



The New Kiwis Challenge 2018 – FAQs

Question	Answer
<i>What is the New Kiwis Challenge?</i>	It's a start-up competition for migrant entrepreneurs, looking for support, advice and capital to take their business to the world.
<i>Who is Zino Innovation Hub?</i>	<p>Zino Innovation Hub is a not-for-profit organisation, attached to Zino Ventures Ltd, the investment group.</p> <p>The Innovation Hub aims to build a network of services and support for Kiwi businesses seeking to grow in Chinese speaking markets.</p> <p>We run this competition because we understand that starting a business is hard, and even harder when you're not a 'local' - we aim to encourage migrant entrepreneurship to create new value for New Zealand.</p>
<i>Is the competition only for Chinese founders, or only for companies looking to the China market?</i>	<p>No.</p> <p>All startups with any type of immigrant on their founding team is welcome to enter.</p>
<i>Who can enter?</i>	<p>Any startup business that meets the following criteria:</p> <ul style="list-style-type: none"> - Registered New Zealand company - For profit (i.e. commercial rather than social enterprise) - With at least one founder who was not born in New Zealand
<i>How do I enter?</i>	<p>You need to fill in the Entry Form which you can find HERE(link to come). It's designed to help our judges understand your business and your ambition, but not to take up too much of your precious time. It should not take you more than 1 hour to complete. EASY!</p> <p>PLUS this year we're asking you to submit a 3 minute video clip – taken on your cellphone is absolutely fine – explaining your business and introducing yourself.</p>
<i>What happens after I submit my entry?</i>	<p>You can find the timeline / milestones for the competition HERE (link to come). In short, the judges will select the top 10 from all the entries, and those 10 companies will receive mentoring and support for one month to prepare for their interview in person with the judging panel.</p> <p>From there we will select a top 5, then a top 3 (with prizes at this stage) and finally, a gala pitch night to an audience of investors where the winner will be chosen.</p> <p>We realise you have a business to run, and will focus on supporting you through the competition process with the minimum disruption to your business – while adding mentoring and advice to contribute to your business success at the same time.</p>

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<i>What's in it for me?</i>	<p>The biggest benefit for last year's entrants was the opportunity to be mentored by experienced early stage investors and advisers, many of whom are themselves successful international entrepreneurs. They bring not just expertise, but also networks and contacts to support you in shaping your business for growth.</p> <p>You'll get introductions to investors and maybe even potential customers, an opportunities to showcase your business in the media and at our events.</p> <p>And did we mention there are prizes?</p>
<i>What are the prizes?</i>	<p>There are a range of prizes, not just for the winner, but for the top 3 companies.</p> <ul style="list-style-type: none"> - Join the Zino trip to China in November 2018, to experience the entrepreneurial ecosystem in Shanghai and Hangzhou with a group of investors and entrepreneurs. Two places on the trip for the winning company, with the two runners-up each getting one place on the trip – fully sponsored. - A package of services and advice from Alibaba Cloud Services, with opportunities to visit Alibaba HQ in Hangzhou. - Access to the Uniservices partner network in Hangzhou and Beijing, with opportunities to spend time in a Chinese start-up incubator space, if relevant to your business path. - The opportunity to pitch for investment from Zino Ventures' Angel or Growth Fund (and from our angel investors across the network). <p>Four of the top 10 applicant from 2017 received investment from Zino Ventures, or its members as a result of entering the competition.</p>
<i>What are the judging criteria?</i>	<p>The judges will be looking for:</p> <ul style="list-style-type: none"> - A company with a product / service that solves a big problem; - That has a target market willing to pay (enough) to solve the problem; - Where the market is huge and international; - That is in some way unique or competitive against any existing solutions available; - With a team that is capable of executing, and has the ambition / drive to do so.
<i>What happened to last year's winner?</i>	<p>Enring (www.enring.co.nz) won the 2017 New Kiwis Challenge, and has gone on to attract over \$2million in capital investment to fuel their growth, enabling the creation of over 30 new jobs right here in New Zealand. Zino Ventures not only invested capital in Enring, but personally supported them in acquiring new customers in Australia and Japan, fueling their international growth.</p>