



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 30th 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.

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

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

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

Zino thanks our event and catering sponsors for the New Kiwis Challenge events



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!
 - o Sponsorship to join the Zino 2018 China Trip in early November, visiting the entrepreneurial eco-system in Shanghai and Hangzhou, for one founder each.
 - o 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
 - o 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:

- Additional cloud credits up to a possible value of \$50,000 (depending on company)
- 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.



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The New Kiwis Challenge 2018 – Process in detail for entrepreneurs

21 st - 24 th May	<p>Come to one of our TechWeek events to launch the competition in Auckland, Wellington, Christchurch and Tauranga.</p> <p>Each event will last for one hour, with a presentation from Zino leaders, David Wang and Nelson Wang followed by Q&A. Open to all founders, advisers and investors in startup companies.</p>
21 st May to 25 th June	<p>OPEN FOR ENTRIES</p> <p>Fill in the entry form and submit it together with a 3 minute video clip explaining your business and introducing yourself.</p> <p>The Zino intern team will check each application, verify eligibility, and may contact entrants to clarify anything that is unclear or missing from the entry form.</p>
25 th June – 3 rd July	<p>Judges from Zino Ventures deliberate to select the top 10 entrants.</p>
3 rd July	<p>Zino Innovation Hub Workshop in Auckland (venue to be confirmed) 4pm-6pm</p> <p>Top 10 entrants will be presented, using their 3 minute videos, to an audience of investors, advisers and mentors. Entrants are welcome to attend.</p>
3 rd July - 2 nd August	<p>Each of the Top 10 teams will be allocated a MENTOR and a Zino Intern to assist with their preparation for the Judge's interview on 2nd August.</p>
2 nd August	<p>Each team will have 20 minutes with the judging panel. Out of Auckland teams will present by videolink, those in Auckland in person.</p> <p>The team will present their pitch for 10 minutes, followed by a 10 minute Q&A with the judges.</p>
2 nd August	<p>The Top 5 teams will be announced at the Zino Innovation Hub workshop in Auckland that afternoon, and invited to present their pitch to an audience of investors and advisers from the start-up sector.</p>
2 nd August to 16 th August	<p>The top 5 teams will receive additional mentoring and support, specifically focused on areas where the judges felt they need more help.</p> <p>Zino interns will perform due diligence on the top 5 companies, to support the judges in making their final decisions.</p>
16 th August	<p>The Top 5 teams present again to the judging panel.</p> <p>30 minutes each – 10 minute pitch, 20 minutes Q&A.</p> <p>Judges notify Top 3.</p>
30 th August	<p>Final pitch night at a gala event with ~150 investors / advisers.</p> <p>All Top 10 entrants are invited. Top 3 pitch to the judges in front of the audience, and the winner is announced.</p>

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