

## **MEDIA RELEASE**

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### **Reducing mammoth global carbon footprint tops 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 with Kapiti Greenkeeper Systems Ltd receiving \$25,000 growth capital for their idea - The Greenkeeper. Greenkeeper Systems Ltd are a resident business at the Clean Technology Centre in Otaki.

The Greenkeeper was a standout idea which achieves objectives of organisations around the globe to reduce carbon emissions and operating costs. The Greenkeeper is a system which ensures that desktop and laptop computers are switched off when not in use, alleviating the fact that the IT sector currently creates a greater carbon footprint than the aviation industry.

Alongside The Greenkeeper, 14 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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For more information contact:

Sarah Peacock

Marketing Manager

Grow Wellington

DDI: +64 4 382 0071

Mobile: +64 21 475 282

**Editor's Notes** - Category winners for the 2011 Bright Ideas Challenge:

**RETAIL CATEGORY:**

**77 Pieces, Magic Mirror-Sebastian Marino and Barbara Grieve**

One of the greatest myths is that women actually like shopping and trying on clothes, in reality just one in five women feel comfortable trying on clothes. 77 Pieces solution allows consumers to virtually try-on garments.

**ICT CATEGORY:**

**Ezybook -Wayne Rudd and Ben Fernandez**

Ezybook is a website enabling service businesses to manage appointment and class bookings online. Staff access their schedule from home or work, customers book online 24/7 – no waiting for email replies, no telephone tag - just instant confirmed bookings without the hassle.

**CLEAN TECHNOLOGY CATEGORY:**

**Greenkeeper Systems Ltd-Helen Joronen**

Idle desktops in the IT sector currently create 0.5% of global carbon emissions. In response to this, Greenkeeper Systems has built The Greenkeeper™ which ensures desktop and laptop computers are switched off when not in use resulting in a dramatic impact on the bottom line and the environment.

**SCIENCE CATEGORY:**

**GNS, The Macerator -Randall McDonnell**

This venture aims to use new technology to process samples for fossil analysis, faster and with fewer chemicals, for use in research and oil exploration.

**ENTERTAINMENT CATEGORY:**

**Mexis - Rachel Hatch**

Mexis is developing Human Computer Interface devices that transform virtual reality worlds into more natural experiences. This gives true freedom to walk and run in unlimited directions, thus removing the need for finite physical space.

**CONSUMER PRODUCT CATEGORY:**

**TINKture Tattoo Aftercare-Gillian Parkinson**

New tattoos can cause a huge amount of pain, swelling, possible inflammation and infection. TINKture significantly aids & speeds the healing process with one simple to use, 100% natural vegan product.

**EDUCATION CATEGORY:**

**Educa- Nathan Li**

Educa has created an online software package designed for early childhood education centres and parents. It allows teachers to capture, organise and digitise children's learning and experiences online and easily and securely share that learning with parents and wider family.

**EDUCATION CATEGORY:**

**ProFellow.com- Vicki Johnson**

Professional and academic fellowship information is disparate. ProFellow.com is a private, crowd-sourced database of professional and academic fellowships. The database matches individuals with fellowships based on their eligibility, interests and aspirations and provides tools and resources for applying for, and earning fellowships.

**IPHONE APPLICATION CATEGORY:****Continuity iPhone App-Hil Cook and Ange Duncan**

The documentation process of continuity in film and TV has been, up until now, an arduous time consuming and manual task for technicians at the end of a very long day. The Continuity iPhone Application will help every department within the film industry to increase productivity, decrease waste and save time and money.

**SAFETY CATEGORY:****FleetSafe NZ Ltd -Jonny Eastwick**

FleetSafe NZ has designed and operates a best practice driver evaluation and training programme. The programme can reduce crash rates and associated costs by up to 50% along with reductions in fuel consumption of up to 30% equalling immediate benefits of lower insurance costs and fewer days off the road.

**WELLINGTON REGIONAL COUNCIL AWARD:****Water Efficiency Rating Tool (WERT)-Lee Bint**

Through WERT and consultancy, building owners can reduce their annual expenditure on water use by on average 23%, depending on the individual building. WERT offers a calculation of possible savings and a method of achieving them.

**STUDENT CATEGORY:****Appease- Pam Ward and Saskia Wallace**

Appease are developing technology which enables parents and caregivers to track their children's whereabouts, providing them with peace of mind knowing their children are safe to explore.

**FUTURE ENTREPRENEUR CATEGORY:****Lasertag FPS- Jeffrey Wu**

Lasertag FPS is a game for computer and video game enthusiasts who want to make their experiences even more real. Lasertag allows for all the actions associated with playing video and computer games but in an active environment through the use of lasers.

**MOST EXCITING ENTREPRENEUR:****Segment Developments, INO™ -Jesse Newson**

Segment Developments are the developers of INO™, a personal property protection device for domestic and commercial applications. INO™ technology can provide travellers with peace of mind against being unwittingly involved in drug trafficking and can also provide an integrated solution to theft in the freight forwarding industry.

**MOST EXCITING OPPORTUNITY:****Mimic- David Bennett**

Mimic will create products and provide services which produce artificially intelligent digital and robotic characters that will simulate human-level intelligence and behaviour. The technology can also be used to create practically any digital tool.

**BRIGHTEST IDEA:****Greenkeeper Systems Ltd - Helen Joronen**