



Last Resort Clinic (LaRC) Working Group

Session 2: April 2, 2015

The DARPA Network Challenge

- Find 10 red balloons in fixed locations in U.S.
- \$40K prize to first team to find all 10 locations
- MIT team won
- 8:52:41!
- How??

⇒ Financial engineering!

- \$4,000 per balloon if they won
 - = \$2,000 to locator +
 - \$1,000 to person who asked locator +
 - \$ 500 to person who asked person + ...
 - + remainder to charity



Money Is Not Sufficient (or Always Necessary):

- Intellectual curiosity
- Peer recognition
- Social impact
- Personal stake
- Gratitude

“Give’em What They Want!”