APPLICATION

Welcome to the Adult Literacy XPRIZE Communities Competition. Thank you for helping to transform one million lives through literacy!

In order to participate in the Competition, you will need to create an individual and team profile on this website and fill out the Phase 1 Application Form online at pop.xprize.org/communities.

By signing up, you agree to the terms and conditions, competition guidelines, and other competition rules. You will be able to view and complete the application and receive important periodic updates regarding deadlines and the status of your application. By submitting this application, you have granted us license to post portions of it on our website.

Begin your submission by registering at https://ids.xprize.org/communities. We look forward to receiving your submission!

You must complete the Application form no later than December 21, 2018, at 5:00 PM Pacific.

Please read all of the application requirements before completing each section. Responses must be submitted in English. You may review the scoring rubric for Phase 1 here.

When you have completed all of the requirements, a confirmation message will be displayed on the screen. At that point, you can submit your final application. Once you have submitted the application, you will no longer be able to make changes.

ACTIVITY 1
Acknowledge Terms of Service Agreement

ACTIVITY 2
A. ELEVATOR PITCH (100 words). Provide a high-level explanation of your team's approach to distributing the apps from the Adult Literacy XPRIZE to learners in your community and improving access to adult basic education and ESL. Your Elevator Pitch is a brief statement that each reviewer will read to develop an initial understanding of your strategy and approach to distributing the winning apps from the ALXP teams competition. This is your opportunity to make a good first impression. [TEXT BOX: 100 words maximum]

ACTIVITY 3
B. VIDEO PITCH: Please provide a link to a YouTube or Vimeo video describing your team and your strategy for reaching adult learners in your community and distributing the ALXP apps to them. Be sure to follow these guidelines:
● 30-90 seconds in length
● Make it simple. You do not need to produce a sophisticated video.
● Your pitch must be in English. Keep your description and language simple.
● Introduce yourself and your team.

- Tell us how you will reach adult learners in your community
- Tell us what is unique about your proposed solution
- Explain how you would measure success and achieve scalable and sustainable impact

ACTIVITY 4: WHO ARE YOU?

Tell us about yourself, your team, your organization, and your community?

C. TEAM (150 words) Briefly describe your team. Why are you competing? What do you currently do? What populations do you work with? What is unique about your team? What makes your team strong? [TEXT BOX: 150 words maximum]

D. YOUR COMMUNITY (250 words). Describe your community. What ties your community together? A mission, a neighborhood, a system of beliefs, a business? Are you a geographically bound community or a virtual community? Where does your work occur? Is your community local, regional, or national? [TEXT BOX: 250 words maximum]

E. TARGET POPULATION (100 words). Describe in greater detail the population with whom you currently work and why they would benefit from using one of the qualified apps. Describe, as well, the population you will target for recruitment in the Communities Competition. If you do not currently work with your target population for app distribution, please describe how you define your target population. [TEXT BOX: 100 words maximum]

F. YOUR LEADERSHIP (150 words). Who is on your leadership team? What is your leadership team's experience? Why is your leadership team uniquely qualified to lead? [TEXT BOX: 150 words maximum]

G. WHY YOU (200 words). Why is your team the right team to deliver on your strategy? What relevant experience do you have? How will you gain additional relevant experience? [TEXT BOX: 200 words maximum]

H. ORGANIZATION. What is your organizational structure?
- Individual
- For-profit company
- B Corp
- 501(c)(3) public charity
- 501(c)(3) private foundation
- 501(c)(4) social welfare corporation
- 501(c)(6) business league
- Educational institution (indicate K-12, post-secondary, adult / CTE, or other)
- Government agency (indicate local, state, or federal)
- Other: please describe

I. GEOGRAPHY. What is the population size of your community (select all that apply)
- Not applicable
- Rural
- Small city (30K-100K)
- Medium city (100K-250K)

- Large city (250K-500K)
- Metropolis (>500K)

J. SIZE. What is the size of your organization?
- Not applicable
- 1-10 employees
- 11-50 employees
- 51-150 employees
- 150-500 employees
- 500+ employees

K. OPERATING BUDGET. Please provide your annual operating budget
- Not applicable
- Less than $100,000
- $100,001 - $250,000
- $250,001 - $500,000
- $500,001 - $1,000,000
- Greater than $1,000,000

L. HISTORY. How long has your organization been around?
- Not applicable
- Less than 1 year
- 1 to 3 years
- 4 to 10 years
- More than 10 years

ACTIVITY 5: WHAT WILL YOU DO?

What will you do to create impact and innovation in adult education? How will you recruit learners to download and use the qualified apps from the Adult Literacy XPRIZE Teams Stage? How will you expand your reach to include more learners? And why do you believe your approach will work?

M. YOUR STRATEGY (500 words). Describe in detail how you will recruit adult learners in your community to download and use the qualified apps from the Teams Stage of the Adult Literacy XPRIZE. How many learners do you believe you will reach? How will you get them to learn about the apps available to them? How will your recruitment strategy fit with your team's existing work? We are particularly interested in learning how you will reach learners who currently do not access adult education resources. [TEXT BOX: 500 words maximum]

N. YOUR TACTICS (200 words). Explain exactly how you will implement your strategy. How will you achieve optimal results? What resources do you need? Do you have those resources already? If not, how will you obtain them? With whom will you partner? [TEXT BOX: 200 words maximum]

O. TIMELINE AND KEY MILESTONES (350 words). Identify key milestones in your planning and implementation processes and their timing. Remember that distribution of the ALXP

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**COMMUNITIES
COMPETITION**

apps will begin April 1, 2019, and end August 31, 2019. However, you can begin planning your implementation now, establishing partnerships, communications channels, marketing campaigns, etc. [TEXT BOX: 250 words maximum]

P. WHY WILL YOUR STRATEGY WORK (200 words). Why do you believe your strategy will be effective in reaching adult learners? What prior evidence do you have of results demonstrating your approach will work? [TEXT BOX: 200 words maximum]

Q. RISKS (200 words). Describe the key risks to the successful implementation of your proposed approach and your plans to address them. Demonstrate that your team understands specific operational and tactical obstacles. [TEXT BOX: 200 words maximum]

R. PROTECTING LEARNERS (200 words). To ensure that the utmost care is taken when recruiting participants, please provide a detailed plan for how you will protect participating adult learners from possible harm. While not all competitors will collect personally identifying information of participating adult learners, if you do intend to collect such data, please describe how you will safeguard this information. [TEXT BOX: 200 words maximum]

ACTIVITY 6: SCALABILITY AND DURABILITY
We believe the most critical problem in adult education is access: our ability to reach more and more learners and provide them with effective learning tools they can use anytime, anywhere. We therefore want your solution both to scale and to be long-lasting. Tell us why your approach is both scalable and durable, as well as how you intend to ensure its growth and longevity.

S. WHY WILL IT SCALE (250 words). Why do you believe your approach is scalable [TEXT BOX: 250 words maximum]

T. HOW WILL IT SCALE (150 words). What will you do to scale your solution? [TEXT BOX: 150 words maximum]

U. BARRIERS TO SCALE (150 words). What are the key challenges to scaling your approach and how will you address them? [TEXT BOX: 150 words maximum]

V. WHY WILL IT ENDURE (250 words). What makes your approach likely to last? [TEXT BOX: 250 words maximum]

W. YOUR COMMITMENT (150 words). How do you intend to continue to support increasing access to adult education beyond the competition? [TEXT BOX: 150 words maximum]

X. COMMUNITY ENGAGEMENT (150 words). How will you engage diverse stakeholders in your community to ensure the long-term viability of your solution? [TEXT BOX: 150 words maximum]

Y. BARRIERS TO DURABILITY (150 words). What are the key challenges to ensuring that your approach endures and how will you address them? [TEXT BOX: 150 words maximum]

Z. USE OF WINNINGS (100 words). How will you use the winnings from the $10,000 milestone award to benefit adult learners? [TEXT BOX: 100 words maximum]

ACTIVITY 7

AA.SAMPLE RECRUITING MATERIALS. Please upload files illustrating the types of recruiting materials you will use.