
AMAZON ALEXA PRIZE CASE STUDY

EXECUTIVE SUMMARY

Artificial intelligence is the technology of the future. And as one of the largest tech giants in the world, **Amazon** sought to advance the field through the **Amazon Alexa Prize**, a **\$3.5 million dollar** university challenge. To find the best innovations, Amazon looked no further than the talent in universities around the world to help them create socialbots that can effectively and engagingly converse with humans. As a result, students have developed projects that are **5 - 10 times** the state of the art in artificial intelligence today.

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Amazon Alexa Prize case study



Photo Credit: Amazon

VALUE FOR AMAZON

Amazon spends **\$16 billion dollars** on its global R&D budget per year, one of the largest R&D spends of a tech company in the United States. But as the largest internet retailer in the world, Amazon is putting its money where, essentially, they believe the future is.

For Amazon, programs like the Alexa prize are an extension of their commitment to developing the future of technologies that they know already are or will soon become core to their business.

By investing in **early talent through the university ecosystem**, Amazon is advancing both the field of conversational AI but also finding the next iterations of technology that will power products like the Amazon Echo, which is now become ubiquitous throughout households.

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Photo Credit: Amazon

HOW IT WORKS:

AMAZON ALEXA PRIZE

Amazon created an open call for applications for university teams around the world to create a socialbot that could converse engagingly and coherently with humans for 20 minutes on popular topics and current events. Alexa customers had the opportunity to have unique conversational experiences and students were able to improve their algorithms with the large amount of feedback from Alexa customers. 15 university teams qualified as semifinalists and three were selected as finalists.

400,000

HOURS OF CONVERSATION WITH
AMAZON ALEXA

15

UNIVERSITY TEAMS SELECTED
AS SEMI-FINALISTS

\$2.5M

TOTAL PRIZE MONEY. IN 2018,
THE PRIZE MONEY INCREASED
TO \$3.5 MILLION

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TECHNOLOGY

Amazon.com utilized our Enterprise technology platform to create a custom application and evaluation process, allowing them to:



Embed the application form directly on their program website, providing a seamless experience for applicants



Brand emails and messages sent from the system to communicate with applicants and judges



Work directly with an account manager for effortless technology set-up, support and reporting



Utilize our distributed evaluation framework to collect scores and feedback from judges and select the best teams

RESULTS

The following outcomes are for the 2017 Amazon Alexa Prize:

500+

APPLICATIONS

60

UNIVERSITIES

20+

COUNTRIES

SOUNDING BOARD



1ST PRIZE

\$500,000

UNITED STATES

ALQUIST



2ND PRIZE

\$100,000

CZECH REPUBLIC

WHAT'S UP BOT



3RD PRIZE

\$50,000

SCOTLAND

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SOMEWHERE IN THE WORLD, A STARTUP HAS ALREADY SOLVED YOUR PROBLEM.

For more details or enquiries reach us at
info@younoodle.com.



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