



\$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 - October 22: Team Registration & Design Development
- Oct 22: Qualifying Submissions Deadline
- Oct 22 - Nov 2: 1st Qualifying Round Judging
- Nov 2: Announce up to 25 Qualified Teams
- Nov - Dec 2020: 2nd Qualifying Round (Manufacturing Partners & Judging)
- Jan 2021: Up to 10 Semifinals Teams Advance to 3rd Qualifying Round (In-Lab Testing & Cultural Ambassador Judging)
- Feb 2021: 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 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 1.0 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.*