Kia ora tātou

We are pleased to announce an exciting new competition, the DigMyIdea Māori Innovation Challenge, which launches today.

DigMyIdea aims to grow Māori involvement in Aotearoa’s digital economy, inspiring entrepreneurs with great ideas to build digital businesses with export potential.

The challenge calls on entrants to submit a digital business idea that has the potential to go global. Ideas could be anything from an app to a web initiative, or ways to enhance or add digital elements to a more traditional enterprise. Entrants can submit applications in te reo Māori or te reo Pākehā.

DigMyIdea is open to any New Zealand citizen or permanent resident. Entries will be accepted from individuals or teams of up to three people, and will be judged in two categories: students aged 15 to 18 (‘mauri oho’); and general aged 19 and over (‘mauri tū’) (as at 18 October 2015).

Advice and online resources will be available to help entrants develop their digital business idea and pitch before they enter. These include guide videos, Google Hangout sessions and a downloadable pitch deck template, as well as a contact for any questions participants might have while developing their idea.

The top five individuals or teams in each category will be selected to take part in DIGIwānanga, a weekend of workshops and mentoring from digital experts in Auckland, before overall winners in each category are selected. Finalists will be competing for prizes including funding, products and support to turn their idea into a reality.

DigMyIdea is now open for business, with ideas due by 18 October 2015. Ideas can be submitted via the DigMyIdea website ([www.digmyidea.nz](http://www.digmyidea.nz/" \t "_blank)), which contains the useful resources previously mentioned, and 30 second teaser videos to inspire potential entrants.

An [information sheet and printable poster](http://www.aucklandnz.com/business/digmyidea-resources" \t "_blank), which outline the details of DigMyIdea are available. We would greatly appreciate your help spreading the word on this initiative to your contacts.

If you have any questions please contact DigMyIdea project coordinator Jes Sweetman by email[jessica.sweetman@aucklandnz.com](mailto:jessica.sweetman@aucklandnz.com" \t "_blank) or phone 021 649 013.

*DigMyIdea is co-designed by Auckland Tourism, Events & Economic Development (ATEED), Auckland’s economic growth agency) and Ngā Pū Waea, the National Māori Broadband Working Group, and is supported by Callaghan Innovation, a government agency supporting hi-tech businesses in New Zealand; and Poutama Trust, an independent charitable trust established to provide business development services to Māori.*

*Please forward onto people who may be interested.*

Nga mihi

Antony Royal  
Ngā Pū Waea