



The Center for Technology Benefiting Humanity

Inspired by The Tech Awards

THE TECH. REINVENTED.

In 2012, The Tech Museum of Innovation launched a five-year institutional transformation to redefine the museum as a Silicon Valley resource for innovation. The Tech aims to do this by creating deep experiences that are open-ended, social, and collaborative. Newly opened galleries on the lower level include Social Robots, which challenges visitors to design and program a robot for human interactions in real-world settings, and Body Metrics, which uses technology to create a digital reflection of visitors so they can assess their total health in new ways. Slated to open this spring is an only-in-Silicon-Valley cyber security exhibit that will ask visitors to assume the role of a security professional who must protect data and privacy.

Additional “design challenge” galleries will cover the museum’s 30,000-square-foot lower level, all focused on building the skills and mindsets of innovators. The dramatic effects of innovation on billions of lives around the world will be featured on the upper level, where the Center for Technology Benefiting Humanity will be in the limelight.

WHY THE CENTER FOR TECHNOLOGY BENEFITING HUMANITY?

There is no more powerful expression of The Tech’s mission and vision than The Tech Awards. The laureates inspire us through their innovations and their lives. They challenge us to take on big problems with creativity, persistence, and optimism. They unite us to a global fellowship of people committed to using technology to benefit humanity. They give us hope.

The spotlight on The Tech Awards shines brightly one night each fall, but it is relatively dull the rest of the year. The Center will change that with a permanent exhibit highlighting laureates and their contributions. In the coming years, the innovations of The Tech Awards laureates and the vision of The Tech Awards – showcasing how technology can help humanity overcome its most pressing problems – will be on permanent display at The Tech through regularly updated interactive exhibits and dynamic programming that engages children and adults year-round.

WHAT IS THE CENTER FOR TECHNOLOGY BENEFITING HUMANITY?

The Center will inspire people to tackle the world’s toughest problems. It will do this by generating empathy concerning the issues facing humanity and hope about people’s capability to use technology to solve these issues. A 3,000-square-foot exhibit at The Tech, enlivened by yearlong programming, will anchor the Center. The heart of both the exhibit and the programs will be the lives and innovations of The Tech Awards laureates. Through the laureates, visitors to The Tech and participants in Center

programs will learn how humanity can overcome its greatest threats. The Center will even inspire some to devote their lives to addressing the compelling problems afflicting communities globally.

THE CENTER FOR TECHNOLOGY BENEFITING HUMANITY GALLERY

The Center Gallery will be a 3,000-square-foot space designed to evoke the overwhelming emotions of empathy and hope that The Tech Awards gala does so well. With the lives and innovations of The Tech Awards laureates as the centerpiece, this gallery will be designed to inspire future generations to tackle big problems with ingenuity, persistence, optimism – and, of course, innovation.

The gallery will be the first thing to greet visitors as they ascend the escalator to The Tech’s upper level. It will frame visitors’ entire museum experience on The Tech’s second floor. In fact, every exhibit on this level will be designed to help people understand the impacts of technology, especially its capacity to be used to benefit humanity.

Prototyping for the Center Gallery has not yet begun. It will take a robust creative process to develop ways to help all visitors engage so deeply that they truly experience empathy and hope. The Tech’s exhibits department, led by Vice President Lath Carlson, is renowned as one of the most innovative exhibits teams among science centers worldwide. Our two newest exhibits – Social Robots and Body Metrics – both rocked the science-center world because of the ways in which they ambitiously leverage complex technologies never before used on a museum floor. Both experiences are engaging visitors for an average of 30 minutes to an hour, testifying to their uncommon success. The Center Gallery will be just as compelling.

Generally speaking, the Center Gallery will involve a creative mixture of technology and live presentations. We anticipate using technology to build experiential environments that will envelop visitors, helping them understand the challenges The Tech Awards laureates are trying to overcome concerning health, the environment, education, and economic development. The Center Gallery will give visitors a chance to engage with those problems themselves. We likely will do this through a combination of virtual reality technology, hands-on activities, and live demonstrations. The Tech’s exhibits team will work alongside the world’s top exhibit fabricators and designers, just as it has to create each of the museum’s recent exhibitions.

TIMELINE

Phase 1: Concept Planning (March 2016 to September 2016)

Master planning for the entire Center Gallery space. This includes defining content, overall and localized design, mockups, research, and related activities.

Phase 2: Prototyping (September 2016 to early January 2017)

Numerous ideas will be tested on the exhibit floor to ensure that the final designs engage deeply to inspire empathy and hope.

Phase 3: Final Design (mid-January 2017 to March 2017)

Based on the results of the prototyping sessions, the design will be modified and readied for production.

Phase 4: Production (April 2017 to August 2017)

Phase 5: Installation (September 2017 to October 2017)

2017 to 2025

Every year, the exhibition will be updated to keep content fresh and relevant. These updates will allow The Center Gallery to reflect the best of The Tech Awards, giving 400,000+ museum visitors a chance to share in the unforgettable experience that is currently limited to the 1,500 guests who attend the annual gala.

Exhibit engagement by visitors will be tracked and evaluated via Smart Museum technology and by The Tech's staff. Improvements will be made based on these findings.

CENTER PROGRAMS

The Center will help Silicon Valley broaden its focus through three in-depth programs in which students and adults will gain new insight into how technology affects people in need worldwide. These programs will help participants use the power of technology to solve problems and will encourage them to take action to invigorate innovation locally and globally.

1. **Schools That Benefit Humanity.** Center staff will develop a series of engineering challenges suitable for use in schools that are based on the work of The Tech Awards laureates. These challenges will be designed to meet the requirements of the Next Generation Science Standards and the Common Core State Standards. Once the educational materials and curricula are developed, Center staff will work with our education team to identify Bay Area schools eager to integrate them into their classrooms. These schools will be called Schools That Benefit Humanity. The lessons will continue beyond the classroom. Students will work with past and current laureates on mini-projects that advance the laureates' work.
2. **Silicon Valley Skill Sharing.** Silicon Valley is overflowing with highly skilled people looking to make a difference in the world. The Center will match these eager volunteers with laureates who need help to reach their full potential. Each year, Center staff will canvass The Tech Awards laureates to identify projects that can be accomplished by Bay Area talent. Once projects are identified, Center staff will find Bay Area community members who will commit to working with the laureates to complete the projects. Under the guidance of center staff, members of the Silicon Valley community will establish relationships with laureates, visit them on site, learn what they need to advance their work, and make a practical difference by completing agreed-upon volunteer projects. This could involve travel to distant countries or a project with a local laureate. In either case, the focus will be on responding in practical ways to the needs of the laureates.
3. **Laureate Alumni Network (LAN).** The Tech Awards laureates tell us year after year that getting to know each other is among the highlights of the program. Several classes have stayed in touch informally over the years, encouraging each other in the tough tasks they face. It is time to formalize the LAN to provide real support. The network already is more than 200 laureates

strong and provides peer-to-peer support, which is the most important kind to help laureates overcome the inevitable challenges of scientific research and innovation. The Tech will provide:

- A. Regular online networking opportunities for the LAN.
- B. Anytime e-mail access to experts (in areas such as funding, regulatory policies, media and marketing) who are recruited to provide guidance to the laureates.
- C. Online resource pages that become a one-stop shop for laureates seeking relevant and easy-to-access information on topics such as organizational effectiveness, funding opportunities, social media and marketing, social entrepreneurship competitions, etc.
- D. Educational webinars and live Q&As with social venture capital experts and mentors/past laureates.

THE BUDGET

A. Gallery

Phase 1-5 (prototyping to installation): \$1.5 million

Staffing, upgrades (2017 to 2025): \$1.5 million

Total gallery: \$3 million

B. Programs

Schools That Benefit Humanity: \$400,000 (over 8 years)

Silicon Valley Skills Sharing: \$400,000 (over 8 years)

Laureate Alumni Network: \$400,000 (over 8 years)

Total programs: \$1.2 million

C. Leadership

Gallery director: \$800,000 (over 8 years)

Programs manager: \$800,000 (over 8 years)

Travel: \$80,000 (over 8 years)

Professional development: \$80,000 (over 8 years)

Total leadership: \$1.76 million

D. Evaluation

\$400,000 (over 8 years)

Total evaluation: \$400,000

E. Marketing

Marketing: \$120,000 (over 8 years)

Website support: \$120,000 (over 8 years)

Total marketing: \$240,000

F. Administration

Administrative support (10% of total budget): \$660,000 (over 10 years)

Total administration: \$660,000

TOTAL COST, 10 years: \$7.26 million

THE REQUEST

The Center for Technology Benefiting Humanity's total budget is \$7.26 million. A lead gift and naming opportunity is valued at \$5 million, which can be payable all at once or over a 10-year period.

RECOGNITION FOR YOUR SUPPORT

- Name incorporated into the title of the center: *Sponsor's Name, Center for Technology Benefiting Humanity.*
- Name on signage at entrance to upper level of The Tech (400,000+ visitors annually).
- Name on marketing materials promoting events taking place in the Center.
- Public recognition and speaking opportunity at press event for the Center opening.

IN GRATITUDE

We value your consideration of partnership to support this work at The Tech and in the Silicon Valley community and look forward to many years of mutually beneficial collaboration. If you have any questions, we would be happy to discuss them and share more details of this exciting project. Thank you for your consideration of this philanthropic opportunity.

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