

The image is a promotional banner for the DIGMYIDEA Māori Innovation Challenge. It features a dark purple and black background with a hand in a blue, dotted, digital style pointing towards a target symbol. The text 'DIGMYIDEA' is on the left, 'Maranga Ake!' is in a large white script on the right, and 'MĀORI INNOVATION CHALLENGE' is in smaller white capital letters below it.

**DIG
MY
IDEA**

*Maranga
Ake!*

MĀORI INNOVATION
CHALLENGE

NAU MAI, HAERE MAI.

The DIGMYIDEA Māori Innovation Challenge is your chance to create an innovative digital business idea that has the potential to go global.

DIGMYIDEA is a competition for all Māori in Aotearoa. There are two age categories -

- Rerenga o te Kora (15-24 years)
- Muranga o te Ahi (25 years +)

All finalists will be flown to Auckland for 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 over \$10,000. **MARANGA AKE!**

Key Dates

Registrations open - 2nd April 2018

Entries open - 16th April - 27th May 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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#DIGMYIDEA

DIGMYIDEA is designed and delivered by Auckland Tourism, Events and Economic Development (ATEED).