

ASPIRE partners with XPRIZE on “Feed the next billion” competition

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ASPIRE, the newly established dedicated technology program management pillar of Advanced Technology Research Council (ATRC), announced that it is partnering with US-based non-profit organization XPRIZE on “XPRIZE Feed the Next Billion” competition, a four-year international competition that aims to revolutionize the global food supply chain and its impact on communities around the world.



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ASPIRE is partnering with the XPRIZE Feed the Next Billion competition that seeks to find innovative ways to provide sufficient and nutritious food to feed the next billion people on the planet, through a four-year \$15 million competition that challenges teams of global innovators to develop chicken and fish alternatives. The aim of the global competition – launched in the United States but taking place globally, including in the United Arab Emirates – is to ensure the world’s growing population will have access to nutritious, quality food to fuel active and healthy lives.

ATRC’s ASPIRE liaises with cross-sector industry stakeholders and research institutes to frame problem statements. It also serves as a program manager across R&D projects, making impactful decisions related to the selection of research partners and the allocation of funding, and it launches international competitions and grand challenges that bring together innovators to address pressing global problems.

XPRIZE Feed the Next Billion is funded by Ghadan 21, Abu Dhabi’s accelerator programme, which is driving the emirate’s development through investing in business, innovation and people.

XPRIZE Feed the Next Billion will ask the winning teams to develop an environmentally conscious meat alternative that replicates everything about fish or chicken fillet, from the look and taste to smell, feel, and cooking behavior. The competing teams must show that their product output is scalable for global distribution.

The competition is also supported by The Tony Robbins Foundation, a US-based non-profit organization that helps provide millions of meals globally each year and awards grants and other resources to health and human services organizations, among other initiatives.