



NAU MAI, HAERE MAI.

The DIGMYIDEA Māori Innovation Challenge is now open, with the competition calling on budding Māori digital entrepreneurs across Aotearoa to put their ideas forward.

DIGMYIDEA – now in its third year – aims to inspire more Māori to engage in the digital economy by helping emerging Māori innovators turn their creative ideas into reality.

Individuals, or teams of up to five people, can enter DIGMYIDEA* in the following two categories:

- Rerenga o te Kora: (15-24 year olds)
- Muranga o te Ahi: (25 years and over)

DIGMYIDEA entries must be exciting, innovative, digital and entrepreneurial. They can be anything from an app to a web programme, or even a digital extension of a more traditional business.

All finalists will be flown to Auckland for DIGIwānanga a weekend of mentoring to help them develop and pitch their idea.

Two winning ideas will receive a business start-up and support package worth \$10,000 each.

Key Dates

Entries open	-	16 April - 27 May 2018
Finalists announced	-	5 June 2018
DIGIwānanga	-	6 - 8 July 2018

Background

DIGMYIDEA launched in 2015 and since then two successful competitions have been run in Auckland and nationwide. Previous winners include -

- Brittany Teei - Founder / CEO of Kidscoin - <https://www.kidscoin.org>
- Adele Hauwai - Founder / CEO of Seecom - <https://seecom.co.nz>

Contact

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*Teams with non-Māori can participate as long as the team lead is of Māori descent and resides in Aotearoa/New Zealand.