

\$10 Million Prize for Artificial Natural Intelligence

I seek to patent the fundamental force of intelligence with a \$10 million technology prize. The secret to “Strong” Artificial Intelligence is the same secret that already fuels living cells – *natural* intelligence. This mystery stands unsolved.

- The prize pinpoints one of the top 10 scientific discoveries of the 21st century – in advance
- Commercial value over \$1 Billion
- Investors don’t fund the prize until we own the patent
- This is either bigger than Google... or older than Aristotle. If solved, it’s history-making; if not, then it’s *the* epic science problem, and people will still be talking about it in the year 2500.

The central question in life sciences is “Where did the information come from?” The central AI question in technology is, “How can we make computers *volitional* instead of simply obeying instructions?” These two questions are one and the same. No one knows the answer. A breakthrough in *strong* Artificial Intelligence (not to be confused with simply making computers faster) will spawn a trillion dollar industry. He who owns that technology owns the next generation.

How do you generate a code naturally – without designing one? The \$10 million prize seeks the answer. I am offering \$100,000 to the first person who can solve this problem. And if the new discovery is also patentable, we will award the applicant an additional \$9.9 million. The money is an offer for the majority of the patent rights.

The prize is the cornerstone of my book [Evolution 2.0: Breaking the Deadlock Between Darwin and Design](#) (BenBella) which was released September 2015. This contest exploits the hyper-emotional triggers of the evolution/creation debate to make this viral. It harnesses crowdsourcing to attract talented people and novel approaches. The prize is a major feature of the book publicity, assuring wide coverage. This contest will spur fundamental discoveries in science and spawn new industries. **Those who fund it will go down in history.**

The official specification for solving this problem is online at www.naturalcode.org. If anyone can submit one example of a self-organizing coding system without having to “cheat” by designing one, they win. This is profound for two reasons:

- 1) It’s literally a new law of physics. This is as significant as quantum mechanics, the decoding of the human genome or the Higgs boson. This cuts across many fields, from computer science and philosophy to evolution and theology.
- 2) It would be the first instance of true Artificial Intelligence. AI has immense practical use in search engines, computer science and biotech. This is why it’s worth billions.

I’m securing backers for the \$9.9 million. Funding is \$6 million and climbing. Backers have \$30,000 cash outlay and zero risk if no valid submissions come in. The applicant must qualify for my own \$100,000 prize before they can be eligible for my investors’ \$10 million. Investors cover initial validation research and patent fees. Only after patent is granted do backers fund the prize. Backers are shareholders in Natural Code LLC. A deposit secures their participation for 10 years. Our intention is to secure the patent and license it to firms like Google Genomics, Siemens, Apple, etc.

The prize will be announced in 2017 on the site www.HeroX.com, which was founded by X-Prize creator Peter Diamandis. HeroX will generate substantial and sustained publicity and immediately harness interested problem solvers. The prize is in pre-registration and can be viewed privately with introductory video at <http://bit.ly/2nGWijx>.

As a technology and marketing consultant known worldwide. I’ve sold over 100,000 books. I’m author of *Industrial Ethernet* (ISA, 3rd edition 2017); *The Ultimate Guide to Google AdWords* (5th edition 2017); *The Ultimate Guide to Facebook Advertising* (3rd edition 2017) and *80/20 Sales & Marketing* (2013). My Google book is the best selling book on its topic in world. Look me up on [Amazon](#) or [Wikipedia](#).

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