The early challenge prizes

The Duomo - Florence
1418 - Up to 2,000 Florins

Invention of Food Canning
1800 - Up to 12,000 Francs
Recent challenge prizes

Set a challenge and reward the first or best solution

“There are so many problems in our world that need an amazing solution ... let’s challenge the public and challenge the scientists for which is the greatest problem we want to crack”
Longitude Prize Committee members

Lord Martin Rees [Chair]  Dame Wendy Hall
Professor Rifat Atun  Roger Highfield
Kevin Baughan  Imran Khan
Andrew Cohen  Professor David Mackay
Dame Kay Davies  Geoff Mulgan CBE
Dame Sally Davies  Baron Peter Piot
Dame Athene Donald  Professor Alice Roberts
Andrew Dunnett  David Rowan
Professor Jeremy Farrar  Dr Martyn Thomas CBE
David Gibson  Sir Mark Walport

Innovate UK  Nesta...

Potential topics

#ANTIBIOTICS  #DEMENTIA  #FLIGHT
#WATER  #PARALYSIS  #FOOD
#3
ANTIBIOTICS

How can we prevent the rise of resistance to antibiotics?

£10M FUND, 5 YEARS
UK’S BIGGEST SCIENCE PRIZE

THE LONGITUDE PRIZE WILL REWARD A COMPETITOR THAT CAN DEVELOP A TRANSFORMATIVE POINT-OF-CARE DIAGNOSTIC TEST THAT WILL CONSERVE ANTIBIOTICS FOR FUTURE GENERATIONS ...
THE TEST MUST BE ACCURATE, RAPID, AFFORDABLE, EASY–TO–USE AND AVAILABLE TO ANYONE, ANYWHERE IN THE WORLD...

IT SHOULD SIGNIFICANTLY REDUCE THE OVERUSE OR MISUSE OF ANTIBIOTICS.

Longitude Prize Advisory Panel

Professor Chris Butler
Dr Paul Chapman
Dr Jennifer Cohn
Dame Sally Davies
Dr Abdul Ghafur
Professor Azra Ghani
Colette Goldrick
Professor Herman Goossens
Professor David Heymann CBE
Mr Martin Kiernan
Dr Francis Moussy
Professor Kevin Outterson

Professor Rosanna Peeling
Professor Laura Piddock
Baron Peter Piot
Professor John-Arne Røttingen
Professor Mike Sharland
Professor Suzanne Skevington
Professor Richard Smith
Robert Taylor
Professor Matthew Thompson
Patrick Verheyen
Dr Penny Wilson
Professor Lucy Yardley

UK Advisers include Adam Roberts, Till Bachmann, Patrick Verheyen
**LONGITUDE PRIZE**

**Five-year timescale**

Teams register at any time during the 5 years from Nov 2014

They decide if and when to submit an entry to win
– product profile, business plan, prototype

A winner can be declared at any time up until the end of 2019

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<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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127 teams working on ideas, 24 from the US
3 submission deadlines, 14 full entries to win

Who is working on ideas?

- Company
- University
- Consortium
- Charity
- Other
LONGITUDE PRIZE

How the £10m will be divided

£8m
For the first competitor that meets the criteria

£2m

Longitude Discovery Awards to widen the entrants to the prize, encouraging novel ideas and approaches

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LONGITUDE PRIZE

The winning test must be...

- Needed
- Accurate
- Affordable
- Rapid
- < 30 mins
- Easy-to-use
- Scalable
- Safe

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The winning test must be easy-to-use

1. Minimally invasive
2. Easy to dispose
3. Portable
4. Heat and humidity stable
5. Minimum training and maintenance
6. Low and sustainable power
7. Without calibration
8. Results are easy to interpret

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