

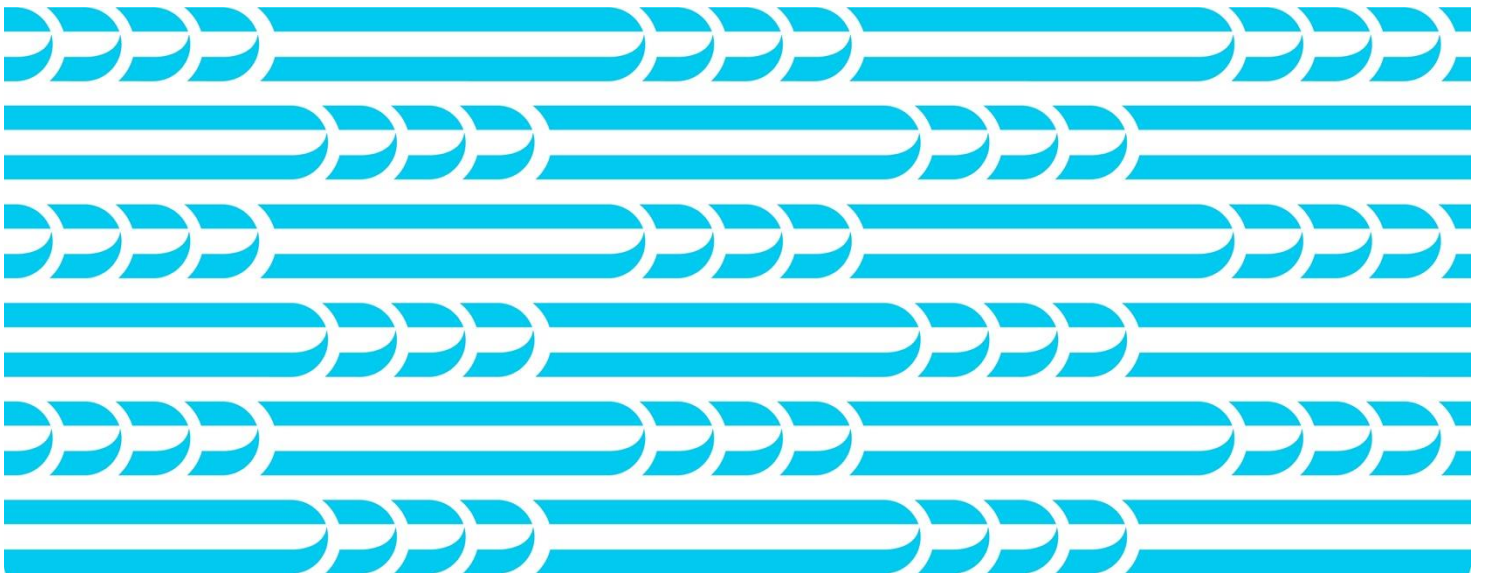


Waipapa  
Taumata Rau  
**University  
of Auckland**

# **Velocity Challenges Rules 2026**

## **Ideas Challenge and \$100k Challenge**

*Updated March 2026*



This document sets out the Rules for participation in the Ideas Challenge and the \$100k Challenge.

It is presented in three parts:

**Section A** contains all rules common to the **Ideas Challenge** and the **\$100k Challenge**

**Section B** contains the rules specific to the **Ideas Challenge**

**Section C** contains the rules specific to the **\$100k Challenge**

These Rules should be read in conjunction with the information on the Centre for Innovation and Entrepreneurship (CIE) website, which describes how entries are to be prepared and submitted and includes a calendar for the Velocity programme of the current year.

Enquiries regarding the interpretation of these Rules should be emailed to Liudmyla Beraud, [l.beraud@auckland.ac.nz](mailto:l.beraud@auckland.ac.nz)

If you have any other questions about the Challenges, please email Liudmyla Beraud, [l.beraud@auckland.ac.nz](mailto:l.beraud@auckland.ac.nz)

# A. General Rules

*Section A outlines rules that are common to the Ideas Challenge and the \$100k Challenge. These Rules should be read in conjunction with the Challenge Guidelines.*

## 1. General/Interpretation of Rules

1.1 Submission of an Entry by a Team or an Individual Competitor in the Ideas Challenge or the \$100k Challenge confirms the acceptance of these Rules by each Competitor.

1.2 The Velocity Organising Committee reserves the right to interpret these Rules and, if necessary, to amend them at its sole discretion. All amendments to these Rules will be published on the Velocity webpage of the University of Auckland website (“the Velocity webpage”) and through any other University publication approved by the Velocity Organising Committee. If Challenge Rules are amended during the period a Challenge is underway, Velocity will formally notify registered Teams.

1.3 All entries must identify a Lead Contact. That contact must be available to act as the primary point of contact with the Velocity Organising Committee.

## 2. Definitions and Interpretation

***Ideas Challenge*** means the annual Velocity Ideas Challenge, consisting of the preparation and entry by a Team or an Individual Competitor of a Venture Summary.

***\$100k Challenge*** means the annual Velocity \$100k Challenge, consisting of two stages. The first stage requires the preparation and entry of a Venture Plan and Business Model Canvas. The second stage requires a presentation to a panel of Judges.

***Business*** means any proposed or actual commercial enterprise that is the subject of an Entry in the Ideas Challenge or the \$100k Challenge.

***Capital*** may be represented in terms of equity or debt.

***Challenge Guidelines*** means the written guidelines, published on the Velocity webpage, that prescribe the Ideas Challenge and the \$100k Challenge entry processes and all relevant entry and event dates.

***Competitor*** means a person named as a competitor in an Entry Form.

***Entry*** means either (a) the Venture Summary submitted by a Team or an Individual Competitor for the Ideas Challenge, or (b) the Venture Plan submitted by a Team or an Individual Competitor for the \$100k Challenge as the case may be.

**Finalist** means one of not more than thirty Teams and/or Individual Competitors selected to participate in Stage 2 of the \$100k Challenge. Selection of Finalists will be made by a Judging Panel on the basis of their assessment of the best Venture plan submitted in the first stage of the \$100k Challenge.

**Judge** means any person appointed to be a judge in accordance with Clause 4.1.

**Judging Panel** means a body of Judges assembled to assess entries in the Ideas Challenge, and/or in stage one (1) and two (2) of the \$100k Challenge.

**Lead Contact** means the person nominated as such on each Team's Entry Cover Sheet. Lead Contact can be any student enrolled with, or any staff member employed by The University of Auckland in the academic year in which that Contact's Team submits an Entry.

**Online Entry Submission** means the approved online registration form relevant to the Challenge available on the Velocity website.

**Partner** means each of the persons or organisations that have provided financial or other support to assist in the delivery of the Ideas Challenge or the \$100k Challenge.

**Public Disclosure Summary** means a brief description of the public aspects of a business venture or idea that is the subject of an Entry, as provided by a Team in their submission.

**Seed Capital** means prize monies awarded to the winner/s of the Challenge/s.

**University of Auckland Inventors Fund (UoAIF)** is an open investment fund managed by Auckland UniServices Limited set-up to support spin-out companies from the University of Auckland, its research and its programmes.

**Velocity Organising Committee** means a committee of students consisting of those individuals who exercise powers delegated by the Centre for Innovation and Entrepreneurship (CIE) to coordinate each annual Ideas Challenge and \$100k Challenge.

**Velocity Representative** means any individual or organisation acting on behalf of the Velocity Organising Committee to assist in the delivery of the Ideas Challenge or the \$100k Challenge and will include any Judge.

**Team** means one or more Competitors who collectively submit an Entry to the Ideas Challenge or the \$100k Challenge in accordance with these Rules.

**Venture Plan** means a written business plan prepared and submitted in the manner prescribed in the Challenge Guidelines.

**Venture Summary** means a written and visual entry in the form prescribed in the Challenge Guidelines.

### 3. Waivers and Releases

3.1 No Team or Competitor may require any member of the Velocity Organising Committee to render any advice or service pertaining to their entry. Any views expressed by a member of the Velocity Organising Committee are an expression of opinion of that person and are not those of the Velocity Organising Committee or The University of Auckland. No warranty is given as to the validity and efficacy for any purpose whatsoever of any opinion expressed by a member of the Velocity Organising Committee or a Velocity Representative and no liability can be accepted in connection with any reliance by the Team or any Competitor on any such views.

3.2 The ideas and concepts set forth in an Entry, the Entry itself and the online entry form must be the original work of the members of the Team and members of the Team, by submitting an Entry, are certifying that no arrangement exists which would prohibit or restrict the disclosure of such ideas or concepts to any member of the Velocity Organising Committee or any Velocity Representative, or breach or infringe the rights of a third party.

3.3 Each Team and each Competitor indemnifies and holds harmless each member of the Velocity Organising Committee and each Velocity Representative against all loss, costs, expenses and damages (including any amount of damages from any action, claim or suit brought against the Team or Competitor by a third party) suffered by a member of the Velocity Organising Committee or the Velocity Representative as a result of any claim that any of the ideas contained in an Entry breaches the rights of a third party.

#### **4. Judging**

4.1 The Ideas Challenge and stage one (1) and two (2) of the \$100k Challenge will each be judged by a panel of Judges. Every effort will be made to ensure that Judges are impartial and are suitably qualified; however, appointments will be made at the sole discretion of the Centre for Innovation and Entrepreneurship (CIE).

4.2 The decision of any panel of Judges will be final and no correspondence will be entered into. There may be an opportunity to get feedback on the Entry in an event organised at the sole discretion of the Centre for Innovation and Entrepreneurship (CIE).

#### **5. Eligibility**

5.1 Only those Teams and Individual Competitors that are determined by the Velocity Organising Committee, in accordance with these Rules, to be eligible will be entitled to submit an Entry in the Ideas Challenge or \$100k Challenge.

5.2 To be eligible, a Team's Lead Contact must have an active and significant role within the Team.

5.3 A Team will not be eligible to win a prize or proceed to the next stage of the competition if it:

(a) Has as a Competitor any Judge (from the current years' programme), or employee or agent of any Partner (excluding The University of Auckland staff on the premise that they disclose any conflict of interest).

(b) Has based its Entry on a venture that, as at the deadline for submission of that Entry, has been established as a commercial operation, has commenced regular production (not prototype or proof of concept) or the delivery of services and/or is generating a regular revenue stream, or has a contract to do so. For the avoidance of doubt, the development of a proof of concept or prototype will not constitute a commercial operation that has commenced production or the delivery of services.

(c) Is not intended to be or is not a stand-alone entity. For the avoidance of doubt, it cannot have the financial, structural or operational support of an established organization, a subsidiary of, or owned by shareholders with a majority or controlling interest in another commercial venture, which could consolidate the entry venture.

(d) Has based its Entry on a commercial venture that has, as at the deadline for submission of that Entry, secured Capital funding sufficient to commence trading. For the avoidance of doubt, access to third party Capital (excluding grants from Government or University sources) sufficient to finance preliminary product and market research and development of a business plan will make an Entry ineligible. Requests for confirmation of eligibility under this clause must be made in writing to the Velocity Organising Committee prior to the submission of the relevant Entry.

(e) Submits an Entry based on an idea or business plan that is materially similar to any Entry made in any of the preceding five years and that idea or business plan has not, in the sole discretion of the relevant Judging Panel, been subject to material development and enhancement.

5.4 There is no restriction on the number of Competitors in any one Team.

5.5 Any addition or withdrawal of Team members must be notified to the Velocity Organising Committee in writing. Where a Team undergoes any change in membership, that Team will cease to be eligible unless and until it submits to the Velocity Organising Committee a written statement, signed by every original and subsequently added Team member, confirming that all intellectual property rights relating to ideas expressed in an Entry have been resolved and that the provisions in Section 3 of these Rules are satisfied. Neither the Velocity Organising Committee nor any Velocity Representative will mediate any disputes arising from changes to the membership of a Team (including disputes relating to intellectual property). To be eligible for Seed Capital, Lead Contact must be an active and significant part of the Team.

5.6 There is a restriction of four Entries per Challenge (Ideas Challenge and \$100k Challenge) that a Team or Individual Competitor may submit in any year, and the Judging Panel may, in its sole discretion, reject an Entry that is not materially unique from any other Entry made by that same Team or Individual Competitor.

5.7 Where two or more Entries are submitted by Teams with Competitors in common, the Judging Panel may reject any or all such Entries where, in its sole discretion, it determines that the Entries are materially similar. The Judging Panel will first advise the Teams concerned and allow them time in accordance with the Velocity calendar following receipt of notice to withdraw any competing Entries. Where the Teams are unable to resolve the conflict within the time provided, and to the satisfaction of the Judging Panel, the Judging Panel will take whatever action it sees fit.

5.8 The same idea may be submitted as separate entries for both the Ideas Challenge and the \$100k Challenge, provided these entries are in accordance with the Challenge Guidelines.

5.9 The Velocity Organising Committee may declare a team ineligible where, in its sole discretion, it deems the removal of that Team necessary to preserve the integrity of the Ideas Challenge or the \$100k Challenge. Reasons for removal may include, but are not limited to, unsatisfactory performance and inappropriate conduct.

5.10 The \$100k Finalists are only able to enter the \$100k Challenge in subsequent years with a similar idea if they have reasonably developed their idea and their Entry. The Entry should show signs of progression from the conclusion stage of the \$100k Challenge. This is at the discretion of the Judging Panel.

5.11 \$100k Challenge Winning Teams are not eligible to enter Velocity Challenges again with a materially similar idea to their winning Entry.

## **6. Prizes**

6.1 Prizes will be awarded to Teams at the discretion of the Judging Panel. The nature and quantum of any prizes will be determined annually by the Velocity Organising Committee and will be published on the Velocity Website prior to the deadline for submission of Entries for the Ideas Challenge or the \$100k Challenge.

6.2 A prize will be forfeited unless a minimum of one (1) Team member or delegated representative of the recipient Team is present at the relevant Velocity Prize Giving Ceremony to receive the prize and make the required presentation on behalf of the Team. The time and location of that Prize Giving Ceremony will be published on the Velocity webpage and by other means deemed appropriate by the Velocity Organising Committee.

6.3 Conditions not inconsistent with the nature of the competitions and/or the reasonable requirements of sponsors may be imposed on the award of prizes at the commencement of the competition for that year.

## **7. Confidentiality of Entries**

7.1 Confidentiality and non-disclosure agreements will be signed by all Velocity Representatives with direct access to information relating to an Entry. These agreements will remain in effect

for twelve (12) calendar months after the signing of the confidentiality and non-disclosure agreements.

7.2 Teams and Individual Competitors will be required to submit their Entries as detailed in the Challenge Guidelines.

7.3 No member of the Velocity Organising Committee will be privy to any direct information contained in an Entry except to the extent that they are a Judge, or as approved by the Centre for Innovation and Entrepreneurship (CIE) and a Team member themselves, or when they have been given explicit permission to do so by the Team concerned or its Lead Contact.

7.4 Except as provided for in Clause 7.7, all information of a commercially sensitive nature disclosed by a Team, or a Competitor in an Entry, or through participation in either the Ideas Challenge or the \$100k Challenge to any Velocity Representative will be treated as confidential and reasonable measures will be taken to ensure the confidentiality of that information is maintained. All confidential material should be marked accordingly.

7.5 Notwithstanding Clauses 7.1 and 7.4 above, the legal protection of any confidential information and/or intellectual property detailed in an Entry is the sole responsibility of each Team and/or each Competitor.

7.6 Each Team or Competitor agrees to respect and protect the confidentiality of any information shared between other Competitors participating in the Ideas Challenge and the \$100k Challenge.

7.7 The Public Disclosure Summary provided by a Team in conjunction with each Entry will not be confidential information and may be used by the Velocity Organising Committee, The University of Auckland, and Partners in promotional materials and press releases.

## **8. Application of Laws**

8.1 The Ideas Challenge and the \$100k Challenge shall be governed by the laws of New Zealand and subject to the exclusive jurisdiction of the courts of New Zealand.

## **B. Rules Relating to the Ideas Challenge**

*Section B outlines those rules that relate specifically to the Ideas Challenge. This section should be read in conjunction with the General Rules in Section A above and with the Challenge Guidelines.*

### **9. Entry in the Ideas Challenge**

9.1 The format of an Entry in the Ideas Challenge will be a Venture Summary (See the Challenge Guidelines for further details).

### **10. Ideas Challenge Prizes**

10.1 Any Ideas Challenge prize must be claimed within one (1) year of the relevant Prize Giving Ceremony, in accordance with Clause 6.

10.2 All Ideas Challenge prizes may not be awarded if, in the opinion of the Judging Panel, the number of entries which are of sufficient quality to receive a prize is less than the number of prizes available. This decision is in the sole discretion of the Judging Panel.

## C. Rules Relating to the \$100k Challenge

*Section C outlines those rules that relate specifically to the \$100k Challenge. This section should be read in conjunction with the General Rules in Section A above and with the Challenge Guidelines.*

### 11. Presentation of Venture Plans to the Judging Panel

11.1 Each Finalist in the \$100k Challenge will be required to make an oral presentation of their Venture Plan to the relevant Judging Panel. Details of the format and timing of a Finalist's oral presentation will be communicated by the Velocity Organising Committee to each Team as required (See the Challenge Guidelines for further details).

### 12. \$100k Challenge Prizes

12.1 The financial element of the prizes for the \$100k Challenge is to be paid as Seed Capital.

It is a condition of the payment of any Seed Capital in respect of the \$100k Challenge that the recipient Team uses that money to initiate or develop the business proposition that was the subject of their winning Entry. Specifically, this will require:

- (a) the incorporation of a company in New Zealand within six (6) months of the publication of the prize that will own the assets and be responsible for any liabilities of the Business.
- (b) that the Lead Contact of the Team is on the board of directors of the incorporated company.
- (c) that the Competitors from the Team all hold shares in the incorporated company, with the Lead Competitor holding a proportion that is not less than that of any other Competitor in the Team. Shares may be held in such proportions as the Competitors themselves agree.
- (d) where the University of Auckland has an interest in any Intellectual Property that is used or required by the company, then the company will seek a license from Auckland UniServices Limited to use the IP (in return for paying patent costs, a small royalty on sales, or a small parcel of shares in the company). The parcel of shares depends upon the amount of IP and the level of University IP involved in the company and should not exceed 15% of the start-up equity in the company.

12.2 Seed Capital will be paid in instalments. Seed Capital will be paid on receipt of prior agreed expenses with the Director of the Centre for Innovation and Entrepreneurship (or designated nominee) and/or against agreed milestones that relate to the business establishment. In addition the first instalment will be paid upon proof of incorporation (as specified in Clause 12.1 above).

12.3 The Velocity Organising Committee may, in their sole discretion, authorise the distribution of Seed Capital to winning Teams other than in accordance with Clauses 12.1 to 12.2 where non-compliance results from no act or omission on the part of the Team.

12.4 Subject to Clauses 6.2, 12.1 and 12.2, any \$100k Challenge prize must be claimed within two (2) years of the date of the announcement of that prize at the relevant Prize Giving Ceremony.