



## LAUNCH SYSTEMS CHALLENGE 2013

### CHALLENGE STATEMENT

Challenge will go live April 24, 2013

EARLY BIRD SUBMISSIONS: June 15, 2013

CLOSING OF SUBMISSIONS: July 15, 2013



**NASA, the US Agency for International Development (USAID), the Department of State, and NIKE joined together to form LAUNCH in an effort to identify, showcase and support innovative approaches to global sustainability challenges. LAUNCH searches for visionaries whose world-class ideas, technologies or programs show great promise for making tangible impacts on society in the developed and/or developing worlds. A portfolio of up to 10 innovations will be selected for support, networking and mentoring from influential business and government leaders.**

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At LAUNCH we see a future where the making of things has a positive impact on human prosperity and planetary sustainability.

### SUMMARY

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Founding partners NASA, NIKE, the US Agency for International Development (USAID) and the US Department of State formed LAUNCH in an effort to bring collective genius, unprecedented networks, and new resources to overcome some of humanity's toughest sustainability challenges.

*With this **LAUNCH System Challenge 2013**, LAUNCH seeks innovations that will transform the system of fabrics to one that advances equitable global economic growth, drives human prosperity and replenishes the planet's resources.*

*We are interested in innovations with potential to scale in 2 years, as well as game-changing early stage technologies and prototypes. Innovations can be business models, financial instruments, technologies and programs that accelerate research, education and capacity building.*

Specifically, LAUNCH 2013 seeks innovations in:

- *The materials of which fabrics are made with a focus on positive social and environmental impact*
  - Multi-purpose synthetic and bio-synthetic materials.
  - Smart and/or self-healing materials.
  - Technical fabrics with novel or surprising attributes.
  - Fabrics that efficiently and effectively enable recycling.
  - Applications that eliminate toxins in fabrics.
  - Low or positive environmental impact "feedstocks".
  - Models that accelerate the development of low or positive environmental impact fabrics.
  - Data generation and capture technologies and mechanisms that enable traceability across a product or fabric's lifecycle.
  - Decision support and educational tools that guide positive impact design and inform better choices of chemistries and materials.
  - Open technology platforms to enable sharing, collaboration, contribution and unlimited accessibility to data that improves the analysis of sustainability impacts and stimulates an open data ecosystem.
- *The "making" or manufacturing of fabrics utilizing low or positive environmental impact approaches, with a bias toward inclusive business models that positively develop human capital, respect rights and deliver shared value.*

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- Solutions that increase energy, water, and raw material efficiency in the manufacturing process.
- Manufacturing processes and technologies that enable maximum conversion of materials and minimum consumption of natural resources.
- Solutions that put workers at the heart of the innovation process.
- Zero waste or closed loop systems that eliminate waste and create equitable, empowered workforces.
- Scalable innovative business models that are sustainable and equitable.
- Manufacturing processes that reuse waste.
- Programs that support local Micro, Small and Medium Enterprise inclusion across the system of fabrics.
- Information and data exchanges that build entrepreneurial capacity & worker inclusion, enabling greater participation in value chains.
- Data generation and capture technologies and mechanisms to increase transparency across the value chain.

Please note that innovation submissions need only match one of the points of interest described above, although submissions that match multiple points are also welcome.

For more information on this challenge, please visit [www.launch.org/challenges/systems-2013](http://www.launch.org/challenges/systems-2013).

### **APPROPRIATE RESPONSES TO THIS REQUEST (ELIGIBILITY)**

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Responses from companies (small to large), consultants, entrepreneurs, inventors, non-profit organizations with strong program implementation capacity, research institutions, social enterprises and venture capitalists are welcome. Applicants poised to “go to market” and/or scale up their innovations will receive the most benefit from the LAUNCH experience. *A principal from your organization must be available to attend the LAUNCH Systems Challenge 2013 Forum at NASA's Jet Propulsion Laboratory in California, September 26-28, 2013.*

### **EVALUATION CRITERIA**

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1. *Alignment with the Challenge*
2. *Transformative potential*
3. *Technical feasibility*
4. *Environmental impact*
5. *Social impact*
6. *Affordability*
7. *Existence of business ecosystem*
8. *Scalability*
9. *Innovator management capability*

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### THE AWARD

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The best proposals (approximately 10) will be chosen by a panel of experts and public voting.

The Innovators chosen will be invited to a two-day event hosted by NASA, USAID, the US Department of State and NIKE at NASA's Jet Propulsion Laboratory in California. Please set aside three days in advance of the event for Forum preparation. Innovators will present to the LAUNCH Council, a group of 40 thought leaders in business, government, science, technology and communications.

Innovators will receive:

- All expense paid travel to attend the event.
- Individual access for two days to fabric industry experts, business and governmental leaders and investors.
- Specific, honest, face-to-face critiques of presentations, business/program model, etc. and recommendations to help accelerate their innovations.
- Assistance with creating a concise, high-impact presentation, which will be streamed live during the forum and recorded on DVD for future use.
- A professional video of their innovation stories which will be featured on Launch.org.
- Post-Forum help through the LAUNCH Accelerator to integrate LAUNCH Forum recommendations that will move each innovation closer to successful implementation.

No cash prize will be awarded. You do not have to be a US citizen to apply.

### PROPOSAL FORMAT

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Candidates for LAUNCH Systems Innovation: Beyond Fabric Challenge must complete an online application form and submit the following supporting materials through the [LAUNCH challenge website](#):

1. A Candidate Statement that clearly describes your unique product or service offering, articulates what is "game changing" about your company or organization and states specifically how you believe LAUNCH could accelerate your efforts (1.5 page limit).
  - a. If your innovation increases the visibility, accessibility, traceability and usability of data in materials, please describe how.
  - b. If your innovation improves economic opportunity and incorporates poor, excluded and/or vulnerable populations in the business model (on the supply or demand side), please describe how.

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2. Images of prototypes, products and/or in-field/market deployment.
3. Evidence that your ideas are viable solutions now, or on a pathway to becoming viable in the future. If possible, include data and results from initial pilot tests, field data and/or press clippings.
4. Background on senior advisors, board members and management team.

Please note that incomplete applications may not be considered by the review panel.

**Deadline:** This Challenge will be posted and open for submissions beginning April 23, 2013, and will close July 15, 2013. Early bird submissions are due June 15, 2013. Ten innovators that apply by the June 15 early submission deadline will be selected to qualify for professional advice on submissions. The first 10 innovators will receive a special Message from an astronaut or elite athlete.

*Please visit [www.launch.org](http://www.launch.org) to view former Innovators' presentations and comments about their experiences at LAUNCH.*