

The logo features three overlapping, glowing yellow circles that create a sense of depth and movement. These circles are surrounded by a dense field of fine, radiating lines that resemble sparks or starbursts, giving the entire graphic a bright, energetic, and celebratory feel. The background is a solid, deep black, which makes the yellow light stand out prominently.

bright  
ideas  
challenge

technicorum inventis plane discimus ex  
doctrinarum processibus ac  
technicorum inventis plane discimus,  
simul in animantibus et in naturae  
viribus dominari ordinem mirificum,  
simul in homine eiusmodi inesse

# **FOR SALE: Baby shoes, never worn**

dignitatem, qua possit sive ordinem  
ipsum deprehendere sive instrumenta  
apta sibi parare, ad easdem occupandas  
vires et ad sua commoda transferendas  
ex doctrinarum processibus ac  
technicorum inventis plane discimus,  
simul in animantibus et in naturae  
viribus dominari ordinem mirificum,  
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# **FLASH FICTION**

“You must take the reader immediately into the scene, and exit just as fast. In between, the narrative and/or dialogue must grip and hold on. There is no room for any excess verbiage.”

*"I say to you today, my friends, that in spite of the difficulties and frustrations of the moment, I still have a dream. It is a dream deeply rooted in the American dream.*

*I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal."*

*I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave-owners will be able to sit down together at a table of brotherhood.*

*I have a dream that one day even the state of Mississippi, a desert state, sweltering with the heat of injustice and oppression, will be transformed into an oasis of freedom and justice.*

*I have a dream that my four children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character.*

*I have a dream today.*

*I have a dream that one day the state of Alabama, whose governor's lips are presently dripping with the words of interposition and nullification, will be transformed into a situation where little black boys and black girls will be able to join hands with little white boys and white girls and walk together as sisters and brothers.*

*I have a dream today.*

*I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together."*

**Martin Luther King Jnr, 28 August, 1963**

**288 words**

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**Martin Luther King Jnr, 28 August, 1963**

**17 words**

“The market is primarily concerned with the performance of the product within challenging environments where location, cost, payback, safety and durability are the driving factors in purchasing this product.”

**29 words**

“The market is ~~primarily~~ concerned with ~~the~~ performance ~~of the product~~ within challenging environments where location, cost, payback, safety and durability are ~~the~~ driving factors ~~in purchasing this product.~~”

**20 words**

“With the aim to venture into a completely new market, research has been undertaken to articulate the characteristics of new groups of consumers that may comprise this market and potential design requirements of those individuals.”

**35 words**

~~“With the aim to venture into a completely new market, research has been undertaken to articulate the characteristics of new groups of consumers that may comprise this market and potential design requirements of those individuals.”~~

“Our research shows the market requirements are...”

**7 words**

~~35 words~~



market

competitive

unique

customer

growth

but

however

therefore

actually

*jargon*



**ORIGINALITY**

**SUCCESSFUL EXECUTION**

**COMMERCIAL POTENTIAL**

**DO IT FROM WELLINGTON**

**CLARITY OF PRESENTATION**



# ORIGINALITY

is your idea really new?

similar product or research?

point of difference

**COMPETITIVE  
ADVANTAGE**



# SUCCESSFUL EXECUTION

skills and experience

domain knowledge

identifying the gaps

**TALENTED**

**TEAM**



# COMMERCIAL POTENTIAL

solution to a market pain

sales, profit, customers  
*on mass*

clear path to market

**MARKET  
OPPORTUNITY**



**DO IT FROM WELLINGTON**

**what do you need**

**reaching the market**

**structure and plan**

**BUSINESS  
MODEL**



# CLARITY OF PRESENTATION

focused and defined

succinct = 100 words

keep it simple

**VALUE  
PROPOSITION**



# THINK ABOUT

Key messages

Make it clear, repeatable

Your Hook!

~~Learn to lose redundant  
and unnecessary words~~

# **don't** THINK ABOUT

Explaining in detail

Being colourful and entertaining

Pushing the word limit

Trying to sound intelligent with

ridiculous phraseology

# YOUR **BRIGHT** IDEA

- ORIGINALITY
- SUCCESSFUL EXECUTION
- COMMERCIAL POTENTIAL
- DO IT FROM WELLINGTON
- CLARITY OF PRESENTATION
- **IN 100 WORDS BY 26 JUNE**

[www.brightideaschallenge.co.nz](http://www.brightideaschallenge.co.nz)

