matthew Bishop, Chief Business Writer/US Business Editor of *The Economist* and Michael Green, co-author, *Philanthrocapitalism: How the Rich Can Save the World*

Practical application of the tools learned over the last 2 days. This session will focus on how to develop and deploy Prizes and Open Collaboration in this economy.

4:00

Conference Concludes



Logistics & Registration:

Register now at www.incentive2innovate.com (not yet live)

Conference Location

United Nations

New York, NY 10017 USA

All conference sessions will take place at the United Nations building, unless otherwise noted.

Hotel

All speakers and conference delegates will be offered rooms at the Millennium UN Plaza Hotel, located directly across the street from the United Nations Building.

[Millennium UN Plaza Hotel](#)

One United Nations Plaza

44th Street between First and Second Avenue

New York, NY 10017



15 May 2009

Dear Mr. Diamandis,

On behalf of the Secretary-General, I thank you for your letter of 15 January 2009, inviting him to deliver welcome remarks at the X PRIZE global conference, on "Incentive to Innovate", to be held at United Nations Headquarters on 8 and 9 June 2009.

Unfortunately, I must inform you that the Secretary-General will be unable to attend the gathering, owing to the demands on his schedule. However, I am pleased to tell you that the Secretary-General has asked Mr. Amir Dossal, the Executive Director for United Nations Office for Partnerships, to attend in his stead.

Yours sincerely,

Vijay Nambiar
Chef de Cabinet

Mr. Peter H. Diamandis
Chairman/CEO
X PRIZE Foundation
Playa Vista