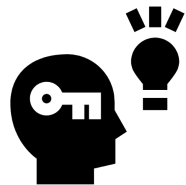




MOA

Ministry
of Awesome



Awesome Labs

THINK ENTREPRENEUR

7-8 August 2018



**BURNSIDE
HIGH SCHOOL**

TE KURA O WAIMAIRI-IRI



IDEAS

Teams and their ideas

Edu-Camp

Angelina, Harrison, Daniel, Madi & Travis

Problem: Children in Syrian refugee camps not having access to basic education

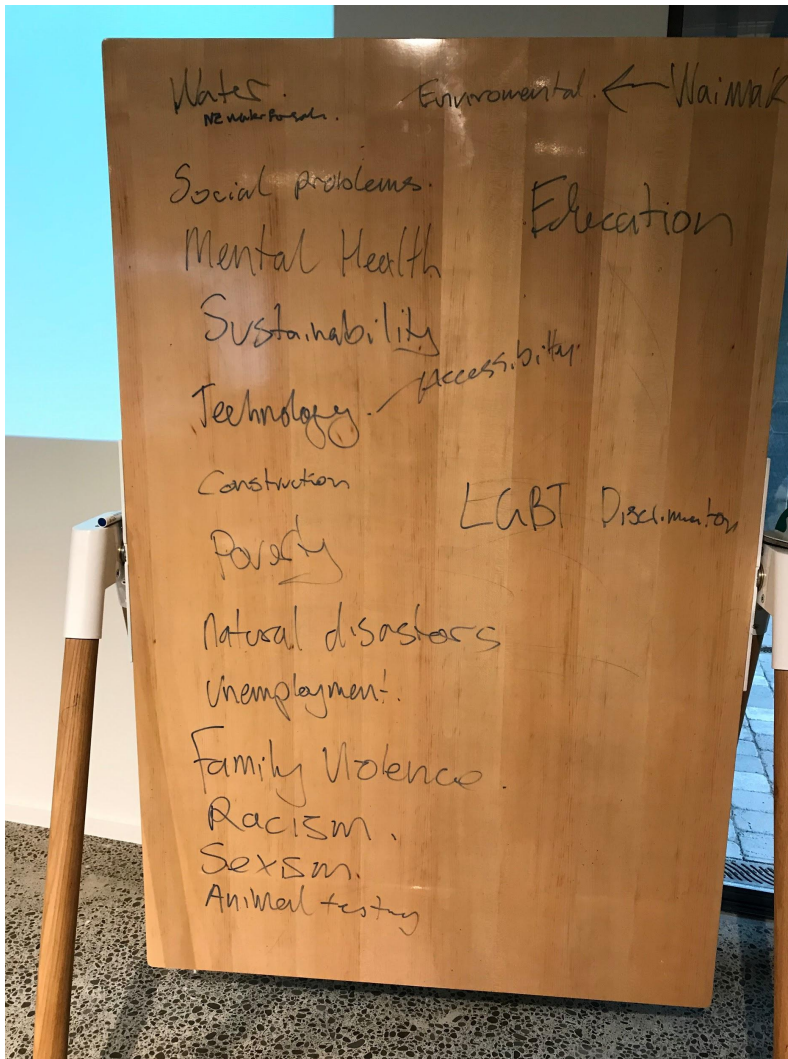
Solution: Edu-Camp, an website or app that hosts online courses — taught by professionals in that field. A Subscription service with a fee of \$90 a month which allows you to have access to a full range of courses which you can repeat once completed. Half of your subscription each month (\$45) goes towards supporting an education for children in refugee camps in Syria. Our goal/vision is to help them go further with their lives and education. This money will go towards classrooms, stationary and teachers.

YADI - Youths Against Depression Issues

Mia, Franklin, Zach & Mili

Problem: High rates of teen depression and mental health issues

Solution: YADI is a safe website/environment where teenagers can come to talk to someone anonymously and freely without the fear of being judged, they can talk about anything and just have someone there for them, they can talk to experts in the field of psychology or therapy. It has a moderating system to make teenagers feel safe. Numerous advertisements and expert-written articles about depression and those that can help you.



Ideas and issues the Burnside Students were passionate about



Betro - Better than Metro

Tamsin, Jake, Callum, Baxter and Rebecca

Problem: Lack of efficient transportation in Christchurch

Solution: Have exclusive bus lanes so that traffic is not an issue. Buses will link for easy transfers. There will be Wifi on the bus and better seats. You can pay for cards that gives you discounts and you only pay for how long u travel (e.g 0.5\$ per 1.6 km) via an app that you scan when you get on the bus and than you scan when you exit. Will use electric buses so it is more environmentally friendly.



K.I.D.S (Keeping Isolation & Depression Small)

Jack, Lachlan, Ryan, Jackson, Maddie

Problem: Social Isolation and depression in youth

Solution: Youth-lead workshops and activities to engage their peers. Everything from sport to team-building activities and games to engage teens in group discussion and mitigate depression and feelings of isolation.



Ocean Cider

Kush, Arnold, AJ, Alannah & Thom

Problem: Large amounts of plastic pollution in the ocean

Solution: Organise beach clean-ups and plastic collection. Recycle the plastic into plastic bottles for apple cider vinegar that can be sold for profit and used to continue cleaning up the oceans.

Mental Mates

Andy, Anna, Blaitan, Rebecca

Problem: High rates of teen mental health issues leading to depression and suicide

Solution: An app where teens can chat about their issues with people who have had similar experiences. It would be anonymous and moderated by professionals.



Hope for Homeless

Max & Kapil

Problem: Homeless rates in New Zealand.

Solution: Have an online store, similar to Designer Wardrobe but specializing in vintage clothing. Profits from the website would go into providing education and resources to homeless people.



Guccy

Mauly, Sefton, Jasmin & Isaac

Problem: Too many people struggle with social isolation

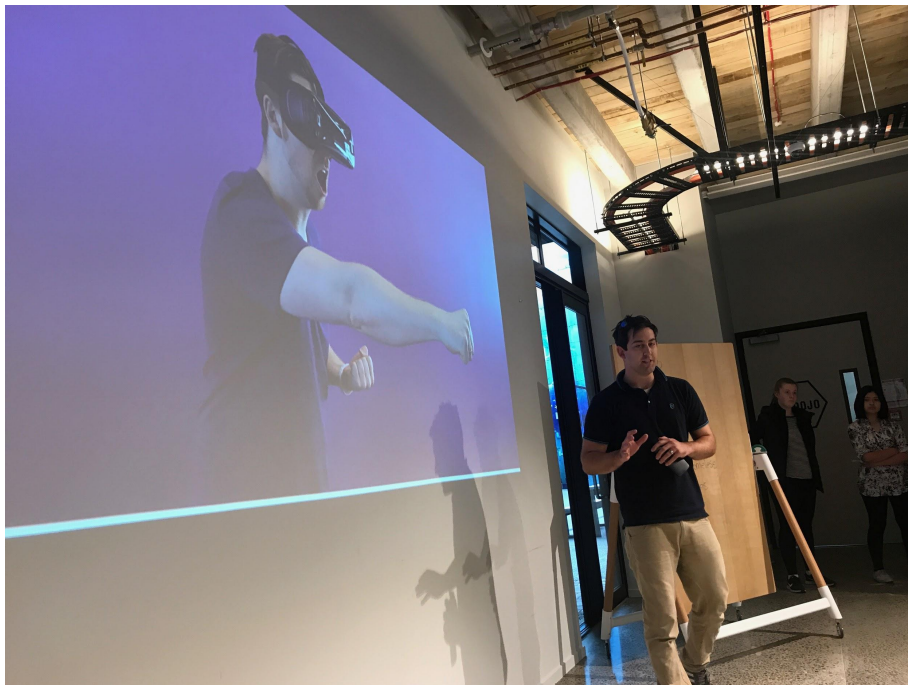
Solution: Produce and sell wearable tech jackets that have wifi and kinetic-energy powered charging for phones. This would be primarily be a Tech fashion and clothing brand with a significant portion of the profit will go to organisations helping those who struggle with social isolation.

VRcade

Brynn Foley-Walker

Problem: Christchurch's only Virtual Reality Cafe has shut down

Solution: Create the VRcade. This cafe give people the ability to book time slots to use the high tech VR System to play games, the time slots would be charged out at a rate of \$18 for 30 min, \$35 for 1 hour and \$65 for two hours. The system should pay for itself in 2 months operation if fully booked. The cafe would offer cans of drink and small food to sustain the players.



Help the Homeless

Ben, Marco & Ivan

Problem: Homelessness in New Zealand

Solution: Create a thrift store where for every 2 pieces of clothing sold, 1 is donated to the homeless. Additionally profits are channelled into creating resources to aid the homeless with education and upskilling them in basic life skills.



TEAM BUILDING & ENERGY BURNING ACTIVITIES

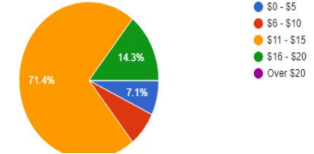
We noticed increased engagement, attention and camaraderie by implementing some fun games during the lunch break

- New Zealand has one of the highest rates of suicide in the world
- 38% of female students and 23% of male students feel depressed sometimes
- 29% of female students and 18% of male students reported deliberately self-harming in the last 12 months
- 21% of female students and 10% of male students had thought about suicide in the last 12 months, with 6% of females and 2% of males making suicide attempts.

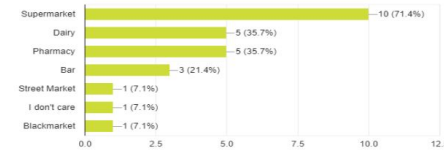
Who's The Customer?

Our customers will be supermarkets and markets

How much would you pay for 1L of Apple Cider Vinegar from a recycled bottle? (It is \$13 at countdown). To su...r oceans and plastic in water sources.
14 responses



Where would you buy it?
14 responses



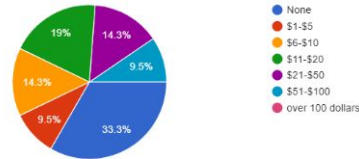
What Is Our Problem

- Mental Health
- Around **79,000** New Zealand youths are affected
- **12.6** suicides per **100 thousand**
- Our story



Examples of Research

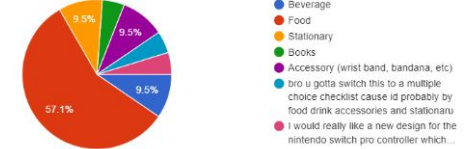
Feedback



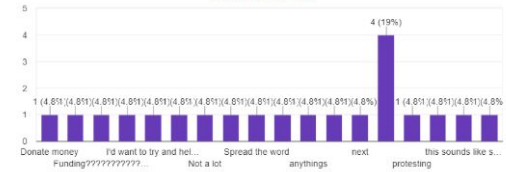
How much money would you spend on the cause?

Depends
No I'd be upset
Yes I would so I can see how these people live, and be able to see what I can do to help
yes so I could be more aware of the problem
Yes, it will be a cool experience
yes to help people
no.
Yes, because I feel like it would like to be a good experience to meet some of the people we would be helping.
no.
only in a real crisis as disease, poverty and murder rip through camps killing many I would not want to lose my families to that but if I was volunteering I'd be willing as there as millions who live in poverty all around the world if I could just help a hundred kids it would mean something to me

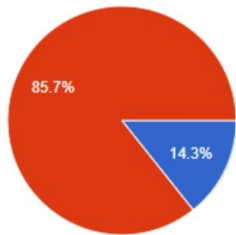
What would you buy to help fund the project?



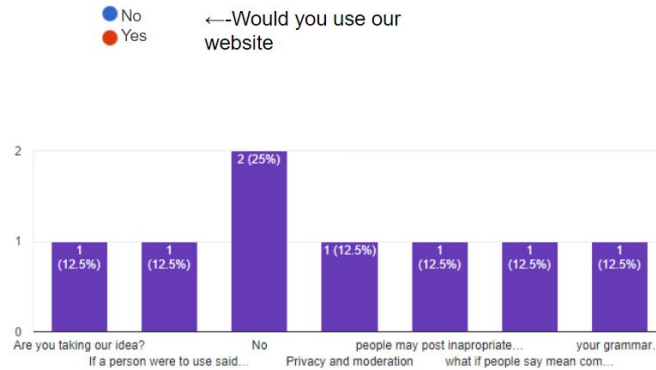
What extremities would you go to in order to make sure the children get an education?



Responses



Do you have any concerns?
--->



Examples of Validation



PRIZES & STANDOUT EFFORT



Pitch Winners

Best Overall Pitch:

Mental Mates

Andy, Anna, Blaithan, Rebecca

Teamwork:

YADI

Mia, Franklin, Zach & Mili

Individual:

Professionalism: Max & Kapil

Engagement: Sefton

Acceleration: Andy

Innovation: AJ





CONCLUSION

The Awesome Lab experience was hosted at BizDojo, a co-working space in the CBD. We kicked off the workshop with some entrepreneurial mindset and ideation exercises. We talked about the social issues both locally and globally that your students are seeing and learning about. Out of that discussion and brainstorm we had several key topics including homelessness, poverty, plastic pollution, high rates of youth depression, mental health issues, and more.

Team creation followed with each team targeting an area they were keen to research and develop a social enterprise around. A highlight was our Spotlight Entrepreneur guest speaker, Margaret Pickering from Stickmen Media, whose company develops video games, apps and websites right there at Biz Dojo. She was a particularly relevant speaker as several of the teams created app-based and website based enterprises.

The students were able to take in Coffee & Jam, the Ministry of Awesome's weekly networking and inspirational event. They were immersed in the crowd 80 startup and innovation minded ecosystem members, and got to see the Epic Innovation building, also housing much of the innovative and successful tech companies of Christchurch



CONCLUSION

In the Awesome Lab experience Burnside students covered:

- Entrepreneurial mindset
- Social enterprise
- Ideation and innovation
- Networking
- The value of mentorship
- Validation and market research
- Pitching

The experience culminated with pitch presentations in front of a panel of experts and entrepreneurs from the ecosystem.

Each team had four minutes to describe the problem they wanted to solve, their innovative solution for it and back it up with research and validation. It was an amazing finale with all the teams pitching their ideas with professionalism. Recognition for outstanding individual participation was given as well as a prize for the best overall pitch and idea.

Robin, Kris and Melina,
Ministry of Awesome