

## **Google to reward those who do good**

If you have an idea **to** make the world a better place, **Google** wants **to** hear about it, and - if it's deemed worthy - provide the money **to** bring it **to** reality.

The \$10 million project, introduced Wednesday, is a competition that will end with the Internet giant picking five winners.

"These ideas can be big or small, technology-driven or brilliantly simple - but they need **to** have impact," **Google** said in a statement.

The criteria for picking the winners will be:

- Reach: How many people would this idea affect?
- Depth: How deeply are people impacted? How urgent is the need?
- Attainability: Can this idea be implemented within a year or two?
- Efficiency: How simple and cost-effective is your idea?
- Longevity: How long will the idea's impact last?

The deadline for submitting ideas is Oct. 20. A team of **Google** employees will review the proposals and select 100 for public consideration.

The top 100 ideas will be announced Jan. 27, at which time **Google** will invite the public **to** vote on their favorites **to** narrow the list **to** 20 semi-finalists. An advisory board will then choose up **to** five ideas for funding and implementation. Winners will be announced in early February.

**To** get prospective contestants thinking, **Google** provided an example of a project that it likes: A team that designed 24-gallon water jugs that people without access **to** running water can wheel home instead of carrying smaller jugs on their heads.

**Google** has become one of the go-**to** sources of funding for innovative ideas, including backing a challenge involving space exploration and promising **to** fund companies working on energy efficiency. The new challenge, called Project 10<sup>100</sup> (pronounced Project 10 **to** the 100th), is a reference **to** **Google**'s name, which is itself a takeoff on the word googol, which means 1 followed by 100 zeros. **Google** said the project is part of its 10th anniversary celebration.

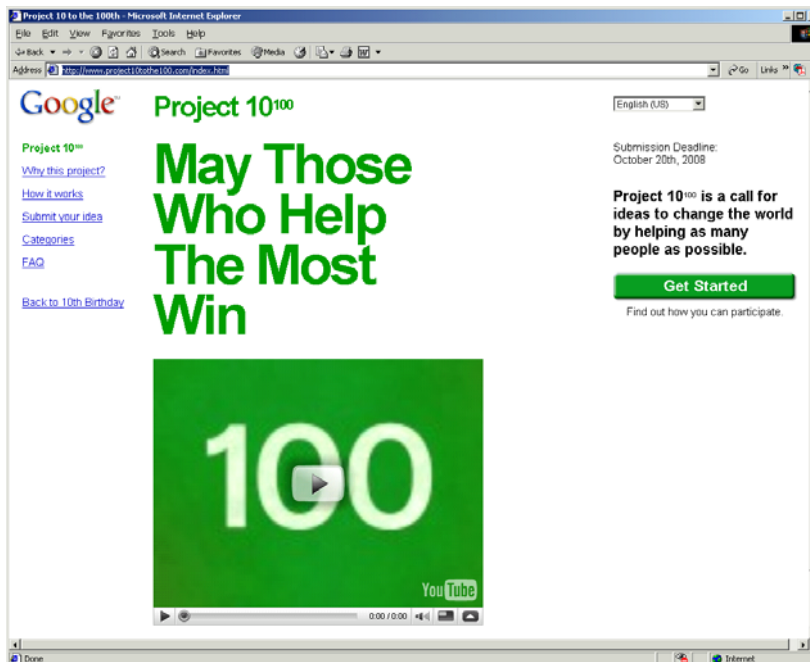
*This article appeared on page C - 1 of the San Francisco Chronicle*

The article did not give a link as such, but this is Google.

This is what the Google screen looked like when I went there. But the note on Project 10<sup>100</sup> disappeared once I had viewed that link. So I went to a second computer to see it again and capture the link.



<http://www.project10tothe100.com/index.html>



The video is a nice little cartoon.

Get Started brings you to [www.project10tothe100.com/how\\_it\\_works.html](http://www.project10tothe100.com/how_it_works.html), where the left hand column provides some additional breakdown and a FAQ. At the end of the FAQ, there is an opportunity to ask by email.

How can we present PCT? There is no need to win this contest. Just being listed and having the world vote on our 30 second clip will create some exposure. Any and all of us can submit the idea of PCT to the Google evaluation team. Text and a 30 second clip is the vehicle. Google can post this for the world to see. It will do no good to submit books or such.

The page [http://www.project10tothe100.com/submit\\_your\\_idea.html](http://www.project10tothe100.com/submit_your_idea.html) spells out how Google wants the information. It will be a good idea to type the various entries in Word and count the number of characters (including spaces) in Word before attempting to compose messages in this web form. I'll include a pdf of that page too on the following pages for your convenience.

Best, Dag



## Project 10<sup>100</sup>

Submission Deadline:  
October 20th, 2008

[Project 10<sup>100</sup>](#)

[Why this project?](#)

[How it works](#)

[Submit your idea](#)

[Categories](#)

[FAQ](#)

[Back to 10th Birthday](#)

### Submission form

Have a great idea for helping a lot of people? Submit it here.

The first three questions are required for submitting your Project 10<sup>100</sup> idea, but we won't display any of this personal data on the website or disclose it to third parties without your explicit permission.

Note: Please note that the information you have entered will be lost if you leave the page without submitting the idea.

1. Name

2. Mailing address:

3. Email address:

4. Language:

**All this information will appear on the public site as part of your submission.**

5. Nickname: (How you want to be named as the author of this submission?)

6. City:

7. Country:

8. Your idea's name (maximum 50 characters):

9. Please select a category that best describes your idea.

- Community:** How can we help connect people, build communities and protect unique cultures?
- Opportunity:** How can we help people better provide for themselves and their families?
- Energy:** How can we help move the world toward safe, clean, inexpensive energy?
- Environment:** How can we help promote a cleaner and more sustainable global ecosystem?
- Health:** How can we help individuals lead longer, healthier lives?
- Education:** How can we help more people get more access to better education?
- Shelter:** How can we help ensure that everyone has a safe place to live?
- Everything else:** Sometimes the best ideas don't fit into any category at all.

**6 small boxes, 1 great idea...**

10. What one sentence best describes your idea? (maximum 150 characters)

11. Describe your idea in more depth. (maximum 300 words)

12. What problem or issue does your idea address? (maximum 150 words)

13. If your idea were to become a reality, who would benefit the most and how? (maximum 150 words)

14. What are the initial steps required to get this idea off the ground? (maximum 150 words)

15. Describe the optimal outcome should your idea be selected and successfully implemented. How would you measure it? (maximum 150 words)

16. I agree to Project 10<sup>100</sup>'s [terms of service](#)

**The following fields are optional:**

17. You may also submit 1 YouTube video (max 30 seconds long) explaining your project. [View video guidelines](#)

Enter the URL of your YouTube video.

18. If you'd like to recommend a specific organization, or the ideal type of organization, to execute your plan, please do so here. (maximum 50 words)

19. Email me when the voting period begins.
20. If my idea isn't chosen in this program, please contact me about organizations that are interested in funding it.

Finally, please note that you can't revise your submission once it's live, so make sure you've included all the relevant information before you click "Submit."

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