

nesta

Nesta Challenges

Session II: International and Non-Profit Experiences



Six years of Nesta Challenges



8,837

Innovators engaged in solving key challenges (entries) to 29 challenges, with 427 semi-finalists, 274 finalists



84

Final prize winners given £13 million pounds to build or scale their solution



309

Prototypes developed (19 prizes) by the time Finalists submitted development plans, 33 solutions market ready



4.7m

People engaged with the finalists solutions

Current Prizes

Global Health

LONGITUDE PRIZE

Surgical Equity Prize 

Better Markets

01 Open Up Challenge

ofgem
Making a positive difference for energy consumers

INVENTOR PRIZE.

New Frontiers

MOBILITY UNLIMITED CHALLENGE

fly:nghigh

AAL PROGRAMME



Sustainable Communities

EQUALITY REBOOTED

Canada

USAID FROM THE AMERICAN PEOPLE

LONGITUDE EQUITY PRIZE

UN DP

Energy & Environment

G7: Whale Tracker



Is it a prize that's needed?

- Is there a **clear goal**?
- Is there a benefit to opening the challenge up to **new innovators**?
- Would a prize **definitely motivate innovators**?
- Will a prize **accelerate progress** (rather than just reward past success)?
- Will solutions be **commercially viable** after the prize is finished?

Nesta Challenges use inducement prizes to:

1. Create better solutions

Prizes incentivise new thinking and reward the best solutions, wherever they come from, however they work

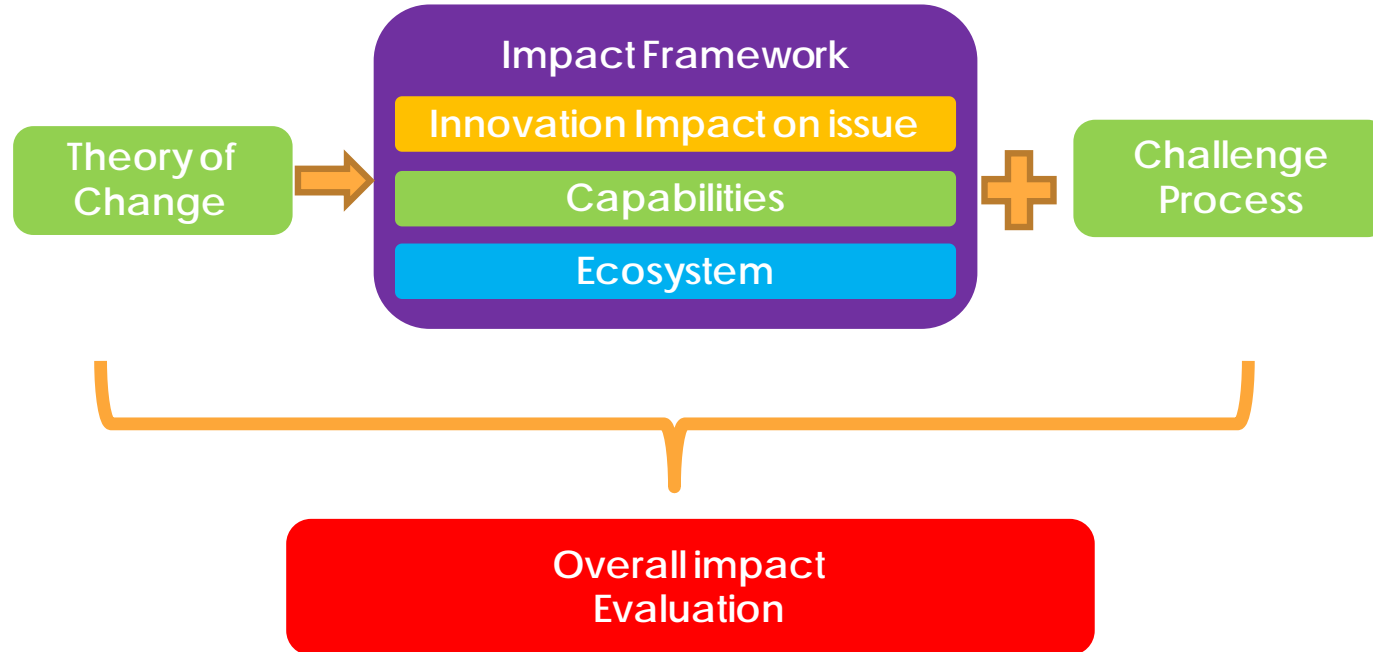
2. Bring together innovators and help them thrive

Prizes help innovators by providing access to information, ideas, profile-raising opportunities, investment and expertise

3. Unlock systemic change

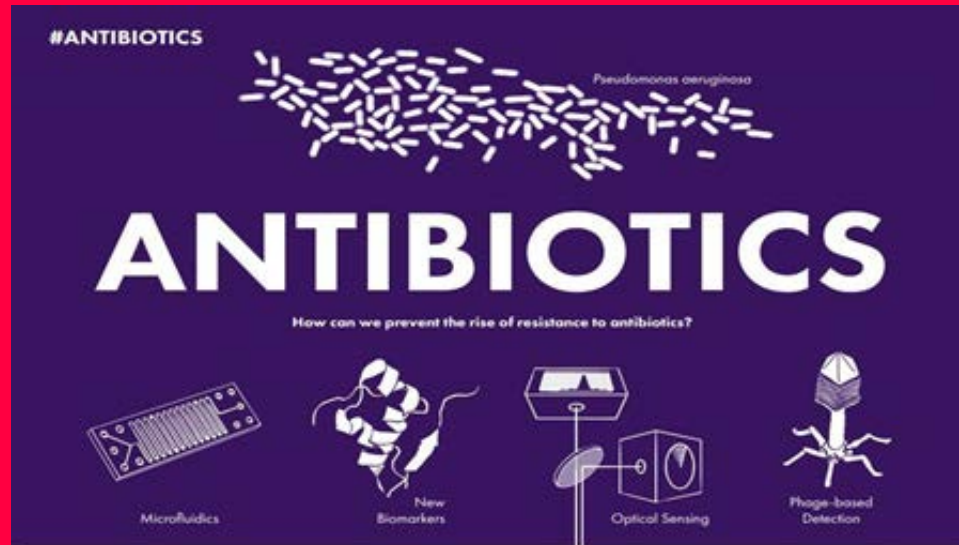
Prizes raise awareness, inform policy and shape the future of markets and technologies

Corresponds to Impact



1. Create better solutions

Prizes incentivise new thinking and reward the best solutions, wherever they come from, however they work



2. **Bring together innovators and help them thrive**
Prizes help innovators by providing access to information, ideas, profile-raising opportunities, investment and expertise



3. Unlock systemic change

Prizes raise awareness, inform policy and shape the future of markets and technologies



Stages



Varied challenge design to achieve different primary objectives.

Primary objective	model	features	example
Scale transformative innovation so that solutions achieve wider impact	Scaling Prize	Prize incentivises ambitious scale and adoption	Million Cool Roofs Challenge: A global challenge to accelerate access to affordable, sustainable cooling through rapid deployment of cool roof materials.
Create transformative solutions to a difficult problem	Breakthrough Prize	Prize target is a specific and ambitious leap forward	The Longitude Prize will reward a team of researchers who develop a point-of-care diagnostic test that will conserve antibiotics for future generations
To shine a light on a neglected issue or problem	Spotlight Prize	Prize raises awareness of a neglected problem needing innovation	Mobility Unlimited supports radical improvements in mobility and independence of people with lower-limb paralysis through smart assistive technology
Shaping better markets to engage innovators and inform policy	Challenge Sandbox	Innovators and policy makers benefit from the freedom of experiment, iterate and learn	Legal Tech challenge for ai driven legal services that provide better legal provision and advice for consumers
Build capacity of early stage innovators, supporting their entry into the market	Startup Challenge	Broad challenge accelerating early stage ideas	European Social innovation Competition for, entrepreneurs, students, educators, and makers, and people who want to make a difference
Developing better solutions by bringing innovators and communities together	Community Centred Challenge	Builds collaboration between innovators and communities	Data Driven farming Challenge with USAID in Nepal had global innovators developing and pivoting solutions with end users

@trisdyson

Nesta Challenge Statistics

- Set up 34 Challenge Prizes and completed 25 of these
- 9 Challenge Prizes are currently running: 4 live, 3 in design phase, 2 in research phase.
- Awarded over £12.5 million in Prizes, including £8.3m for completed Challenge Prizes and £4.2m for live Challenge Prizes with already awarded seed funding.
- 25 Challenge Prizes completed awarded £8.3m in funding, including £2.9m in seed funding to 197 prize finalists and £5.4m in final prize awards to 82 winners
- Of the completed Prizes, 11 UK (£2.4m), 9 European (£730k) and 5 Global (£5.2m).
- 8,153 entries have applied to be a part of Challenge Prizes globally
- 275 finalists have been a part of the Challenge Prize process.
- Over 4.5 million beneficiaries utilised/benefitted from Prize finalists' innovations.
- Over 90% of Challenge Prize winners embedded human centred design into their approach and solution.