

Why an Innovation Challenge?

The Alexandrina Innovation Challenge is a direct initiative from the A2040 Community Strategic Plan 'Our plan to Thrive' endorsed by Council early 2021.

The Challenge aligns with the 'Connected activity and measure' 3.3 Leverage Business Alexandrina to increase opportunities to co-design innovation program for Alexandrina.

About Startup Adelaide

Startup Adelaide is the peak body representing all startup activity in South Australia: from grass-roots innovators to senior ecosystem influencers. Startup Adelaide works with high impact/high growth new ventures and those who support our entire economy to enable all to go further, faster.

Wherever your connection is with the innovation economy, Startup Adelaide's passion is to see you prosper.

The Challenge

For the Alexandrina region to thrive, we need to *embrace creativity* and *seek innovative solutions* to positively impact our natural environment, community wellbeing and local economies.

The Alexandrina region offers *diverse and unique opportunities* to become leaders, innovators and change-makers across multiple industries and sectors.

Within each unique township, the places and spaces between, lies opportunity to help Alexandrina thrive.

The A2040 Community Strategic Plan – 'Our plan to thrive' tells the story of what Alexandrina could look like by the year 2040 if we, as Council and community, create solutions and continue to take opportunities to innovate and implement.

Your Solution

Your idea must be aligned with one or more of the community aspirations:

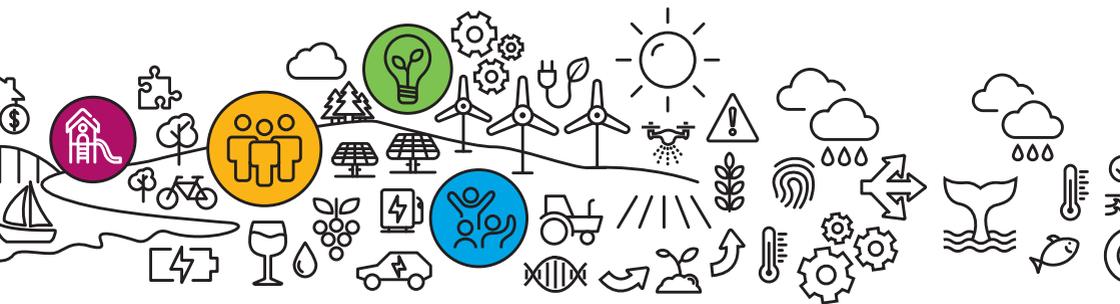
- > **Liveable**
- > **Green**
- > **Connected**

Liveable Alexandrina is defined by distinctive villages, places, spaces and transport networks that support active lifestyles, vibrant cultures and productive enterprise.

Green Alexandrina is climate-ready, a place where nature is valued and resources are managed creatively and sustainably for an emerging economy.

Connected Alexandrina is created for, with and by the community. We are safe, healthy and all enjoy accessible infrastructure and services.

To find out more about the three aspirations, take a look at the [A2040 Our Plan to Thrive 2020-2024](#) (4 year delivery plan).



In your pitch you need to cover:

The problem

- › What is the problem you are looking to solve and what is your connection to the issue?
- › How do you know it is a problem? Qualify and quantify. Consider the following:
 - » How does this manifest?
 - » What are the effects of the issue?
 - » How many people are affected?
 - » Where are the people affected located?

The solution

- › What is your solution and how does it create a positive impact on the problem you have identified?
- › How does it work and how will it be sustainable (e.g. resources and making money)

Alignment with A2040 aspiration

- › How does it align with one or more of the A2040 aspirations: Liveable, Green or Connected?

The Market

- › What proportion of the market do you think you can serve?
- › What is the value of this market?

The Team

- › Who is part of the team?
- › How did your team become passionate about this problem?

Submission tips:

Please make sure the video is **no longer than 5 minutes** in length, ensure that you are **looking at the camera** when filming, and don't forget to **smile!**

The video can be taken on a mobile phone – we recommend holding the camera very still or propping it on something when recording, make sure you have limited background noise and that the orientation is portrait (vertical) rather than landscape.

Be sure to **introduce your solution or idea** in the video.

You are allowed to include footage of your work/colleagues/program/animation. However this needs to be **less than 20% of the entire pitch** video.

About the program

Challenge **OPEN 21 April 2021**

Stage 1

We want to know about your value proposition. You and your team has the opportunity to describe your innovation and show us how your solution meets your customer needs via online video submission.

Stage 2

Applications CLOSE 5 p.m. 17 May 2021 (Australian Central Standard Time).

FINALISTS ANNOUNCED

Your team will receive an email notifying you of your team's status by **23 May 2021 5pm**.

Stage 3

If your team is selected as a Challenge Finalist, you will be invited to participate in a program consisting of four workshops designed and hosted by Startup Adelaide to hone and sculpt your idea into the perfect pitch. This program will also connect you with local mentors who are already leading the way!

FINAL PITCH and WINNERS ANNOUNCED

Your team will present the final pitch at the local awards event. Winners announced on the day. Then the work truly begins!

Winners will be invited to attend Startup Adelaide's Business Awards to celebrate their success and open up a new world of opportunities!

Get in touch:

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