

MEDIA RELEASE

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Hutt Valley home of Bright Ideas

The Wellington business community recognises its brightest entrepreneurs tonight at the 2011 Bright Ideas Challenge Gala Event.

The Bright Ideas Challenge, an initiative of Grow Wellington, encourages idea generation and facilitates connections and support between entrepreneurs and Wellington's innovation community. Only in its second year, the Bright Ideas Challenge has attracted an outstanding 925 submissions from entrepreneurs around the Wellington Region.

"The entrants in this year's Bright Ideas Challenge are an impressive reflection of the aptitude and depth of Wellington's entrepreneurial community," said Nigel Kirkpatrick, Chief Executive of Grow Wellington. "As a region, Wellington really is an entrepreneurial hub; the ideas that have been generated by the 2011 Challenge are a huge testament to that."

100 ideas have received business support and connections as a result of the Challenge. Lower Hutt duo Hill Cook and Ange Duncan's Continuity iPhone App will be named tonight as the Brightest Idea in the iPhone Application Category while Randall McDonnell, a science technician from Lower Hutt's GNS will be awarded the Brightest Idea in the Science Category with his venture The Macerator.

Hill Cook and Ange Duncan's App will revolutionise the arduous, time consuming, manual task of documenting continuity in Film and TV, ensuring increased productivity, decreased waste and saving time and money. In a completely different field, Randall McDonnell's Macerator aims to use new technologies to process samples for fossil analysis for use in research and oil exploration, faster and with fewer chemicals.

Alongside these two ideas, 13 other ideas are being recognised for their excellence, ranging from Tattoo Aftercare to artificially intelligent digital and robotic characters.

"The Bright Ideas Challenge is a very successful platform which enables Wellington entrepreneurs to take their ideas to the next level," says Nigel.

Taking it to the next level is exactly what last year's Bright Ideas Challenge entrants are doing with over 100 businesses receiving on-going support from the innovation community and with last year's brightest idea, Im-Able securing backing from U.S investors in June this year.

The Bright Ideas Challenge is a great showcase of the entrepreneurial talent that lies in the Wellington Region. With its innovative outlook and collaborative environment, the region really is the place for turning Bright Ideas into commercial reality.

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