

Youth – MAD.ventures™	Business Owners – PoweringOn™	Founders – Instigator™
Parents become aware of all initiatives available to their young people in and out of school / know how to access information / subscribe / become involved. Youth have access to a range of initiatives to build capability and are able to see a pathway which combines in / out of school activities and matching youth / students with SME. Startup up projects begin to form.. Includes working with codeclub, OMGTech, Summer of Tech, Shadow Tech, Bright Sparks etc. to provide additional options and variety of alternatives / pathways to build skills.	Increase awareness of benefits of digital tools, steps necessary to implement & improve circumstance identified through readiness project "Owners do not know what they do not know". Encourage development of new digitally enabled business models. Move SMEs along the digital maturity curve. Increase visibility / clarification of services from 100+ digital service providers. Provide channel for digital service providers to deliver education and training services. Provide opportunities for tertiary students to engage to add value to and create new 'digital' jobs in SMEs & digital service providers. Map journey to identify when shifts occur / where value is created.	Provide starter entrepreneurial capability building initiatives leveraging existing programmes to <ul style="list-style-type: none"> • Start LOCAL businesses • Start digital first businesses • Wrap professional support around startup businesses who are further along in their development who have scale potential Provide case studies of knowledge/skills acquisition and their application of digital to develop and grow business.

Information Evening	Hour of code	Meetups	Office Hours	Lift
Parents	Youth Online Safety	ITP workshops & events	Deep Dives	
Information Evening	Digital Circus	Startup Weekend	Business Owners, Founders	Zero Point
Teachers	Codebrite	Entrepreneurs Everywhere	Transformer launch	
YES integration	Mini mashup	Rubberoad	Transformer Pre-programme	Co-starters
Rubberoad	Mashup	Youth, parents, Teachers, Business Owners	Transformer Programme	
Youth, parents, Teachers, Business Owners	Mentor Mashup		Business Owners	Founders

Co-funders: Tauranga City Council / Western Bay of Plenty / Bay of Plenty Regional Council

Partners: P1, Chamber, Primary, Intermediate, College, Tertiary, Project Tauranga, YES, Startup Weekend, SODA, Digital Journey, NZTECH, MBIE etc. (WIP)

Sponsors: PowerCo, Digital Service Providers etc. (WIP)

Commencement timeline

January - April 2017	May - August 2017	September - December 2017	January - April 2018

Deliverables

Curation, Co-ordination, Communication	Platform (Tech stack) to communicate, transact & measure
Local stakeholders – venues, committees, working group, convenors	Programme of services – Youth, Business owners, Founders w. signposting
Identifying & convening co-investment partners & sponsors	Meaningful social/economic impact metrics

Social indicators of success

Demand for more programmes in more locations	Knowledge transfer across network (common language/ease of doing business)
Efficiency, Positive experiences, Easy partnerships	Increasing #'s on database, Multiple usage
Easy storytelling, Shares of stories	Meaningful community metrics (6P's)

Financial indicators of success

Sponsorship & Funding \$'s	Increased revenue/Capital acquisition into project participants businesses
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