

**DOCKET**

**09-ALT-1**

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February 25, 2010

California Energy Commission  
Dockets Office MS-4  
Re: Docket No. 09-ALT-1  
1516 Ninth Street  
Sacramento, CA 95814-5512

Re: Docket number 09-ALT-1; Advisory Committee Meeting

Commissioners and Staff,

I'm writing to express firm and enthusiastic support for the inclusion of prize competitions on page 69 of the current draft 2010-2011 Investment Plan for the Alternative and Renewable Fuels and Vehicle Technology Program recently released by the Energy Commission.

Throughout history, inducement prize competitions have demonstrated tremendous power to cost-effectively bring forth breakthroughs for the benefit of humanity. They have a nearly 300-year track record of spurring the best and the brightest minds to overcome long-standing challenges while creating tremendous benefit for those involved.

For instance, the Ansari X PRIZE competition, a \$10 million prize focused on catalyzing prize space travel, attracted 26 competing teams, who spent an aggregate \$100 million chasing the prize, and spawned a \$1.6 billion industry. Furthermore, it generated over 6 billion media impressions with a monetary value of over \$120 million.

Now, Prize Capital and its partners are planning to launch a prize competition that is focused on attracting and inspiring some of the best and brightest minds to rise up and meet the challenge of mitigating carbon from power stations, while producing radically advanced renewable fuels and other beneficial products.

Prize Capital was privileged to present initial prize concepts to the Commission and its staff in 2009. These briefings presented potential opportunities to California that such a competition could bring forth, such as leveraging a relatively small level of the state's funding to create on the ground, real world petroleum displacement, carbon dioxide abatement, and jobs creation.

We urge the Energy Commission to support efforts such as Prize Capital's by providing financial resources for inducement prize competitions. We would look forward to the opportunity to continue the discussion of inducement prize competitions and to apply Prize Capital's approach to cost-effectively advance a cleaner, truly sustainable energy future in California.

Sincerely,



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