

DIGMYIDEA 2018 Entry Questions

What's the name of your idea?	He aha te ingoa o tō huatau?
Describe your idea in more detail	Whakaahuatia āmikitia mai tō huatau.
Describe the problem your idea is going to solve?	Whakaahuatia te raru ka whakaeatia e tō huatau.
Describe how your idea is digitally focussed	Whakaahuatia mai te aronga matihiko o tō huatau.
Describe who are your customers. Who is your target market? What is your point of difference from competitors? Why and how is your product or service new, different or better?	Whakaahuatia mai ko wai mā ō kiritaki. Ko wai te hunga e whāia nei e koe? He aha i noho motuhake ai koe i ō tāwhai? He aha i hōu ai, i rerekē ai, i pai ake ai rānei tō hua, tō ratonga rānei?
Describe how you will promote your product or service. How will you attract your customers?	Whakaahuatia mai ka pēhea tō whakatairanga i tō hua, i tō ratonga rānei. Ka pēhea tō whakapoapoa i ō kiritaki?
Describe how you will bring your product or service to market. E.g. how will you produce, deliver and distribute it?	Whakaahuatia mai ka pēhea tō whakarewa i tō hua, i tō ratonga rānei ki te ao tauhokohoko. Hei tauira. Ka pēhea tō hanga, tō tuku, me tō tohatoha?
What is the estimated budget for your idea?	He pēhea nei te nui o te tahua e whakapaetia ana mō tō huatau?
Have you tested your idea? Describe any feedback you have received about your idea and changes you have made as a result	Kua whakamātauria rānei e koe tō huatau? Whakaahuatia mai ngā kōrero urupare mō tō huatau kua riro i a koe, me ngā panonitanga kua whakaūngia e koe nā runga i aua urupare rā.
Show your idea. E.g. drawings/sketches, YouTube link, images, website etc. (optional)	Whakaaturia mai tō huatau. Hei tauira. Mā ngā tuhinga/tuhinga whakaahua, mā tētahi hononga YouTube, mā ētahi whakaahua, mā tētahi paetukutuku, mā te aha atu anō (he kōwhiringa noa tēnei)