

PRIZE4LIFE

Invites you to attend

“Incentive Prizes: A New Frontier in Biomedical Innovation” A Million Dollar Prize and the Fight against Lou Gehrig’s Disease

A Public and Press Briefing
with

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U.S. Chief Technology Officer

Avi Kremer

Co-founder and
Chief Executive Officer
Prize4Life, Inc

John Porter, PhD

Program Director, Neuromuscular Disease
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Professor and Chair of Neurology and
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Upstate Medical University

Seward Rutkove, MD

\$1M ALS Biomarker Prize Challenge Winner
Associate Professor of Neurology
Harvard Medical School
Chief of the Division of Neuromuscular Diseases
Beth Israel Deaconess Medical Center

Dwayne Spradlin

Chief Executive Officer, InnoCentive, Inc

Melanie Leitner, PhD

Chief Scientific Officer, Prize4Life, Inc

Thursday, February 10, 2011, 10:00am

AAAS Auditorium, 1200 New York Avenue, N Washington, DC 20005

Please RSVP (affirmative only) by Wednesday, February 9, to contact@prize4life.org.

In the wake of the re-authorization of the AMERICA Competes Act and the launch of the online crowdsourcing platform Challenge.gov, the message from Washington is clear—incentive prizes can serve as a key weapon in the arsenal of government agencies as they confront a wide range of public policy issues. Prizes have lifted private citizens into space, eased our addiction to fossil fuels, and are poised to help modernize our nation’s infrastructure and catalyze economic recovery.

Now the focus is shifting to inner space and the role for incentive prizes in spurring biomedical innovation. In a field that is necessarily dependent on up-front funding to spur research, where discovery-driven science and serendipity are key elements of success, how will prizes help deepen our understanding of medical mysteries or remove barriers that stand in the way of developing effective therapies?

Enter Prize4Life, a pioneer in translating the incentive prize model toward treatments and cures. Their million-dollar prize challenges take aim at the rapidly fatal disease ALS, commonly known as Lou Gehrig’s disease. Earlier this week the New York Times broke the story that the non-profit organization had identified a winner for its \$1 Million ALS Biomarker Prize.

This briefing will describe the novel biomarker approach that met Prize4Life’s challenge criteria. It will highlight some of the unique challenges that face efforts to apply incentive prizes in the biomedical research arena. It will present Prize4Life as a case study for biomedical challenge innovation. Finally, it will describe a model being developed by some of the leading minds in the prize space regarding the future of pull mechanisms in biomedical innovation.

Prize4Life , Inc.

Prize4Life is a 501(c)(3) non-profit organization seeking to create breakthroughs in effective treatments for Amyotrophic Lateral Sclerosis (ALS) using the leverage of large incentive prizes. Prize4Life was founded in 2006 by Avi Kremer, who was diagnosed with ALS at the age of 29. The organization aims to use prizes to bring new minds and new money into the fight against ALS and focus efforts on specific outcomes that will bridge the gap between academic research and the development of treatments and a cure. Prize4Life was the first non-profit organization to attempt to translate the incentive prize model into the voluntary health/disease space.

InnoCentive, Inc.

InnoCentive is the global leader in Challenge Driven Innovation that bridges the gap between great ideas and actual solutions to drive measurable results. Recognized as an open innovation and crowdsourcing pioneer, InnoCentive’s proven methodology, expanding global network of creative and passionate problem solvers, and cloud-based technology platform enable organizations to tap all potential sources of innovation—employees, customers, partners, and InnoCentive’s unmatched Global Solver Community—to accelerate their pace of innovation and evolve into true Challenge Driven Enterprises.

For further information, please contact:

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