



\$1M NEXT-GEN MASK CHALLENGE: GUIDELINES

Masks are effective in slowing and preventing the spread of COVID-19, but not all of us have adopted this preventive measure of wearing masks in public. Some masks are ill-fitting, uncomfortable, not breathable, and the most effective masks are often unavailable or expensive. We need an alternative—face masks that are readily accessible and affordable, functional for our everyday lives, fit a wide variety of wearers, and are effective in protecting the wearer and the community. The \$1 Million (USD) Next-Gen Mask Challenge is asking young innovators ages 15-24 to solve this problem.

Challenge Timeline

- July 13: Launch & Team Registration Opens
- July 13 - September 15: Team Registration & Design Development
- September 15: Qualifying Submissions Deadline
- Sep 15 - Sep 23: 1st Qualifying Round Judging
- September 23: Announce up to 25 Qualified Teams
- Sep-Oct 2020: 2nd Qualifying Round (Manufacturing Partners & Judging)
- October 23: Up to 10 Semifinals Teams Advance to 3rd Qualifying Round
- Oct 23 - Oct 30: In-Lab Testing & Cultural Ambassador Judging
- November 2020: Announce up to 5 Finalist Teams, Finals Event and Winners Announced

Judging Criteria

Masks will be judged on the following criteria:

- Must achieve filtration efficacy on par with a surgical mask.
- Must address at least 5 of the 10 top reasons people do not wear masks, as determined by an XPRIZE survey (see [Rules & Regulations](#) for list).
- X-Factor of style that will promote positive mask-wearing behavior.
- The XPRIZE Judging Panel will consist of subject matter experts for lab testing, as well as a panel of cultural ambassadors to vote on the X-Factor.

Competition Details

Teams must be composed of competitors from anywhere in the world who are between 15 years and 24 years of age on or before midnight UTC October 22, 2020.*

- Teams must submit an original design which includes:
 - Design submission file must be computer generated and include a list of materials needed for the prototype and design dimensions
 - Brief description in 500 words or less of the design
 - One letter of support from a high school principal, tenured university professor or administrator, or CEO of relevant organization submitted on official letterhead
 - A 1-2 minute video summarizing the design and description of the mask
- Competitors under 18 years of age must have an adult guardian to accept cash prizes on their behalf if they are deemed a winner by the Judging Panel
- Winning designs must be made available for scalable massive production at the completion of this Challenge

\$1M Prize Purse

USD \$500,000 Grand Prize

USD \$500,000 split between two bonus prizes per judges discretion

Additional details can be found in the Rules & Regulations 2.0 document at xprize.org/mask.

**Residents of Cuba, Iran, North Korea, Sudan, Syria, and the Crimea Region, or any other United States-Sanctioned Country not eligible for participation.*