

**XPRIZE**  
**RAPID**  
**RESKILLING**

**NEWPROFIT**

## **COMPETITION GUIDELINES 2.0**

**September 10, 2020**

XPRIZE Rapid Reskilling is governed by these **Competition Guidelines**. The Competition Guidelines summarize the high-level requirements and rules of the competition.

XPRIZE may revise these Guidelines at any time during the course of the competition to provide additional information or to improve the quality of the competition. Unanticipated issues may also arise that will require modifications to these Guidelines. XPRIZE reserves the right to revise these Guidelines as it, in its sole discretion, deems necessary or desirable. All registered teams will be notified of any revisions in a timely manner.

For further details concerning the operation of the competition, such as exact dates and locations of events, specific technical thresholds for performance testing, and operational information, please refer to the **Rules and Regulations**, **Competitor Agreement**, and other documents provided throughout the course of the competition.

The Rules and Regulations will be developed by XPRIZE in consultation with the **Advisory Board** and **Judging Panel** and will be provided to all registered teams in advance of the events they govern.

Please send any questions or communications about the Competition Guidelines to [rapidreskilling@xprize.org](mailto:rapidreskilling@xprize.org). NOTE: **Bolded** items are defined in Section 07: Glossary.

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## 01. COMPETITION OVERVIEW

The COVID-19 pandemic has dealt a major blow to the U.S. economy, especially to workers who are disconnected from the economic mainstream—those in low-wage, entry-level jobs who do not have a college education. As a wave of unemployment has hit the nation, with over 42 million workers filing jobless claims, it has become increasingly clear that the most susceptible individuals to the pandemic's economic impact are also the ones most vulnerable to employment or wage loss in general: younger workers with seasonal or part-time jobs, women, people of color, and workers without a postsecondary degree or credential.

Even when the economy is at its best, deeply embedded systemic barriers prevent many workers from accessing training and reskilling programs, which are of utmost importance in order to quickly find a new job that will allow them to support themselves and their families. Moreover, worker displacement caused by automation and Artificial Intelligence (AI) is only expected to accelerate as a result of the present recession, with large businesses cutting costs as much as possible and smaller companies struggling to stay afloat.

### PRIZE INTRODUCTION

XPRIZE Rapid Reskilling incentivizes teams to develop and demonstrate the effectiveness of rapid training and reskilling solutions for individuals most vulnerable to employment loss. The solutions developed in this competition will reduce training time by at least 50% for occupations with a living wage and will be provided at no cost to the individual. Training solutions will be offered to 7,500 displaced workers early in the competition and then be expanded to help at least 25,000 displaced workers in a final **Scaling Solutions** round. The best solutions are likely to be adopted on a nation-wide scale, transforming the way workers train for more than 12 million jobs.

**The winning team will leverage novel solutions that will rapidly train 500 individuals in 90 days or less at no cost, place as many as possible within 60 days, ensure job retention of at least 60 days, and demonstrate exponential adoption by deploying the training solutions for 5,000 individuals in three industries.**

In this XPRIZE competition, teams of innovators will work in coordination with employers and **Workforce Development Boards (WDBs)** across the nation. This program will drive transformative change in the way WDBs serve displaced workers and jobseekers. The disruptive best practices developed in the course of the competition will be further shared among the nation's 530+ WDBs, thereby generating mass adoption and leading to a long-term, long-lasting system change in displaced workers' prospects in the labor market, while providing competing teams and their solutions with access to multiple large-scale markets, WDBs, and employers.

The solutions devised in XPRIZE Rapid Reskilling will help individuals develop resilience to rapid changes in workforce demands and shifts in demand for various skill sets. The prize will

not only help displaced workers navigate the near-term future successfully, but will also prepare them for the long-term changes in the labor market driven by the exponential improvement in AI and expansion of automation.

XPRIZE Rapid Reskilling envisions a future in which all workers – especially those experiencing displacement, poverty, and job insecurity – have access to gainful and meaningful employment.

Together, New Profit and XPRIZE have collaborated to launch this groundbreaking competition to make a transformative, long-lasting change in the job training ecosystem. Through this competition, the most innovative and entrepreneurial minds will:

1. Rapidly train **Displaced Workers** at an unprecedented rate (reducing standard training time by at least 50%) and at no cost to the individual
2. Place graduates of their programs into living-wage, good growth jobs
3. Support the workers to ensure job retention
4. Exponentially scale their successful solution

The solutions developed in the competition will disrupt the current reskilling and training ecosystem, dramatically lowering the barriers that prevent individuals experiencing low wages and job insecurity from acquiring an occupation that provides at least a living wage and putting them firmly on a better career trajectory. These solutions will impact how workers train for more than 12 million jobs in the short-term, with the potential for mass adoption that will impact tens of millions of lives in the future. Emerging technologies being developed in this space include use of virtual reality and augmented reality for training and education, automated training platforms, continuing education delivered via mobile device, scalable personalized coaching, remote mentorship programs, data-driven skill measurement, behavioral psychology advances, and AI-enabled occupation identification and matching.

Finally, this competition will change the way WDBs help individual workers. Through increased partnership with teams of innovators and employers, they will work to adopt new training solutions that will better serve their target audience. By pushing for transformative change in the organizations that are meant to aid displaced workers, and by actively working to encourage more than 530 WDBs to adopt the same paradigm shift, the improvements will rapidly spread throughout the economy.

## 02. COMPETITION STRUCTURE

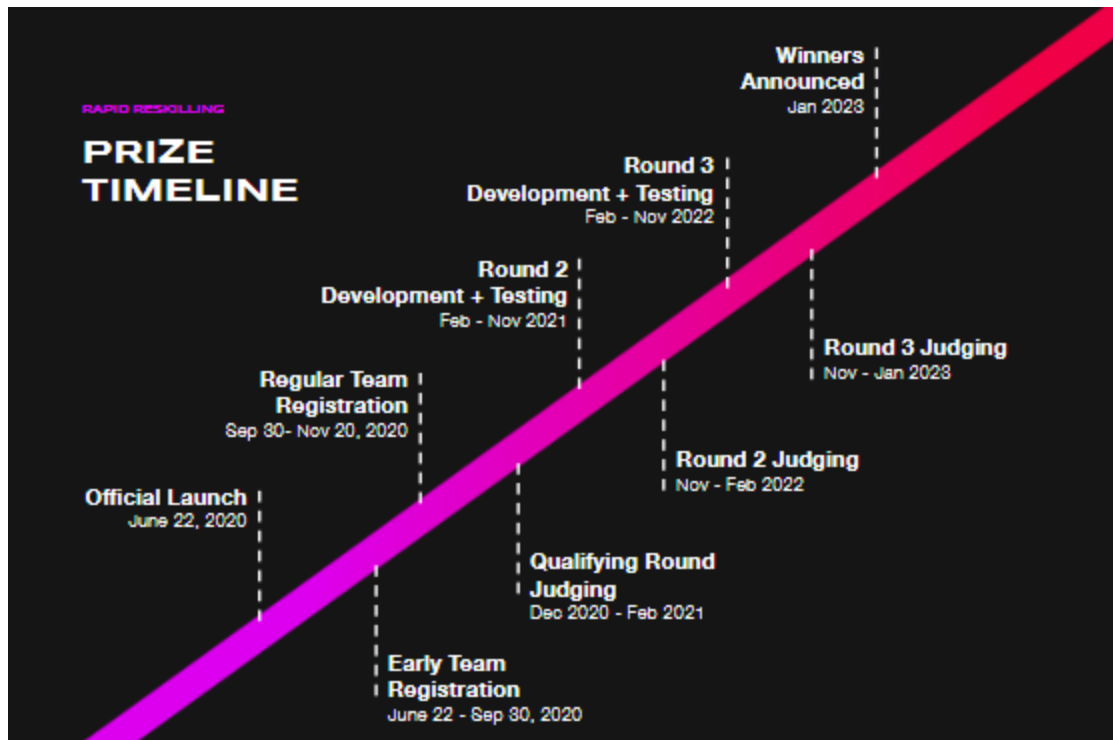
This competition is structured into three rounds over 30 months. Following the field testing portions of the competition, additional time and resources will be committed to exponential scaling of XPRIZE Rapid Reskilling as shown in Table 1, below.

Table 1: Competition Calendar

|                                  |  |
|----------------------------------|--|
| June 22, 2020                    | Competition Launch: Team Registration Opens, Draft Guidelines Available for Public Comment |
| July 15, 2020                    | Competition Guidelines Public Comment Period Closes  |
| September 2020                   | Competition Guidelines 2.0 Released  |
| September 30, 2020               | Early Registration Deadline  |
| October 2020                     | Rules and Regulations Released   |
| <b>ROUND 1: Qualifying Round</b> |  |
| November, 20, 2020               | Regular Registration Deadline  |
| December 16, 2020                | Qualifying Submission Deadline   |
| Q1 2021                          | Qualified Teams Announced (up to 15 teams)   |
| <b>ROUND 2: Semifinals Round</b> |  |
| TBD                              | Virtual Team Summit  |
| Q1-early Q2 2021                 | Qualified Teams - Solution Development with Employers & WDBs - Cohort Recruitment          |
| Late Q1 2021                     | Qualified Teams - Training Platform Verification   |
| Q2-Q3 2021                       | Implementation of Training program   |
| Q3 2021                          | Semifinal Team Verification and Announcement (up to 15 teams)                              |
| Q3-Q4 2021                       | Semifinalist Teams - Cohort Placement  |
| Q4 2021                          | Job Retention Verification   |
| Q1 2022                          | Semifinal Judging  |
| Q1 2022                          | Finalist Teams Announced (up to 5 teams)   |
| <b>ROUND 3: Finals Round</b>     |  |
| Q1-Q4 2022                       | Finalist Teams - Scaling Solutions   |
| Q4 2022                          | Final Judging  |
| Q1 2023                          | Final Award Ceremony and Grand Prize Winners Announced                                     |

Note: The above dates are tentative and subject to change.

Figure 1: Competition Timeline



Note: The above dates are tentative and subject to change.

## TEAM REGISTRATION

XPRIZE believes that solutions can come from anyone, anywhere. Scientists, career development professionals, academics, entrepreneurs, teachers, for profit and social entrepreneurs, nonprofit leaders, students, front line workers, and other innovators from all over the world are invited to form a team and register to compete. To participate, a team is required to first create an account in the **Prize Operations Platform (POP)**. POP is an online platform through which teams will register for the competition, pay any required registration fees, and submit important documents throughout the competition. Teams are expected to maintain their POP profiles throughout the competition, ensuring their profile is up to date with the most recent team information.

Early Registration opened on June 22, 2020. The Early Registration deadline is September 30, 2020. **To encourage a broad and diverse competitor pool and reduce barriers to participation, the Team Registration Fee has been waived for teams that register by the Early Registration Deadline.**

The registration fee for teams who register by the Regular Registration deadline of November 20, 2020 is \$250 (USD). A scholarship process will be instituted for teams to request waiver of

the registration fee after September 30, 2020, in the case that the fee presents a barrier to entry or hardship.

XPRIZE has sole discretion to register and qualify additional teams between November 20, 2020 and the Discretionary Late Registration deadline (December 16, 2020). Teams that register during this period must meet all applicable registration and submission requirements and pay the Team Registration Fee of \$250 (USD). This is a limited opportunity and potential teams should contact XPRIZE directly for more details.

Regardless of registration deadline, teams must complete three steps in the [Prize Operations Platform \(POP\)](#) in order to become a fully **Registered Team**:

- 1) Create an account and provide basic information about team and its members;
- 2) Submit **Team Application** -- a questionnaire to provide more detailed information about the team;
- 3) Sign and submit the **Competitor Agreement** -- a legal and binding document that details the responsibilities of competitors.

**Interested Teams** and individuals are encouraged to collaborate and share skills. A team may recruit additional experts, including frontline workers, and can add new members to their team at any time throughout the competition.

Teams may also merge with other teams during the competition. Teams must notify XPRIZE of a merger before it takes place. Additional details regarding team mergers will be provided in the Competitor Agreement.

Labor insecurity disproportionately affects the most disinvested communities and populations -- including people experiencing poverty; Black, Latinx, indigenous and other people of color; rural workers; women; and LGBTQ individuals. We believe that these communities must be centered in the work of XPRIZE Rapid Reskilling. Hence, this competition strongly encourages team submissions from people with these identities or who are members of any disinvested community.

During the registration period, XPRIZE will host a series of webinars for all Registered Teams. XPRIZE webinars will allow teams to get to know each other and also to receive important competition updates. Participation in these webinars, while not mandatory, is strongly encouraged.

Also during the registration period, a cadre of five WDBs will be identified by New Profit and selected to serve as competition intermediaries. These local WDBs will be involved from the Qualifying Round through the Semifinals Round, partnering with XPRIZE and teams to implement field testing activities (details described below).

## QUALIFYING ROUND: PROPOSAL SUBMISSION

Within one month after the Regular Registration deadline, each team will be required to submit a proposal detailing their expertise, solutions, syllabus, techniques, partnerships, and plans in the form of a **Qualifying Submission**.

The Qualifying Submission will first be evaluated by occupational experts including employers, one representative from each of the five WDBs involved in the competition, and a cohort of frontline workers. Evaluations will cover areas of the submission such as the team's choice of occupation, viability of proposed solution, and methods of worker engagement.

Submissions will then be reviewed by the **Judging Panel** to determine which teams will move forward and compete in subsequent rounds of the competition. This submission is also intended to inform XPRIZE and the Judging Panel about potential operational requirements or risks related to testing for this competition.

XPRIZE encourages teams to begin their proposals at the earliest opportunity in preparation for the Qualifying Submission, as well as to seek input and feedback from their solution's intended users (frontline workers) throughout the proposal, solution development, and field testing phases. Teams are also encouraged to utilize real-time regional labor market data as they target their solutions for local markets.

The Qualifying Submission will include a brief Executive Summary outlining the team's approach, summarizing the key points they will elaborate through the rest of their proposal. The primary topics likely to be requested in the proposal are: training tools & methods, job placement strategy, job retention strategy, and worker engagement (see Section 03, Tables 3A and 3B, below, for detail). In the proposal, teams will also select the occupation their solution will target. Additionally, teams can include a list of their preferred placement partners from the provided list of Workforce Development Boards<sup>1</sup> for consideration by XPRIZE.

The Qualifying Submission will be reviewed by the Judging Panel and up to 15 teams will be selected as Qualified Teams to compete in XPRIZE Rapid Reskilling, splitting a Milestone Prize purse of \$1,500,000.

## SEMIFINALS ROUND: FIELD TESTING

The Semifinals Round is split into four distinct phases as elaborated below. This round is a large-scale field test in which teams will need to demonstrate that their proposed solutions will

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<sup>1</sup> New Profit will develop an evaluation process for selecting five local Workforce Development Boards (WDBs) that will serve as integral competition partners, as described above in Section 02: Team Registration.



accomplish the competition criteria. Each of the selected WDBs will work closely with their assigned teams to implement each phase of this round.

**Solution Development and Cohort Recruitment**

Qualified Teams will have approximately two months for solution development. During this time, teams will develop their novel technological solutions, create platforms, develop training curricula, and prepare themselves for the first phase of testing. The partnering WDBs will match competing teams with local employers in the relevant industries to inform their solution development and understanding of the attributes, needs, and capacities of high performers in the roles they are training for. XPRIZE will implement a Training Platform Verification during this phase, to check that each team’s training infrastructure meets basic performance criteria.

Meanwhile, each participating WDB will identify, screen, and enroll individuals seeking employment services into the competing teams’ programs. Each of the 15 teams will need a cohort of 500 individuals. Thus, a target of 7,500 individuals must be recruited by five WDBs. Individuals will be screened to ensure they meet the following competition-specific criteria: displaced (unemployed), no college degree obtained, and made less than 2/3 the regional median wage in their most recent role. Additional baseline criteria regarding the individual’s literacy, access to technology, and life situation are likely to be employed (details to be elaborated in the Rules and Regulations).

Table 2: Intended Number of Individuals Recruited by WDBs

|             | WDB 1 | WDB 2 | WDB 3 | WDB 4 | WDB 5 |
|-------------|-------|-------|-------|-------|-------|
| Teams 1-3   | 1500  |       |       |       |       |
| Teams 4-6   |       | 1500  |       |       |       |
| Teams 7-9   |       |       | 1500  |       |       |
| Teams 10-12 |       |       |       | 1500  |       |
| Teams 13-15 |       |       |       |       | 1500  |

**Job Training and Verification**

- a. **Deployment of training solutions.** Teams will have a 90-day window to apply their solutions with their validated cohort. It is likely that the cohorts will be trained in a virtual setting and teams must ensure that each cohort member has the resources needed to promptly begin training at the start of this phase. Teams will need to provide support to their cohort members throughout this phase and into the next.
- b. **Teams finalize placement strategy.** While training their cohorts, teams will be finalizing their placement strategies with the local WDB partners and other stakeholders to ensure they are ready to begin the placement phase at the conclusion of the training window.

- c. Training verification.** At the conclusion of the training phase, teams will need to demonstrate that the core training is at least 50% faster than the current standard, and that it lasted no more than 90 days for each of their cohort members. This will likely entail teams submitting the log(s) in timestamps for each of their cohort members to the Judging Panel. The WDBs will also assist (by contacting/surveying individuals in the cohort) in making sure that the training phase was not unduly extended. Participant completion rate will also be examined, as described in Section 03, Table 2, below. Upon verification, teams will proceed into the Job Placement phase of the competition as Semifinalists. Data will be shared with XPRIZE and New Profit at the conclusion of the verification and throughout the training period.

### **Job Placement**

Semifinalist teams that have successfully completed the training will have 60 days to complete the placement process for their cohort participants. This will require working with participants and their employer and primary WDB partner to identify open roles and support the participants with career navigation. Teams may also leverage other partners such as staffing agencies and their own employer contacts to augment the placement resources available through the WDB. Teams will have 60 days following the end of the training period to place as many cohort participants into jobs as possible. Cohort participants will report their placement outcomes to their WDB partners, to XPRIZE and to New Profit.

### **Job Retention Verification**

In order to complete the retention verification, the WDB partners will verify that the individuals were placed in a job relevant to the role for which they were trained and will need to verify their continued employment for at least 60 days. Process and competition outcome data will be shared with XPRIZE and New Profit during and after the competition. Details of data requirements will be released in the Rules and Regulations in advance of this round of the competition.

Once all data is collected, the Judging Panel will review results to select up to 5 teams to advance in the competition and split the Semifinals Prize of \$1,500,000 (USD).

Figure 2: Breakdown of Key Activities During Semifinals Round

| Phase                                       | Competitor Team Activities  | WDB Activities  |
|---|---|---|
| Solution Development and Cohort Recruitment | Develop solutions, obtain feedback from frontline workers, iterate, and prepare for field testing   | Identify, screen, and enroll individuals who meet competition-specific criteria   |
| Job Training and Verification               | Deploy training with the cohort of participants enrolled by WDB. Submit data to demonstrate training time and completion rate. Finalize placement strategy. | Continued support of enrolled individuals; work with teams to develop individuals' placement strategies; Contribute to data verification. |
| Job Placement                               | Work with participants, employers, and WDB partner to place participants into jobs  | Participant support, data collection, and reporting   |
| Job Retention Verification                  |   | Participant support, data collection, verification, and reporting   |

## FINALS ROUND: SCALING SOLUTIONS

The overall goal of the Finals Round is to hasten the adoption of the solutions that emerge from the competition on a massive scale. This phase of the competition challenges the **Finalist Teams** to achieve an exponential (10x) increase in results by training at least 5,000 individuals into three different occupations in three different industries (including the one they had trained for in the Semifinals) and placing as many of them as possible into relevant jobs.

Prior to participating in **Finals Testing**, teams will be required to submit materials for **Finals Verification** to confirm that they are prepared to proceed in the competition. Teams will then have ten months to complete the challenge by continuing to leverage their employer and WDB partnerships and expanding into other localities, with the help of additional local WDBs or partners and by participating in impact activities organized by XPRIZE and New Profit.

At the end of Finals Testing, the Judging Panel will convene to review the Finalist Teams' performance, discuss the results, and determine the winners of the Grand Prize. The First Place team will receive \$1,500,000 (USD), while the Second and Third Place teams will share a prize purse of \$500,000 (USD), allocated according to Judging Panel discretion. The winning team(s) will be announced at an Award Ceremony hosted by XPRIZE and New Profit.

### 03. TESTING CRITERIA

In order to proceed through rounds of the competition and be eligible for any **Prize Purse** during the competition, teams must meet or exceed all Testing Criteria requirements established by XPRIZE and the Judging Panel.

Examples of the criteria currently under consideration for each round are summarized in the tables below. XPRIZE may publish more detailed criteria in the Rules and Regulations.

#### QUALIFYING ROUND: PROPOSAL SUBMISSION

Each team must include and fully satisfy the specified criteria in its proposal. Further specifications for the proposal will be detailed in advance of the submission deadline, but sample proposal sections include:

- Team profile
- Vision/mission statement
- Business plan
- Partnership plan

Additionally, the eventual judging criteria will be finalized by the Judging Panel and then used to make their determinations. Sample criteria are delineated in the tables below.

Table 3A: Sample Occupation Criteria

| CRITERIA                         | DESCRIPTION  | EVALUATION METRIC  |
|----------------------------------|--|--|
| <b>TRAINING PROGRAM BASELINE</b> | Each team must perform due diligence/research to identify the fastest training program currently available for their chosen occupation, which will serve as the “market baseline.” | Market Baseline: Concrete examples of the fastest training programs available on the market for chosen occupations, including time to completion, cost, prerequisites, and other pertinent information. For the purpose of obtaining consistent and comparable baseline numbers, teams must use the <a href="#">CareerOneStop Training Finder</a> tool, to find training programs that are offered by accredited colleges and universities in a single state: California (the most populous state and the location of XPRIZE headquarters).  |
| <b>OCCUPATION PROFILE</b>        | Profile of the occupation for which the team will develop training.  | <p>Growth: Chosen occupations must be projected to grow faster than the overall average (5.2%<sup>2</sup>), as measured by Bureau of Labor Statistics (BLS) 2018-2028 forecast<sup>3</sup>. Occupations that meet this criteria are listed below, in Section 08: Appendix.</p> <p>Update as of 9/1/2020: the BLS has released an updated forecast for 2019-2029; additional occupations that meet all criteria (including projected to grow faster than the overall average, which will be recalculated based on the updated data) will be considered.</p> <p>Living Wage: Chosen occupations must have an estimated median wage that is greater than or equal to the <a href="#">MIT Living Wage</a><sup>4</sup> for the metro-level area in which teams plan to place their cohorts.</p> <p>Access: Chosen occupations must not have certification or licensure requirements, or require a postsecondary degree.</p> <p>Outcome Pathway: Chosen occupations should provide pathways to stable, long-term employment. Teams must describe this through written outcome pathways for each occupation. Teams will also be asked to describe the fit between person-skill-occupation to show how their solution addresses the full life cycle of employment.</p> |

<sup>2</sup> U.S. Bureau of Labor Statistics, “Employment by Major Occupational Group.”

<sup>3</sup> <https://www.bls.gov/emp/tables/occupational-projections-and-characteristics.htm>

<sup>4</sup> <https://livingwage.mit.edu/>

Table 3B: Training Methods Criteria

| CRITERIA                                       | DESCRIPTION  | EVALUATION METRIC   |
|--|--|---|
| <p><b>TRAINING TOOLS / METHOD ANALYSIS</b></p> | <p>Explanation of how the team’s training solution is innovative and provides a significant improvement over the current market baseline.</p> <p>Includes substantiation for training methods and how the solution will fulfill the “Winning Team Will” statement.</p> | <p>Training Time: Training solutions must be at least 50% faster than the market baseline, and require 90 days or less to complete.</p>   |
|  |  | <p>Accessibility: Training solutions must be accessible to anyone in the United States, including those located in rural areas.</p>   |
|  |  | <p>Evaluation: Description of the evaluation metrics and/or skills validation process to be implemented upon completion of training.</p>  |
|  |  | <p>Scalability: Training solutions must have the potential to be exponentially scaled up to larger cohorts and must be easily adaptable to new occupations.</p>   |
|  |  | <p>Cost: Training solutions must be offered at no cost to individual participants. However, a small, refundable deposit may be collected from individuals to incentivize program completion.</p>  |
| <p><b>JOB PLACEMENT STRATEGY</b></p>           | <p>Detailed plan for securing employer partnerships.</p>   | <p>Teams must detail their jobs placement strategy and how it will relate to the WDB partnerships. In addition to the WDB partnerships, teams will be allowed to secure employer partnerships on their own. In this case, teams should strive to secure letters of intent (LOIs) from employers and include them in their proposal. Contingency plans should also be arranged to account for future labor market disruptions (i.e. - ongoing pandemic lockdowns).</p> |
| <p><b>JOB RETENTION STRATEGY</b></p>           | <p>Detailed plan for ensuring individual participants retain their jobs.</p>   | <p>Retention Time: Individual participants must retain their jobs for at least 60 days following placement.</p>   |
| <p><b>WORKER ENGAGEMENT</b></p>                | <p>Detailed explanation of how the team will engage with disinvested workers to inform their solution design and implementation strategy.</p>  | <p>The expert Judging Panel will use its discretion to evaluate whether or not the teams adequately engage with disinvested workers.</p>  |

## SEMIFINALS ROUND: FIELD TESTING

The second round of judging will entail a comprehensive evaluation of the outcomes of each teams' rapid training solutions. Sample Judging Criteria are as follows:

Table 4: Sample Implementation Criteria

| CRITERIA                   | DESCRIPTION  | EVALUATION METRIC  | SAMPLE SCORING/WEIGHT  |
|----------------------------|--|--|--|
| <b>TRAINING DEPLOYMENT</b> | The implementation and completion rate of the training program for each teams' cohort. | <p>Training Time: The improvement in training time over the market baseline. The improvement must be at least 50% faster than the baseline, and the solution as a whole must require 90 days or less to complete.</p> <p>Completion Rate: The share of the team's original cohort of 500 individuals that have successfully completed their training within 90 days.</p> | <p>Points are awarded for every 1% reduction in training time achieved beyond the 50% requirement.</p> <p>Points are awarded according to the share of successful completions.</p> |
| <b>JOB PLACEMENT</b>       | The final outcome of teams' placement strategies.                                      | Placement Rate: The share of the team's cohort that have obtained full time employment within 60 days of completing their training.  | Points are awarded according to the share of successful placements.  |
| <b>JOB RETENTION</b>       | The final result of individuals placed in <b>full-time</b> jobs.                       | Retention Rate: The share of the team's cohort that have remained employed for at least 60 days.   | Points are awarded according to the share of individuals that successfully remain employed for 60+ days.   |

## FINALS ROUND: SCALING SOLUTIONS

The third and final round of judging will focus on massive scaling and adoption of solutions.

Sample Judging Criteria are as follows:

Table 5: Sample Scaling Criteria

| CRITERIA     | DESCRIPTION  | EVALUATION METRIC  |
|--------------|--|--|
| <b>SCALE</b> | <p>Teams must scale their rapid training solutions to as many vulnerable individuals as possible within 10 months across at least three industries. The target population size will be at least 5,000 people.</p> <p>Teams will be evaluated based on the criteria from Round 2.</p> | <p>Completion Rate: The share of additional individuals that have successfully completed their training within 90 days.</p> <p>Placement Rate: The share of additional individuals that have obtained full time employment within 60 days of completing their training.</p> <p>Retention Rate: The share of additional individuals that have remained employed for at least 60 days.</p> |

In sum, the winning team will...

- **Rapidly train** 500 displaced workers experiencing low wages and low education levels, at no cost to the individual
  - The team will achieve at least a 50% reduction in standard training time for the chosen occupation. Training must be conducted in 90 days or less
  - The occupation must be one that provides a living wage and is growing faster than the national average
- **Place** as many as possible of its cohort into jobs in the chosen occupation within the following 60 days
- **Support the workers to ensure job retention** of at least 60 days
- **Demonstrate exponential adoption** by deploying the training solutions for two other occupations in different industries, and placing 5,000 individuals into relevant jobs, who are retained for 60 days, (same conditions for occupations, individuals and training time) in 10 months.



## 04. PRIZES

XPRIZE Rapid Reskilling Prize Purse totals \$5,000,000 (USD) and is divided as follows.

### **Milestone Prize**

A Milestone Prize purse in the amount of \$1,500,000 (USD) will be shared equally between up to 15 Qualified Teams whose proposals are selected to proceed to the Field Testing round of the competition.

### **Semifinals Prize**

After completion of Semifinals Field Testing, a prize purse in the amount of \$1,500,000 (USD) will be shared equally between up to five Finalist Teams whose Solutions received the highest scores from the Judging Panel for successful implementation of their solution.

### **Grand Prize**

After teams complete the Scaling Solutions round of the competition, XPRIZE will host an awards ceremony to announce the Grand Prize winning teams. A Grand Prize purse totaling \$2,000,000 (USD) will be awarded to up to three teams whose Solutions receive the highest scores for successfully training and placing the largest number of graduates.

- The First Place team will receive \$1,500,000 (USD)
- The Second and Third Place teams will share a prize purse of \$500,000 (USD), allocated according to Judging Panel discretion

## 05. ROLES AND RESPONSIBILITIES

### ADVISORY BOARD

- A. SELECTION OF ADVISORS.** XPRIZE and New Profit will collaborate to appoint a panel of subject matter experts, employers, frontline workers, and big-picture thought leaders to serve as the Advisory Board for the competition. The Advisory Board will remain in place throughout the competition to advise XPRIZE regarding the scientific and other elements of the competition.
- B. INDEPENDENCE.** The Advisory Board will be independent of XPRIZE, New Profit, and all teams and team members. No Advisor, nor any member of the Advisor's immediate family, shall participate, nor have any financial or other material interest, in XPRIZE, the Sponsor(s), and/or any team or team member. All members of the Advisory Board shall promptly disclose to XPRIZE any such current, former, or expected future conflict of interest with XPRIZE, the Title Sponsor, or any team or team member.
- C. ROLE OF ADVISORY BOARD.** The duties and responsibilities of the Advisory Board may include, but not be limited to: (i) assisting with the establishment of qualifications for prospective Judges; (ii) recommending members of the Judging Panel; (iii) assisting with development of testing protocols and judging criteria; (iv) and providing input toward the development of these Competition Guidelines.

### JUDGING PANEL

- A. SELECTION OF JUDGES.** The Judging Panel (as defined in the Competitor Agreement) will be composed of highly-qualified subject matter experts across a diversity of fields, selected and vetted by XPRIZE, New Profit, and the competition Advisory Board.
- B. INDEPENDENCE.** The Judging Panel will be independent of XPRIZE, the Title Sponsor, any other prize sponsors, and all teams and team members. No Judge, nor any member of Judge's immediate family, shall participate, nor have any financial or other material interest, in XPRIZE, the sponsor(s), and/or any team or team member. All members of the Judging Panel shall promptly disclose to XPRIZE any such current, former, or expected future conflict of interest with XPRIZE, the sponsor, and/or any team or team member.
- C. ROLE OF JUDGING PANEL.** The duties and responsibilities of the Judging Panel will include, but not be limited to: (i) evaluating teams' compliance with the Competitor

Agreement as they relate to prize operations, these Competition Guidelines, and the Rules and Regulations for the purposes of the competition; and (ii) the awarding of points and selection of teams that will proceed to each subsequent round of the competition.

- D. GROUNDS FOR JUDGING PANEL DECISIONS.** Official decisions made by the Judging Panel will be approved by a majority of the Judges that vote on each such decision after careful and impartial consideration of the testing protocols, procedures, guidelines, rules, regulations, criteria, results, and scores set forth in the Competitor Agreement, these Competition Guidelines, Rules and Regulations, and all other applicable exhibits to the Competitor Agreement. If any vote of the Judges results in a tie, then the Judging Panel shall determine, in its sole and absolute discretion, the mechanism to settle the tie. Similarly, if one or more teams are tied at any stage during the competition, the Judging Panel shall have the sole and absolute discretion to settle the tie.
- E. DECISIONS OF JUDGING PANEL ARE FINAL.** The Judging Panel shall have sole and absolute discretion: (i) to allocate duties among the Judges; (ii) to determine the degree of accuracy and error rate that is acceptable to the Judging Panel for all competition calculations, measurements, and results, where not specified in the Rules and Regulations; (iii) to determine the methodology used by the Judging Panel to render its decisions; (iv) to declare the winners of the competition; and (v) to award the prize purses and other awards. Decisions of the Judging Panel shall be binding on XPRIZE, teams, and each team member. XPRIZE and teams agree not to dispute any decision or ruling of the Judging Panel, including decisions regarding the degree of accuracy or error rate of any competition calculations, measurements, and results. Teams shall have no right to observe other teams' testing or evaluation, or to be informed of other teams' calculations, measurements, and results, unless such information is made publicly available by XPRIZE.

## 06. PARTICIPANT PROTECTION AND SAFETY

To ensure that the utmost care is taken when working with participants, XPRIZE will establish and require teams in XPRIZE Rapid Reskilling to abide by a set of standards specifically governing equal treatment and identity protection of participants. Competitors who are deemed by XPRIZE or the Judging Panel not to have adhered to these standards will be disqualified from the competition.

Additionally, in their Qualifying Submissions, all teams must provide a detailed plan for how they will ensure equal and ethical treatment, identity protection, and data security to their participants. While not all teams will collect personally identifying information of participating adult learners, those that do must safeguard that information. Teams must additionally demonstrate their adherence to these standards during Semifinals Testing and Finals Testing.

XPRIZE reserves the right to limit, or restrict upon notice, participation in the competition to any person or entity at any time for any reason. Organizations, individuals or other entities deemed to promote hate, hateful speech, discriminatory policy, violence or illegal activities are barred from competing in XPRIZE Rapid Reskilling.

## 07. GLOSSARY

**Advisory Board:** A select group of prominent advisors who contribute their wisdom, knowledge, and guidance to various aspects of the prize.

**Competition Guidelines:** Document for the public and for teams that describes the requirements and parameters of the competition.

**Competitor Agreement:** A legal and binding document that details the responsibilities of competitors for the prize.

**Displaced Workers (those meeting criteria to participate in teams' solutions):** Individuals who are currently unemployed, have educational attainment of less than a Bachelor's degree, earned less than two-thirds the regional median wage in their last role, and are typically employed in occupations with few opportunities for advancement.

**Finals Testing (Scaling Solutions):** The last set of testing events for the prize that will determine the Grand Prize winning teams.

**Finals Verification:** This is a mandatory update to ensure teams are prepared to proceed to Finals Testing: Scaling Solutions. This will most likely consist of written and/or data components.

**Impact:** Impact describes the change in peoples' lives. It is most often the result of the immediate work of the teams involved in a certain prize, as well as the long-term results of the competition. It is measured according to the goals of a particular prize or activity, but an XPRIZE competition is expected to have an impact on at least millions of peoples' lives.

**Judging Panel:** The subject matter and technical experts who serve as an impartial and independent evaluation team for all aspects of this prize. Judges score the team submissions and make the final award determinations in both the Semifinals and the Finals Competitions.

**Living Wage:** A measure of earnings that accounts for basic needs including minimum food, childcare, health insurance, housing transportation, and other basic necessities (e.g. - clothing, personal care items). For the purposes of this competition, XPRIZE relies on the MIT Living Wage Calculator, which was first created by Dr. Amy K. Glasmeier in 2004<sup>5</sup>.

**Prize Operations Platform (POP):** The standard internal XPRIZE portal for teams to input data, documents, and other information for use in this competition.

**Prize Purse:** This refers to money offered, won, or received as a prize. It also refers to the overall amount of funds allocated to all prizes in this competition.

**Qualifying Submission:** This is a proposal, submitted through POP, that must be completed by

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<sup>5</sup> Amy K. Glasmeier, "Living Wage Calculator."

all Registered Teams. It consists of a series of questions to be answered that outline their expertise, syllabus, techniques, partnerships, and plans for the functional Solution that each team will be creating.

**Reskilling:** The process of learning new skills so you can do a different job, or of training people to do a different job<sup>6</sup>.

**Rules and Regulations:** Document detailing the testing protocols, specific rules, dates/times, and other details that will govern the competition and will be binding on teams.

**Semifinals Field Testing:** The set of testing events for the prize that will help determine which teams progress to Finals Testing.

**Semifinal Verification:** The process by which Qualified Teams demonstrate they are sufficiently prepared to progress in the competition as a Semifinalist Team. This will most likely consist of written and/or data components.

**Solution:** This refers to a team's specific methods used to accomplish the goals of the competition (including any training materials, technical infrastructure, software, and/or processes).

#### **Team Definitions:**

- **Interested Team:** A team or individual that is interested in participating in the competition and has created a profile in the XPRIZE POP system.
- **Registered Team:** A team that has completed all necessary registration activities, paid the required registration fee (if applicable) and is eligible to submit a **Qualifying Submission** for the Judging Panel's review.
- **Qualified Team (up to 15 teams):** A team that has been selected by the Judging Panel from the pool of Registered Teams based on the strength of their Qualifying Submission.
- **Semifinalist Team (up to 15 teams):** A team that has successfully completed the Semifinalist Selection and is approved by the Judging Panel to participate in Semifinals Field Testing.
- **Finalist Team (up to 5 teams):** A team that has successfully completed Semifinals Field Testing and is approved by the Judging Panel to participate in Finals Testing (Scaling Solutions).

**Workforce:** Generally used to describe those working for a single company or industry, but can also apply to a geographic region like a city, state, or country.

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<sup>6</sup> Cambridge English Dictionary, "RESKILLING | Definition in the Cambridge English Dictionary."

**Workforce Development Boards:** State and local Workforce Development Boards (WDBs) serve as connectors between the U.S. Department of Labor and local American Job Centers that deliver services to workers and employers. The WDBs' role is to develop local strategic plans and set funding priorities for their area.

## 08. APPENDIX

Table 6: Occupations that meet prize criteria for growth potential<sup>7</sup>

| <b>Occupation Title</b>   | <b>BLS Code</b> | <b>Growth Rate, 2018-28</b> | <b>Median Wage, 2018</b> | <b>Required Education*</b> | <b>Requires Certification or License?</b> |
|---|-----------------|-----------------------------|--------------------------|----------------------------|---|
| Electrical power-line installers and repairers                              | 49-9051         | 8                           | \$70,910                 | H                          | No  |
| Makeup artists, theatrical and performance                                  | 39-5091         | 7                           | \$64,250                 | P                          | No  |
| Millwrights   | 49-9044         | 8.9                         | \$55,060                 | H                          | No  |
| Wind turbine service technicians  | 49-9081         | 56.9                        | \$54,370                 | P                          | No  |
| Food service managers   | 11-9051         | 10.8                        | \$54,240                 | H                          | No  |
| Structural iron and steel workers   | 47-2221         | 11.5                        | \$53,970                 | H                          | No  |
| Computer numerically controlled machine tool programmers, metal and plastic | 51-4012         | 20                          | \$53,190                 | P                          | No  |
| Brickmasons and blockmasons   | 47-2021         | 9.7                         | \$50,950                 | H                          | No  |
| Occupational health and safety technicians                                  | 29-9012         | 7.5                         | \$50,780                 | H                          | No  |
| Athletes and sports competitors   | 27-2021         | 6.2                         | \$50,650                 | N                          | No  |
| Chefs and head cooks  | 35-1011         | 11.1                        | \$48,460                 | H                          | No  |
| Sheet metal workers   | 47-2211         | 8                           | \$48,460                 | H                          | No  |
| Reinforcing iron and rebar workers  | 47-2171         | 11.1                        | \$48,320                 | H                          | No  |
| Maintenance workers, machinery  | 49-9043         | 5.3                         | \$47,060                 | H                          | No  |
| Carpenters  | 47-2031         | 8                           | \$46,590                 | H                          | No  |
| Surveying and mapping technicians   | 17-3031         | 5.4                         | \$44,380                 | H                          | No  |
| Audio and video equipment technicians                                       | 27-4011         | 11.6                        | \$43,770                 | P                          | No  |
| Cement masons and concrete finishers  | 47-2051         | 11.1                        | \$43,000                 | N                          | No  |
| Floor layers, except carpet, wood, and hard tiles                           | 47-2042         | 18.2                        | \$42,760                 | N                          | No  |
| Solar photovoltaic installers   | 47-2231         | 63.3                        | \$42,680                 | H                          | No  |

<sup>7</sup> <https://www.bls.gov/emp/tables/occupational-projections-and-characteristics.htm>



|   |         |      |          |   |    |
|---|---------|------|----------|---|----|
| Terrazzo workers and finishers  | 47-2053 | 11.9 | \$42,500 | H | No |
| Bus drivers, transit and intercity  | 53-3021 | 6.1  | \$42,080 | H | No |
| Tile and marble setters   | 47-2044 | 17.6 | \$41,840 | N | No |
| Stonemasons   | 47-2022 | 9    | \$41,220 | H | No |
| Dental laboratory technicians   | 51-9081 | 10.7 | \$40,440 | H | No |
| Motorboat mechanics and service technicians                                 | 49-3051 | 5.7  | \$40,180 | H | No |
| Roofers   | 47-2181 | 11.8 | \$39,970 | N | No |
| Loan interviewers and clerks  | 43-4131 | 8.6  | \$39,890 | H | No |
| Medical appliance technicians   | 51-9082 | 12.7 | \$39,190 | H | No |
| Painters, construction and maintenance                                      | 47-2141 | 6    | \$38,940 | N | No |
| Billing and posting clerks  | 43-3021 | 10.3 | \$37,800 | H | No |
| Floor sanders and finishers   | 47-2043 | 10.3 | \$37,510 | N | No |
| Refuse and recyclable material collectors                                   | 53-7081 | 8.2  | \$37,260 | N | No |
| Motorcycle mechanics  | 49-3052 | 9.2  | \$36,790 | P | No |
| Construction laborers   | 47-2061 | 10.5 | \$35,800 | N | No |
| Medical secretaries   | 43-6013 | 16   | \$35,760 | H | No |
| Outdoor power equipment and other small engine mechanics                    | 49-3053 | 5.7  | \$35,400 | H | No |
| Social and human service assistants   | 21-1093 | 12.6 | \$33,750 | H | No |
| Medical assistants  | 31-9092 | 22.6 | \$33,610 | P | No |
| Helpers--brickmasons, blockmasons, stonemasons, and tile and marble setters | 47-3011 | 10.8 | \$33,380 | N | No |
| Weighers, measurers, checkers, and samplers, recordkeeping                  | 43-5111 | 5.4  | \$32,310 | H | No |
| Ophthalmic laboratory technicians   | 51-9083 | 10.9 | \$31,830 | H | No |
| Helpers--electricians   | 47-3013 | 6.9  | \$31,410 | H | No |
| Agricultural equipment operators  | 45-2091 | 9.8  | \$31,190 | N | No |
| Helpers--pipelayers, plumbers, pipefitters, and steamfitters                | 47-3015 | 15.6 | \$30,980 | H | No |

|  |         |      |          |   |    |
|--|---------|------|----------|---|----|
| Helpers--carpenters  | 47-3012 | 11.6 | \$30,880 | N | No |
| Helpers, construction trades, all other  | 47-3019 | 10.2 | \$30,510 | N | No |
| Grounds maintenance workers, all other   | 37-3019 | 5.5  | \$30,420 | N | No |
| Helpers--roofers   | 47-3016 | 13   | \$30,390 | N | No |
| Rail-track laying and maintenance equipment operators  | 47-4061 | 6.7  | \$56,930 | H | No |
| First-Line supervisors of transportation and material moving workers, except aircraft cargo handling supervisors | 53-1048 | 5.3  | \$55,600 | H | No |
| Extraction workers, all other  | 47-5099 | 12.1 | \$54,840 | H | No |
| Sales representatives, services, all other   | 41-3099 | 7.2  | \$54,550 | H | No |
| Rotary drill operators, oil and gas  | 47-5012 | 14.8 | \$53,800 | N | No |
| Hearing aid specialists  | 29-2092 | 15.9 | \$52,770 | H | No |
| Riggers  | 49-9096 | 5.5  | \$50,370 | H | No |
| Media and communication workers, all other   | 27-3099 | 7.3  | \$48,330 | H | No |
| First-line supervisors of landscaping, lawn service, and groundskeeping workers                                  | 37-1012 | 8.7  | \$48,220 | H | No |
| Service unit operators, oil, gas, and mining   | 47-5013 | 13.2 | \$47,860 | N | No |
| Security and fire alarm systems installers   | 49-2098 | 11.2 | \$47,190 | H | No |
| Traffic technicians  | 53-6041 | 6.2  | \$46,570 | H | No |
| Farm labor contractors   | 13-1074 | 7.6  | \$46,150 | N | No |
| Derrick operators, oil and gas   | 47-5011 | 17.1 | \$46,120 | N | No |
| Earth drillers, except oil and gas   | 47-5021 | 13.7 | \$44,430 | H | No |
| Pump operators, except wellhead pumpers  | 53-7072 | 8.8  | \$44,380 | H | No |
| Cargo and freight agents   | 43-5011 | 7.5  | \$43,210 | H | No |
| Communications equipment operators, all other  | 43-2099 | 7    | \$41,050 | H | No |

|  |         |      |          |   |    |
|--|---------|------|----------|---|----|
| Financial clerks, all other                                    | 43-3099 | 7    | \$41,020 | H | No |
| Mechanical door repairers                                      | 49-9011 | 9.8  | \$41,010 | H | No |
| First-line supervisors of housekeeping and janitorial workers  | 37-1011 | 6.8  | \$39,940 | H | No |
| Tax preparers  | 13-2082 | 5.6  | \$39,390 | H | No |
| Installation, maintenance, and repair workers, all other       | 49-9099 | 5.9  | \$39,320 | H | No |
| Septic tank servicers and sewer pipe cleaners                  | 47-4071 | 13.4 | \$38,970 | H | No |
| Miscellaneous construction and related workers                 | 47-4090 | 9.2  | \$38,860 | H | No |
| Self-enrichment education teachers                             | 25-3021 | 11.8 | \$38,720 | H | No |
| Pipelayers   | 47-2151 | 12.2 | \$38,560 | N | No |
| First-line supervisors of personal service workers             | 39-1021 | 11.4 | \$38,400 | H | No |
| Recreational vehicle service technicians                       | 49-3092 | 9.2  | \$38,160 | H | No |
| Roustabouts, oil and gas                                       | 47-5071 | 14.9 | \$37,580 | N | No |
| Transportation workers, all other                              | 53-6099 | 7    | \$37,490 | H | No |
| Helpers--extraction workers                                    | 47-5081 | 12.5 | \$36,350 | H | No |
| Animal control workers   | 33-9011 | 5.8  | \$36,330 | H | No |
| Office and administrative support workers, all other           | 43-9199 | 5.8  | \$34,850 | H | No |
| Fence erectors   | 47-4031 | 10.1 | \$34,800 | N | No |
| First-line supervisors of food preparation and serving workers | 35-1012 | 10.8 | \$32,450 | H | No |
| Concierges   | 39-6012 | 5.3  | \$30,400 | H | No |
| Motor vehicle operators, all other                             | 53-3099 | 7.4  | \$30,360 | N | No |

\*KEY:

N=No formal educational credential

H=High school diploma or equivalent

P=Postsecondary nondegree award<sup>8</sup>

<sup>8</sup> These programs lead to a certificate or other award, but not a degree. The certificate is awarded by the educational institution and is the result of completing formal postsecondary schooling. Certification, issued by a professional organization or certifying body, is not included here. See more at: <https://www.bls.gov/emp/documentation/nem-definitions.htm#education>