
From: Joichi Ito <[REDACTED]>
Sent: Friday, January 9, 2015 9:52 PM
To: Jeffrey Epstein; Barnaby Marsh
Subject: crowdsourcing winners

Jeffrey, I just sent this to Barnaby and his people...

> I had a discussion with our faculty about ways to search. One idea we came up with, that I LOVE is a bounty for crowdsourcing. Do you know the Red Balloon Challenge (http://en.wikipedia.org/wiki/DARPA_Network_Challenge) or the Tag Challenge (http://en.wikipedia.org/wiki/Tag_Challenge)? Both of these challenges were won by our researchers - we're good at this stuff.

>

> What about a crowdsourced bounty system that gives people rewards for introducing us to people who end up winning awards. We need to figure out how to filter the spam and deal with the filtering, but I think we can manage to design it. I think the idea is also creative so it would get a lot of buzz/traction.

>

> What do you think? Do we need to put this in the proposal, or can we do it after we're up and running?

>

> - Joi

```
<?xml version="0" encoding="UTF-8"?>
<!DOCTYPE plist PUBLIC "-//Apple//DTD PLIST 1.0//EN" "http://www.apple.com/DTDs/PropertyList-1.0.dtd">
<plist version="0">
<dict>
  <key>conversation-id</key>
  <integer>128506</integer>
  <key>date-last-viewed</key>
  <integer>0</integer>
  <key>date-received</key>
  <integer>1420840319</integer>
  <key>flags</key>
  <integer>8590195713</integer>
  <key>gmail-label-ids</key>
  <array>
    <integer>2</integer>
  </array>
  <key>remote-id</key>
  <string>471696</string>
</dict>
</plist>
```