



# The Zino New Kiwis Challenge

The Zino New Kiwis Challenge is a startup competition for migrant entrepreneurs, who have started a business in New Zealand that they're looking to take to the world. The prizes include mentoring, support and introductions to networks and capital, here and in China.

We run the New Kiwis Challenge competition because we understand that starting a business is hard, and even harder when you're not a 'local' - we aim to encourage immigrant entrepreneurship to create new value for New Zealand.

We're running a number of events through the course of the challenge, culminating in the Gala Finals Night in Auckland on 30<sup>th</sup> August. At an event which we're hoping to host in the Unleash Space at Auckland University Centre for Innovation & Entrepreneurship, we will showcase the top three companies, announce the finalist and inspire our audience of investors, advisers, government officials and entrepreneurs as to the value of immigration in creating new value for our country.

### **About Zino**

Zino is an organisation focused on **creating new value** for New Zealand, by supporting businesses to achieve their growth potential in Chinese speaking markets, with capital, networks and advice. We do this in two ways:

- Zino Ventures raises angel and growth capital for investment in promising Kiwi companies;
- **Zino Innovation Hub** is building a network of services and support for Kiwi businesses seeking help to take their business global.

Please note that the New Kiwis Challenge is for **ALL** migrant entrepreneurs, **not** just those from China, or looking to expand into China.

Zino is led by a group of Chinese migrants who are passionate about growing great companies here in New Zealand.

George Gong <a href="https://www.linkedin.com/in/george-gong-aba1b1/">https://www.linkedin.com/in/george-gong-aba1b1/</a>

David Wang https://www.linkedin.com/in/david-wang-5320b5102/

Nelson Wang https://www.linkedin.com/in/newang/

More details at <a href="http://www.zino.co.nz/2018-new-kiwis-challenge/">http://www.zino.co.nz/2018-new-kiwis-challenge/</a>

For further information please contact Debra Hall, Chair Zino Innovation Hub 021-620394







# The New Kiwis Challenge 2018 – The Prize Package

#### All entrants receive:

- The opportunity to put forward their business to Zino Ventures as part of the process.
- A one hour feedback / advisory session with a Zino Mentor / Adviser to discuss their business challenges and opportunities.

#### Top 10 entrants receive additional benefits:

- One month's mentoring from a Zino Mentor / Adviser, and support from a Zino intern.
- Support to prepare their pitch document for the judges.
- Exposure as a Top 10 entrant at the Zino Innovation Hub Workshop in July.
- Introductions to a network of investors & market opportunities.

#### Top 5 semi-finalists - add:

- Specific / focused mentoring in areas of weakness, with exposure to a basic due diligence process to support investment-readiness.
- Pitch at the Zino Innovation Hub Workshop in August.

#### From Xero

Exclusive tour of Xero with some speakers and lunch.



#### Top 3 finalists - add:

- PRIZES!
  - Sponsorship to join the Zino 2018 China Trip in early November, visiting the entrepreneurial eco-system in Shanghai and Hangzhou, for one founder each.
  - Alibaba Cloud Credits to value of \$10.000 2 free 1:1 sessions with Alibaba Architect workshop on platform design Introductions to Alibaba Ecosystem partners in China & SE Asia

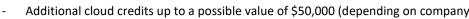


- Strategy session with some of Xero's business leaders (as appropriate)
- Pitch presentation coaching for finals night, where you will be pitching at gala event to an audience of ~150 investors and supporters, where the winner will be announced.

#### WINNER - add:

- One additional place on the 2018 China trip, for a co-founder.
- Opportunity to pitch for investment from Zino Ventures Ltd, and its network of early stage investors.

## From Alibaba Cloud Services:





- 3 additional sessions with Alibaba Architect workshops
- Invitation to Visit Alibaba Campus and/or Alibaba Cloud Conference in Hangzhou (not including flights & accommodation)

## From Uniservices:



- A seat in our institute in Hangzhou for up to a month and the support of our team to explore the market, including introductions to local government, companies & Chinese investors.
- Access to our Beijing-based incubator partner ICI, a seat at the Beijing-based incubator for up to a month and the support of the ICI team. ICI will provide introductions to local government, companies & Chinese investors.









# The New Kiwis Challenge 2018 – Process in detail for entrepreneurs

one of our TechWeek events to launch the competition in Auckland, on, Christchurch and Tauranga.  Int will last for one hour, with a presentation from Zino leaders, David Wang on Wang followed by Q&A. Open to all founders, advisers and investors in ompanies.  RENTRIES  entry form and submit it together with a 3 minute video clip explaining ness and introducing yourself.  intern team will check each application, verify eligibility, and may contact to clarify anything that is unclear or missing from the entry form.  om Zino Ventures deliberate to select the top 10 entrants.  evation Hub Workshop in Auckland (venue to be confirmed) 4pm-6pm entrants will be presented, using their 3 minute videos, to an audience of a divisers and mentors. Entrants are welcome to attend.
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as Tan 10 teams will be allocated a MENTOD and a Zine lateur to assist with
ne Top 10 teams will be allocated a MENTOR and a Zino Intern to assist with paration for the Judge's interview on 2 <sup>nd</sup> August.
m will have 20 minutes with the judging panel. Out of Auckland teams will by videolink, those in Auckland in person.
will present their pitch for 10 minutes, followed by a 10 minute Q&A with ss.
5 teams will be announced at the Zino Innovation Hub workshop in Auckland moon, and invited to present their pitch to an audience of investors and from the start-up sector.
teams will receive additional mentoring and support, specifically focused where the judges felt they need more help.
rns will perform due diligence on the top 5 companies, to support the judges their final decisions.
5 teams present again to the judging panel.
es each — 10 minute pitch, 20 minutes Q&A. otify Top 3.
h night at a gala event with ~150 investors / advisers.
Dentrants are invited. Top 3 pitch to the judges in front of the audience, vinner is announced.