



Innovation for America: Technology for Economic Growth and Empowering Americans

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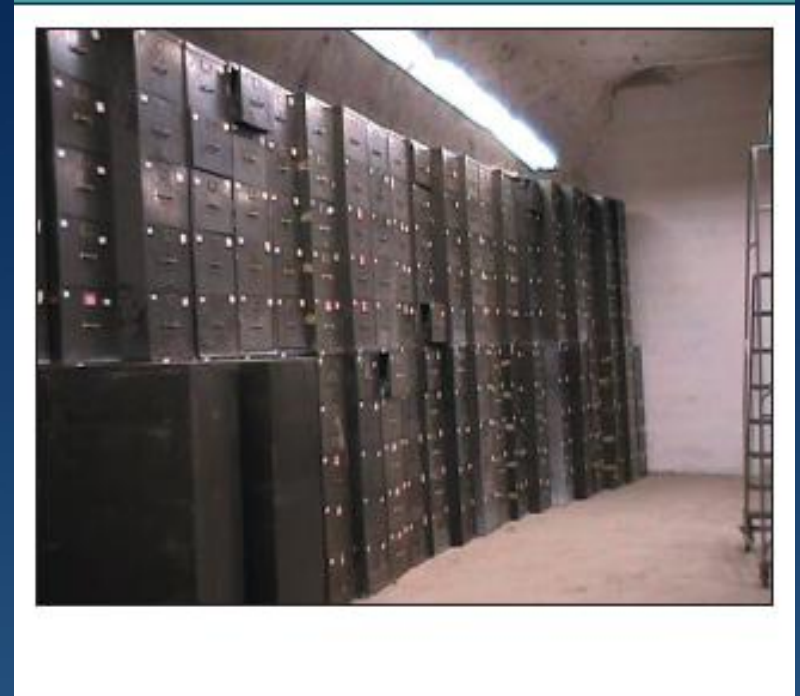
Culture Gap Between Consumers and Government

Presidential Action Day One to Instill Greater Focus on Openness

“There’s an app for that”



“There’s a form for that”



“My Administration is committed to creating an unprecedented level of openness in Government...and establish a system of transparency, public participation, and collaboration.”

—President Barack Obama, Jan 21st, 2009



Building a Culture of Accountability

Spend Wisely, Reform Bad Habits, and Do Our Business in the Light of Day



- 45 projects halted by the Department of Veterans Affairs (VA), 12 projects terminated
- As a result of a TechStat session, SBA has driven down its cost per smartcard from \$1,641 to \$240



Helping Our Children Make Healthier Choices

Prizes Policy Spurs USDA to Reward Apps Developers

8 Game Jams held across the country – 20+ entries and counting leading up to June 30th deadline

“The Apps for Healthy Kids competition challenges... the most creative, talented, and kid-savvy innovators across the country to build games that inspire and empower kids to get active and eat healthy.”

–First Lady Michelle Obama, March 11th, 2010



The screenshot shows the homepage of the 'Apps for Healthy Kids' website. The header features the title 'APPS FOR HEALTHY KIDS' in large, colorful letters, with a navigation bar containing links for 'FAQ', 'Login', and 'Register'. A purple banner on the right says 'FOLLOW US ON twitter'. Below the header is a row of green buttons: 'Home', 'Application Gallery', 'Submit Application', 'Resources', and 'Partners'. The main content area has a green background with the text 'Let's Move! for the Apps for Healthy Kids competition.' and '\$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.' To the right, an orange box displays 'CHALLENGE SUPPORTERS' with a total of '15,726'. It breaks this down into '9,956 ADULTS' and '5,770 KIDS'. Below this, it says 'Including you!' and 'Add support of other adults and kids in your household.' with dropdown menus for '1 ADULTS' and '0 KIDS'. At the bottom left, there is a 'Promote this challenge:' section with an 'Email' button. A green callout box on the right side of the screenshot contains the text: 'Judges include Zynga's CEO, the "Woz" from Apple, GE's Healthymagination lead, others'.



President's Strategy for American Innovation

Tech Role in Innovation for Sustainable Growth and Quality Jobs

Open Government Initiative focused on empowering everyday Americans

Catalyze Breakthroughs for National Priorities

- Unleash a clean energy revolution
- Support advanced vehicle technology
- Drive breakthroughs in health IT
- Address scientific "grand challenges"

Smart Grid and Health IT Apps innovation efforts underway

Promote Competitive Markets that Spur Productive Entrepreneurship

- Promote American exports
- Support open capital markets that allocate resources to the most promising ideas
- Encourage high-growth and innovation-based entrepreneurship
- Improve public sector innovation and support community innovation

Cloud Computing and Mobility as platforms for growth

Invest in the Building Blocks of American Innovation

- Restore American leadership in fundamental research
- Educate the next generation with 21st century knowledge and skills; create a world-class workforce
- Build a leading physical infrastructure
- Develop an advanced information technology ecosystem



Public Sector Innovation

Cloud + Mobility an Opportunity for Economic Growth, Efficiency



“Beta Block” R&D Initiative to Connect Neighbors

Internally Funded Effort to Deliver 1 Gig to Poorest Homes

Case Western Project in Brief

- Launched in November 2009
- Case Western Reserve University collaborative includes 40+ partners, 100+ household gigabit network
- R&D effort, with private sector stakeholder support, to spur innovation in poor communities “next door”
- Program metrics and goals set to measure changes related to:
 - Neighborhood Safety
 - Health and Wellness
 - STEM Education
 - Energy Sustainability



Investments in R&D Spur Jobs of the Future

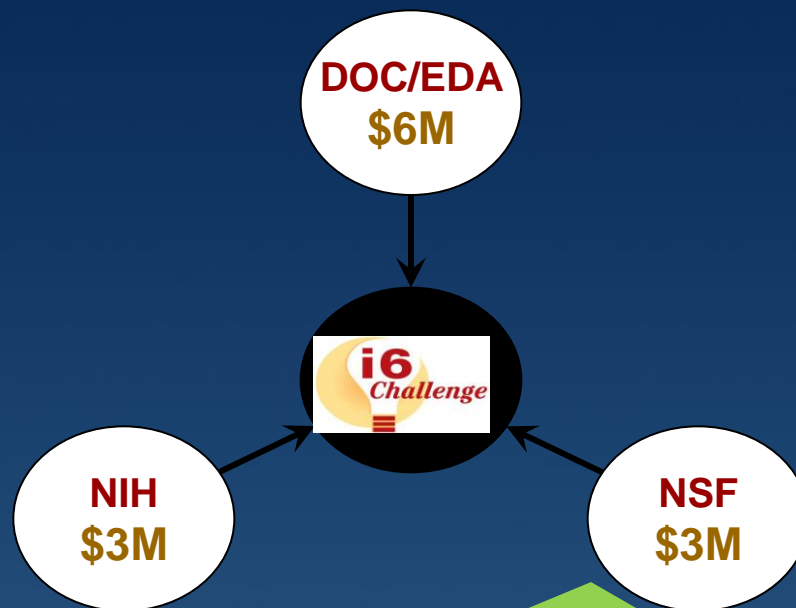
Focus on Translation Capacity Across Nation's Universities

“Doubling” R&D Commitment



Projections for NSF, DoE Science, NIST labs as noted in FY11 budget

I6 Challenge in Brief



EDA proposals due June 15th; FY11 budget includes additional \$12M for NSF's “Partnerships for Innovation” to build on what works



Unlocking The Value of Public Data

Data.gov: Empowering People

Citizens have developed hundreds of applications that help parents keep their children safe, let travelers find the fastest route to their destinations, and inform home buyers about the safety of their new neighborhood.

In less than eight months, a team of students at Rensselaer Polytechnic Institute developed over 40 applications using data.gov.

HAPPY
1ST ANNIVERSARY
DATA.GOV

47 → 250,000+

[VIEW MORE ▶](#)



San Francisco, New York City, the State of California, the State of Utah, the State of Michigan, and the Commonwealth of Massachusetts have launched data.gov-type sites, as have countries such as Canada, Australia, and the UK as well as the World Bank.

The site has received 97.6 million hits.



Standards Policy



ANSI President and CEO S. Joe Bhatia; NIST Director Pat Gallagher; Phil Weiser, Senior Advisor to the National Economic Council Director for Technology and Innovation; and U.S. Chief Technology Officer Aneesh Chopra (l. to r.)



Introducing: 2010 Health 2.0 Developer Challenge

Who

Government agencies, community organizations, foundations, healthcare & technology companies, software developers

What

A series of “code-a-thons” and “team competitions” to build applications to improve personal and community health.

Why now

Newly opened government data sets + lightweight tools for rapid development fuel an ecosystem of “data suppliers” and “appliers”

When

June 2nd through **Health Innovation Week** October 3-10, 2010

Where

Regional events culminating in final challenge during 4th Annual Health 2.0 Conference, San Francisco, CA

Brought to you by

Health 2.0 

Health 2.0
ACCELERATOR

www.health2challenge.org

Competitions Supported by






Catalyzing Breakthroughs for National Priorities

Public Input on “Grand Challenges” for the 21st Century

Use of Social Networking
helps grand challenges
message reach an
additional 1.5M people

49 fwds to
1,509,447
total reach

name	date	post
 timoreilly 1,427,597 followers Sebastopol, CA	2 days ago	RT @whitehouse: The next Apollo program or human genome project? Respond w/a Grand Challenge should address: http://bit.ly/b1Fyq9 http://promo.aaas.org/expertlabs/grandchallenges.html
 ginatrapani 54,720 followers San Diego, CA	2 days ago	RT @whitehouse: The next Apollo program or human genome project? Respond w/a Grand Challenge address: http://bit.ly/b1Fyq9 #whgc http://promo.aaas.org/expertlabs/grandchallenges.html
NASAWatch 5,920 followers	2 days ago	RT @whitehouse: The next Apollo program or human genome project? Respond w/a Grand Challenge should address: http://bit.ly/b1Fyq9 http://promo.aaas.org/expertlabs/grandchallenges.html
 Followorthy 5,215 followers Everywhere	2 days ago	http://bit.ly/chZHFi ginatrapani: RT @whitehouse: The next Apollo program or human genome project? Respond w/a Grand Challenge we should... http://www.fold.t35.com

3 Ways to Submit Your Ideas

-  Attach your response and send it via e-mail to: challenge@ostp.gov
-  Submit a link to your proposal via Twitter to [@whitehouse](https://twitter.com/whitehouse) and include the hashtag [#whgc](https://twitter.com/hashtag/whgc)
-  Send a link to your proposal via [Facebook.com/whitehouse](https://www.facebook.com/whitehouse)

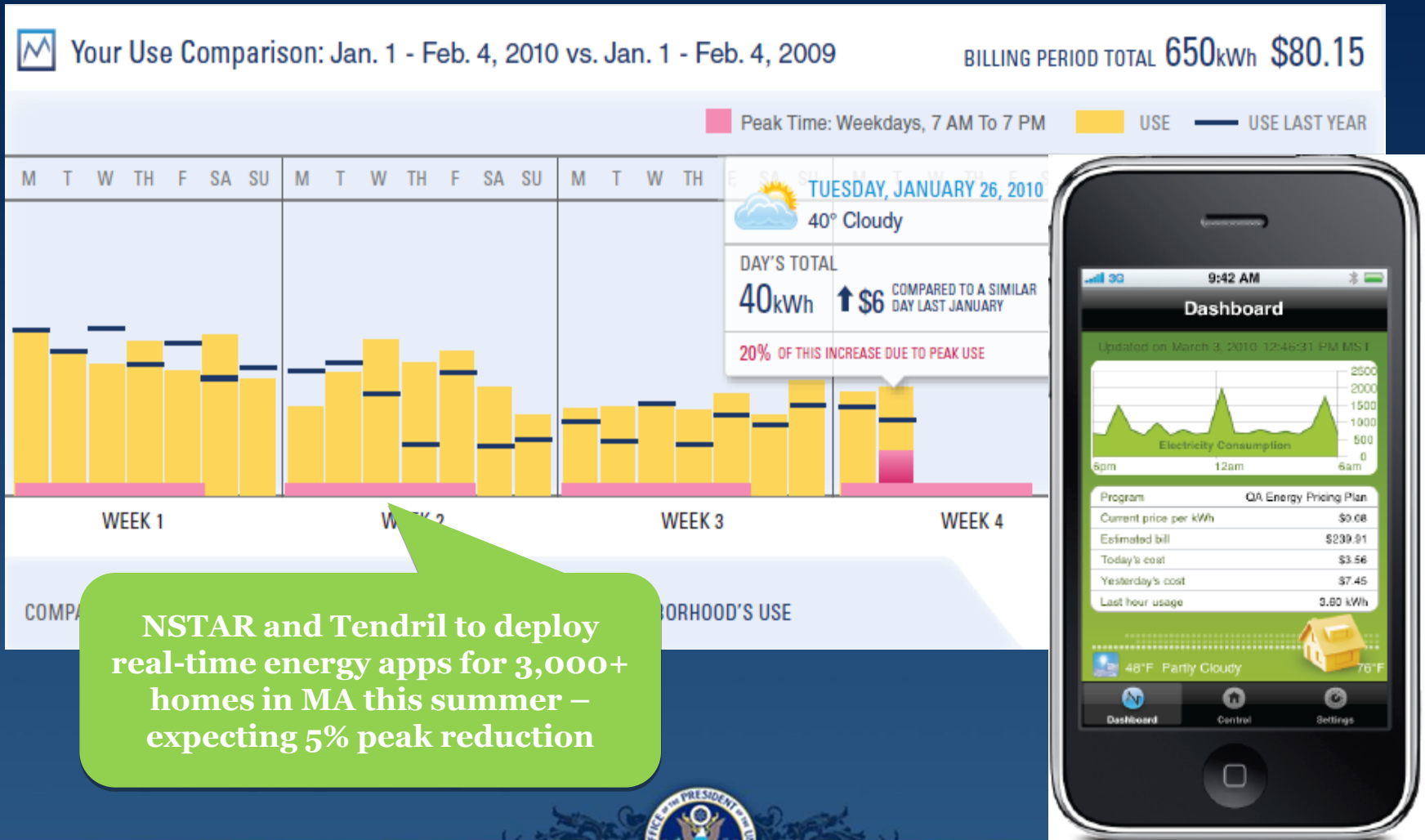
Responses are due April 15th.

**White House Request
for “Grand Challenge”
ideas receives over
700 responses**



The Smart Grid Opportunity

Smart Grid ARRA Investments to Help 3,000 Homes this Summer



NSTAR and Tendril to deploy real-time energy apps for 3,000+ homes in MA this summer – expecting 5% peak reduction



A Commitment to Drive Innovation in Health IT

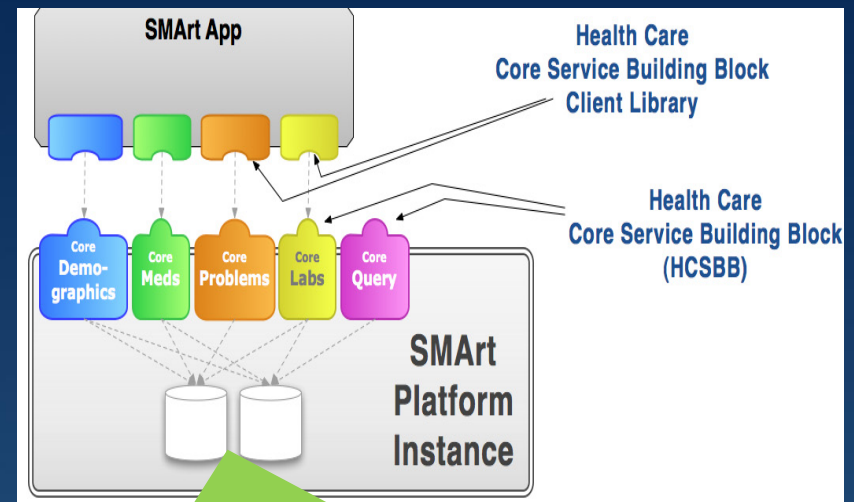
Open Collaborations to Catalyze Breakthroughs in Apps, Exchange

NHIN Direct Project in Brief



“A set of policies, standards and services that enable the Internet to be used for secure and meaningful exchange of health information to improve health and health care” – Tech Specs by June, Implementations by October, 2010

SHARP Grantee - SMArt Apps



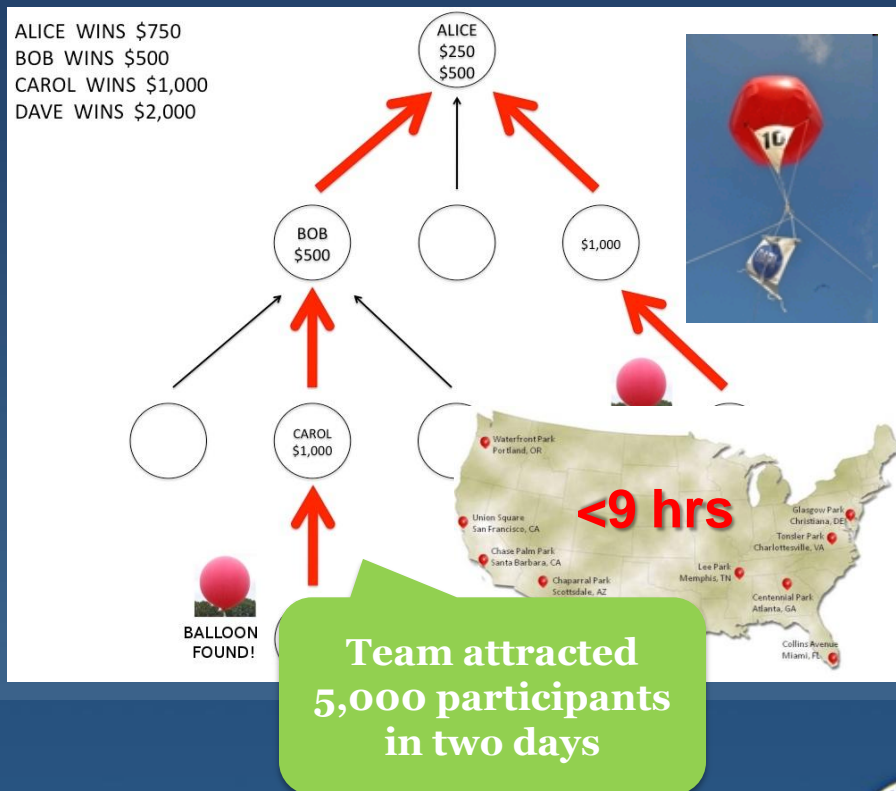
Harvard researchers focused on health platforms (like Indivo) to support substitutable apps – prototypes by 2011; aligned with “modular” certification for “meaningful use”



Putting it Altogether: “Network Challenge” Redux

Still Early Days in Unlocking the Value of Collaboration

Innovative Incentive Model...



...Applied to e-Democracy

1.000.000.000 PEOPLE LIVE IN CHRONIC HUNGER AND

I'M MAD AS HELL.

56 773

People have already signed. Be the next.

TRACK YOUR IMPACT

Put pressure on politicians to end hunger. Sign our petition, and push for action wherever you are.

email address
username
city
Country:

SEND

Replicating what works in UN collaboration

