

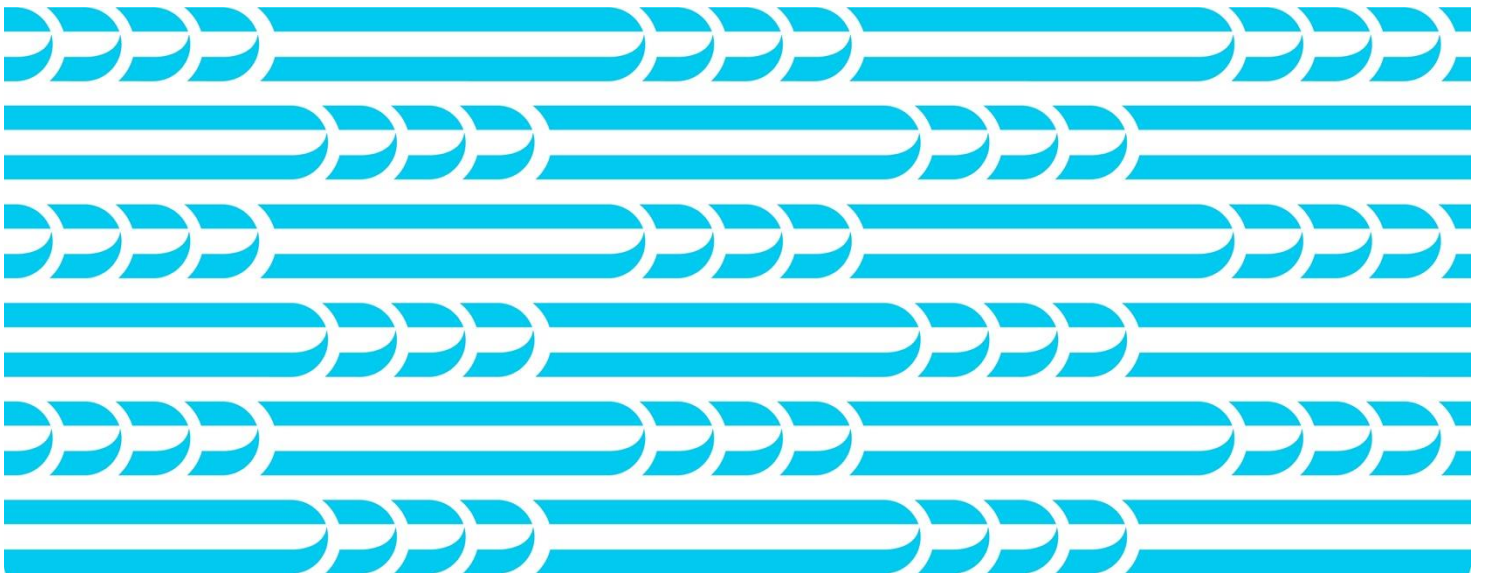


Waipapa
Taumata Rau
**University
of Auckland**

Velocity Ideas Challenge 2026

Application Information

**Applications close Monday 11 May
2026 at 12pm (NOON)**



Entry Process and Preparation

By entering the Velocity Ideas Challenge you hereby agree to abide by the rules and regulations for 2026. They are available on the Ideas Challenge webpage.

Applications close on **Monday 11 May 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 **1,000 (one thousand) word limit**. Additionally, you will provide a high-level pitch of your idea in no more than 50 words. In total, your word count should be under 1,050 words for the entire entry, excluding your demographic information.

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 Liudmyla Beraud (l.beraud@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 category descriptions below and choose the one 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

When working on your entry on the submission platform, you will be asked to provide the following information. Please adhere to the word limits indicated on the platform.

Entry/Idea title

Provide a short, memorable 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.

What is your idea? What problem does it solve, and how? (30 points)

- What specific problem are you solving?
- What opportunity does this present?
- How does your solution address the problem? How does it work?
- What makes your solution original or innovative?
- What stage of development is your solution currently at?

Describe your customer segment(s). Where will your product or service be available? (30 points)

- Who specifically will use and/or buy your solution?
- How large is your target market?
- What would motivate your customer to use/buy your solution?
- How do you know there's a need for this solution? (What research or conversations support this?)
- What strategies will you use to reach your target audience?

Who are your competitors? What makes you different? (10 points)

- Who else is trying to solve this problem?
- How is the problem currently being addressed by customers and competitors?

- What else have you discovered through competitor analysis?
- What makes your solution better or different?

What enables your team to develop your idea? (15 points)

- Who is on your team (if you are part of one), and what skills, perspectives and expertise do they bring?
- Are there any specific skills or expertise you need to add to the team for success?

What resources are required to develop your idea? (10 points)

- What resources do you currently have to develop your idea? Resources can include funding, software, laboratory equipment, mentoring etc.
- What else do you need to move forward with this idea?

What would your solution look like? (5 points)

- Upload a visual representation of your solution (e.g., sketch, mock-up, prototype, link to a short video of under 2 minutes)?
- Briefly describe the key features and functionality shown in your visual representation.