Te Ara Hihiri created by Christine Woods, Kiri Dell, and Jamie Newth | University of Auckland

Te Ara Hihiri

Explore ideas through a Māori lens. Evaluate opportunities. Build viable ventures.

Enterprise Name

1. Te Aronga [Purpose] & Nga Tikanga [Values]
Why do you want to create this enterprise? What values will guide how you operate?

2. Hūanga [Value Creation – The Offer]
What value are you creating for the customer/user? What is the product/service that you offer?

3. Te Tai Openga [Target Customers]
Who are the users, customers, etc?

What problem(s) does it solve?

How will it solve it (them)?

4. Te Kaha Tuatini [Entrepreneurial Team]
Existing skills and capabilities

Gaps in required skills and capabilities

5. Ngā Tapuinga [Partners]
Who else will you need to work with on this? (external to the team)

6. Ngā Parapara [Key Resources]
What resources will you need to make this happen?

7. Te Huangaroa [Value Capture – Financial Sustainability]
How will revenue be generated?

Are there other funding streams?

What are the major costs this enterprise will incur?

8. Ngā Whakaritenga [How Will Performance be Measured?]
What results should be tracked? Outputs, outcomes, impact?

9. Ngā Rarunga [Why Might it Fail?]
What are the critical success factors? Risks? Existing competitors?

10. Te Rawenga [Why Will this Enterprise Succeed?]
What's the point of difference?

TIP

Strong opportunities are grounded in purpose, relationships, and value creation. Use the canvas to explore connections, identify gaps, and grow.

USE FOR

- Exploring Ideas
- Evaluating Opportunities
- Understanding Communities
- Building Relationships
- Creating Impact

Waipapa Taumata Rau University of Auckland

SCAN HERE

HOW TO USE TE ARA HIHIRI CANVAS

Te Ara Hihiri was created by Christine (Chris) Woods, Kiri Dell, and Jamie Newth. **"Te Ara Hihiri"** translates to **"the pathway of possibilities"** or **"the pathway of desire"** in Māori. It is a framework for exploring, evaluating, and developing opportunities through a Māori lens, drawing on Māori concepts, values, and ways of knowing. The canvas is particularly useful in entrepreneurship, education, social enterprise, and community development contexts.

STEP 1: PREPARE YOUR WORK AREA

Complete the canvas somewhere free from distraction. If working in a team, choose a collaborative space and capture ideas using short notes or keywords.

STEP 2: FILL IN YOUR CANVAS

Work through each section to explore, evaluate, and develop your idea using Māori concepts and perspectives.

Te Kore (The Void / Potential)
Reflect on the initial idea or opportunity.
What is the seed of potential you wish to explore?

Te Pō (The Night / Formative Stage)
Delve into the formative aspects of your idea.
What are the underlying values, beliefs, and assumptions?

Te Ao Mārama (The World of Light / Realisation)
Consider how your idea takes shape in the real world.
How does it manifest, and what impact does it have?

Whakaaro (Thought / Intention)
Clarify your intentions.
What do you aim to achieve, and why is it important?

Mahinga (Action / Implementation)
Plan the actions needed to bring your idea to life.
What steps will you take, and who will be involved?

Mātauranga (Knowledge / Learning)
Identify the knowledge required and how you will acquire it.
What learning processes will support your journey?

Mana (Authority / Integrity)
Ensure your idea upholds integrity and respects the mana of all involved.
How does your idea honour relationships and responsibilities?

Whanaungatanga (Relationships / Connection)
Acknowledge and strengthen relationships.
Who are your stakeholders, and how will you engage with them?

STEP 3: ANALYSE AND ITERATE

- **Review:** Check for alignment across the different sections of the canvas and how they contribute to your opportunity.
- **Feedback:** Seek input from customers, stakeholders, whānau, mentors, or community partners.
- **Refine:** Update the canvas based on feedback and new insights.

STEP 4: VALIDATE YOUR OPPORTUNITY

- **Test Assumptions:** Engage with potential customers, stakeholders, and communities to test key assumptions.
- **Market Research:** Gather evidence to validate demand, feasibility, and opportunity potential.
- **Prototype:** Test ideas through low-cost experiments, prototypes, pilot projects, or early-stage initiatives.

STEP 5: DOCUMENT AND SHARE

- **Record:** Capture your completed canvas digitally or with photographs.
- **Communicate:** Use the canvas to communicate and discuss your opportunity with others.
- **Update:** Revisit and refine the canvas as new insights emerge.