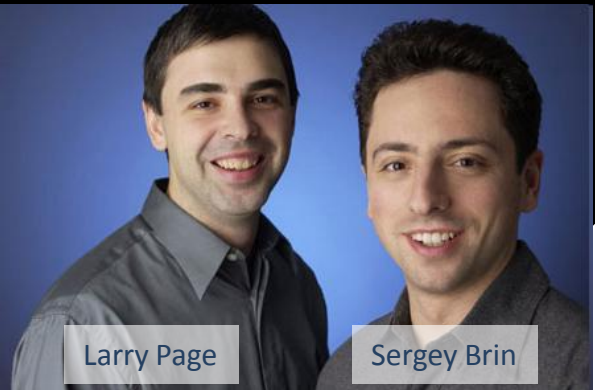


Investments in Basic Research Today...

The question facing our country is not whether we can afford to fund basic research. The question is, *can we afford not to?*




The Funding

In the Mid-1990's, two graduate students, supported by a portion of a **\$4.5 million digital libraries research grant from the National Science Foundation** (NSF) given to Stanford University, sought to better understand, sort and find information using the World Wide Web.

These students were **Larry Page and Sergey Brin** (an NSF Graduate Fellow).

The Technology

Through their research at Stanford, Page and Brin developed a prototype search engine, which depended on their innovative **PageRank Method**. This method produced better search results by calculating rankings based on linkages by previous users from each page to other pages. PageRank is still used in their search engine service today, known throughout the world as 



Page and Brin went on to create the Google search engine.



The Return-on-Investment

Today, Google has **19,604 full-time employees** and is worth almost **\$150 billion**. It all began with a **\$4.5 million** National Science Foundation grant.

The return-on-investment is greater than the ratio of this **red dot** to the white circle.

...generate the knowledge and talent that will fuel our **future**.