

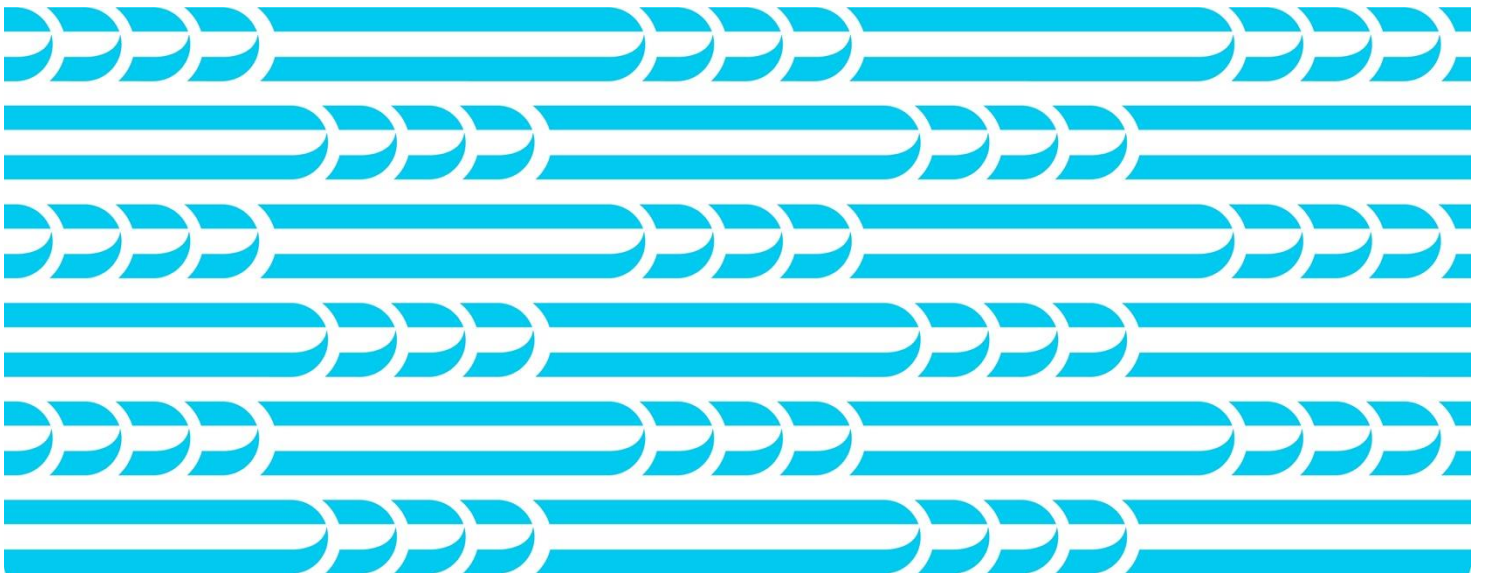


Waipapa
Taumata Rau
**University
of Auckland**

Velocity \$100k Challenge 2026

STAGE 1 - Application Information

Applications close Monday 10 August 2026 at 12pm (NOON)



Entry Process and Preparation

By entering the Velocity \$100k Challenge, you hereby agree to abide by the rules and regulations for 2026. They are available on the Velocity \$100k Challenge webpage.

Applications close on **Monday 10 August at 12 pm (noon)**, and no extensions will be given. Please plan accordingly.

Please use the form below as your draft. To submit an entry, **use the challenge link** and follow the steps on the website: <https://velocity.grantplatform.com/>

Each entry has a **2,000 (two thousand) word limit**. Additionally, you will provide a high-level pitch of your idea in no more than 50 words.

When completing the application form, you will be asked to provide the following information:

- Your first name and surname
- Your email address
- Your mobile number
- Your University of Auckland ID
- Your University of Auckland UPI
- Your University of Auckland status (e.g. student, staff)
- Your faculty/LSRI affiliation
- If you have other team members working with you, you will be asked to provide the information above about each of them. Please make sure it is correct
- The category that your idea belongs to

If you have any questions about the application process, please contact CIE Programmes Team (cie_programmes@auckland.ac.nz).

Entry Categories

When submitting an entry, you will be asked to select a category that you think it belongs to. **You can select only one category.**

Please review the descriptions below and choose the category that fits your idea best. It does not have to be a perfect match. We understand that innovative ideas do not always fit neatly into boxes, so just select the closest fit.

Health, MedTech & Wellbeing

Innovations improving physical or mental health, diagnostics, aged care, digital health, fitness, wearables, biotech, or medical devices.

Sustainability, Climate & Environment

Ventures addressing climate change, emissions, recycling, clean energy, waste reduction, and sustainable practices across products, platforms, or systems.

Consumer Products & Lifestyle

Scalable physical or digital products for everyday life, e.g. food, drink, beauty, fashion, wellness, parenting, and personal care.

Enterprise, SaaS & Productivity Tools

Software or platforms that improve business operations, workflows, logistics, compliance, team management, or industry-specific B2B needs.

Education, Learning & Workforce

Ventures enhancing learning, teaching, assessment, skills development, tutoring, or career pathways for students, educators, or workers.

Creative Industries, Media & Culture

Startups in music, fashion, gaming, VR/AR, storytelling, immersive media, or cultural content creation and distribution.

Agri, Food & Bio Innovation

Innovations in food production, agritech, aquaculture, biotechnology, functional foods, or sustainable farming and processing.

Smart Cities, Housing & Infrastructure

Solutions for safer, smarter living, including property tech, tenant tools, urban infrastructure, and home innovation.

Transport, Mobility & Logistics

Platforms or hardware improving transportation, delivery, micromobility, EV infrastructure, UAVs, or supply chain efficiency.

Finance, Fintech & LegalTech

Ventures making finance more accessible, e.g. payments, investing, lending, blockchain, legal compliance, or SME capital access.

Deep Tech, Robotics & Aerospace

Advanced technologies in aerospace, robotics, hardware systems, scientific tools, or engineering breakthroughs with novel applications.

Entry Format

Judges will be looking for ventures with strong potential for long-term success, as well as founding teams who demonstrate initiative, curiosity, and a genuine commitment to developing their ideas into ventures.

You are encouraged to present your thinking clearly and creatively, while addressing the key points below. This is an early-stage submission. We do not expect fully developed ventures, but we do expect evidence of thoughtful problem exploration and initial validation.

Each entry has a **2,000 (two thousand) word limit**. Additionally, you will provide a high-level pitch of your idea in no more than 50 words.

Entry/Idea title

Provide a short title (max 4 words) that captures the essence of your idea.

High-level pitch (for public disclosure)

Briefly describe your idea in 50 words or fewer. Don't include any confidential information, as this summary may be made public if your idea is selected as a winner.

Executive Summary (5 points)

Provide a concise overview of your venture, including:

- The problem you are addressing and your proposed solution
- Who your target customer is
- What makes your approach distinctive
- Any early validation or progress to date

Problem Statement (20 points)

- Clearly define the problem or pain point your venture addresses
- Explain who experiences this problem and in what context
- Explain why this problem is worth solving
- Provide supporting evidence for the significance of the problem (e.g., data, observations, or conversations)

Solution (20 points, incl. Prototype)

- Describe your proposed solution and how it addresses the problem
- Identify existing alternatives or competitors
- Explain why your solution is a better or different approach compared to existing alternatives
- Describe the current stage of your idea (e.g., concept, prototype, early testing)
- Mention any defensibility, e.g. intellectual property, unique insight, network effects etc.)
- If relevant, outline any intended societal or environmental impact of your solution

Market Opportunity and Customer Validation (20 points)

- Define your target market and describe your ideal customer
- Provide an indication of market size or opportunity (high-level is sufficient)
- What have you done so far to test your idea? (E.g., interviews, surveys, experiments, prototypes)
- Who have you spoken to or engaged with?
- What were your key learnings?
- How has your idea changed as a result of these insights?

If you have not yet conducted validation, outline:

- What assumptions you would test first
- How you would go about testing them

Business Model (10 points, incl. Business Canvas)

- Explain how your venture intends to create and capture value
- Outline your proposed revenue model (how you make money)
- Describe how you would reach your customers (channels or distribution approach)
- Highlight any key assumptions that need to be tested

Financial Considerations (10 points)

At this stage, we are not expecting detailed financial projections. Instead, focus on:

- Key cost drivers involved in launching the venture
- Potential revenue streams
- Any early thinking around pricing
- The major assumptions that would need to hold true for the venture to be financially viable

Founding Team (10 points)

- Introduce your team members and their relevant skills or experience
- Explain why your team is well-positioned to explore this opportunity
- Identify any key skill gaps and how you plan to address them
- Mention any external support (e.g., mentors, advisors, networks)

Prototype (Optional)

If available, include images or links to a prototype, mock-up, or early version of your solution, with a brief explanation. This is optional but encouraged. Your prototype will be taken into consideration as a part of the Solution criteria.

Business Canvas

Submit a one-page overview using a recognised format (e.g., Lean Canvas, Business Model Canvas, or Social Lean Canvas). This should clearly summarise your venture at a glance.

Appendices (Optional)

You may include up to 2 pages of supporting material (e.g., research, data, technical details).

Overall Quality of Entry (5 points)

