

SPECIAL EDITION

IE-PĀNUI

CELEBRATING INNOVATION & ENTREPRENEURSHIP

I&E19 CONFERENCE

Our speaker line-up of innovation
leaders and serial entrepreneurs

FEATURE STORY INNOVATION HERO CRAIG HICKSON:

A lifetime of innovation

MĀORI INNOVATION

Proud heritage of innovation,
design and risk taking

DESIGN MAGIC

George Miller discusses
the power of design thinking

**TOM
WALLACE:**
**LEADING
THE
WAY
IN
THE
BAY**



HB
business



Kia ora koutou

Business Hawke's Bay is proud to present this special edition of IE-PĀNUI, our innovation and entrepreneurship focused newsletter.

On Friday 8 November, delegates will gather in Hawke's Bay for I&E19, our inaugural inspirational conference that celebrates innovation and entrepreneurship, and we couldn't be more excited!

I&E19 brings together experts, serial entrepreneurs, inspirational thinkers, innovation leaders and people who know a thing or two about how to innovate and what it takes to develop a business idea from start-up to scale up.

Innovation and entrepreneurship is Business Hawke's Bay's BIG theme for 2019. Our region is a place where creativity and innovation is woven into the fabric of the business community; it's a place full of opportunity for investors, entrepreneurs, businesses and people with skills and ideas.

To be innovative rather than "doing innovation" has been identified as a global mega trend. We know that greater innovation and entrepreneurship will unlock Hawke's Bay's and New Zealand's full potential. So, let's nurture and embed being innovative in everything that we do!

In IE-PĀNUI you'll hear from some of our strategic partners as well as international experts, catch up on global trends, find out about angel investment, Māori innovation, the innovative Soda programme and companies who have benefitted from it, as well as getting a sneak peek at our fabulous line-up of conference speakers. Special thanks also to Hawke's Bay's very own Craig Hickson (EY Entrepreneur of the Year 2015), who shares his lifelong journey of innovation in our feature story.

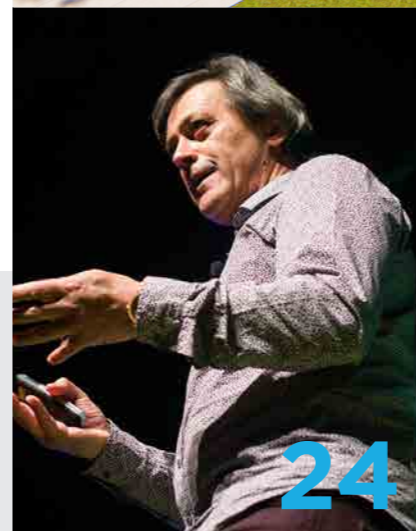
If you haven't bought your ticket for I&E19, there's still time. No matter the stage of your innovation journey I&E19 will have something for everyone. We look forward to welcoming you to Napier Conference Centre on Friday 8 November.

Noho ora mai

Carolyn Neville

Carolyn Neville
CEO Business Hawke's Bay

*He rangi tā Matawhāiti, he rangi tā Matawhānui
The person with a narrow vision sees a narrow horizon,
the person with a wide vision sees a wide horizon*



I&E19
TICKETS STILL
AVAILABLE CLICK
HERE TO BOOK
www.ie19.nz

A LIFETIME OF INNOVATION 4-6
Contribution by Brenda Newth

I&E19 SPEAKER LINE-UP 8-10

I&E19 CONFERENCE PROGRAMME 11

THE INNOVATOR'S MANIFESTO 12-13
Contribution by Kerry Topp

DESIGN THINKING 14-15
Contributions by Hal Josephson
and George Miller

**BUILDING INNOVATIVE
START-UPS** 16-17
Contribution by Soda Inc

INNOVATION'S RIPPLE EFFECT 18-19
Contribution by Callaghan Innovation

FOOD INNOVATION HUB 20-21
Contribution by Hastings District Council

YOUNG COMPANY INVESTMENT 22
Contribution by Dean Prebble

LEADING THE WAY 23
Contributions by Re-Leased and BePure

**PROUD HERITAGE OF INNOVATION,
DESIGN AND RISK TAKING** 24-25
Contribution by Ngāti Kahungunu Iwi Inc

**INNOVATION AND SAFETY
GO HAND IN HAND** 26-27
Contribution by Napier Port

**WHY ENTREPRENEURS NEED TO
THINK LIKE DIPLOMATS** 28-29
Edited from entrepreneur.com

WHAT THE FUTURE NEEDS 30-31
Contribution by Kaila Colbin



A lifetime of innovation

Business Hawke's Bay recently chatted to Craig Hickson, managing director and founder of Progressive Meats and 2015 EY entrepreneur of the year, to find out what drives him, who inspires him and what words of wisdom he can share with aspiring entrepreneurs and innovators.

COPY AND PHOTOGRAPHY BY BRENDA NEWTH



"Giving up isn't part of my nature, and neither is being satisfied"

CRAIG HICKSON

Perseverance, focus, turning problems into opportunities, always looking forward, and never being satisfied with the status quo. These are the values that motivate one of Hawke's Bay's most successful and innovative entrepreneurs, who will shortly celebrate 40 years in business.

In the early 1980s, after a decade of working in the meat industry, Hickson started his company on the smell of an oily rag, and not much else. Innovation was a theme from the beginning, he explains: "I was 29. My wife and I had two young children, aged five and two.

"I wanted to be in charge of my own destiny, and in business on my own account. I had an idea for a business that packed frozen lamb chops with a new "skin pack" technology. We sold the house to finance the business, and I gave up a well-paying job with the Meat Producers Board.

"The innovation came from what I could afford, which wasn't much. There was no outside capital and no capital from family. Having little money, I knew my only opportunity to get a start would involve not owning the land, premises or the product.

"It was a massive risk; if the business failed, I couldn't afford the rent. But with the help of a supportive syndicate that gave me a shot and purchased the land and buildings, Progressive Meats began in October 1981. "In the early days, cash was tight. We both had part-time jobs from resigning (our full-time roles), to start-up. Once the business had started, we didn't take a family holiday for seven years.

"Over the next 10 years I was able to buy out my property investors and now lead a business group that has not only weathered the storms of the New Zealand meat industry, it has adapted, innovated, thrived and diversified. Today we employ more than 2,000 people, mostly in New Zealand, but also in the UK and US."

Looking back, Hickson says ignorance is bliss. "Had I known all the things that could have gone wrong... I may not have started the journey. The journey is a lot easier one step at a time because you can see that far, so it doesn't seem such a leap.

"It's only when you look back that you realise you've taken a lot of steps."

Above
Progressive Meats founder Craig Hickson got his start processing frozen lamb for export





"I am always focusing forward. If something goes wrong, I don't dwell on it. I look at where do I go from here? How do I get out of, or around this?"

CRAIG HICKSON



So where did it all begin? His parents were hard workers and led by example. Not surprisingly, Hickson's work ethic developed early, and he was always driven by the satisfaction of achievement. "That started as a boy scout. I was always looking for the next badge. I accumulated as many (badges) as I could. Each badge represented an achievement."

That work ethic carried into business through his focus, tenacity and perseverance. "Giving up isn't part of my nature, and neither is being satisfied. Obstacles or hurdles are challenges to go to the left, to the right, to go over or to go under. Having a can-do attitude means that problems are simply opportunities in disguise. I am always focusing forward. If something goes wrong, I don't dwell on it. I look at where do I go from here? How do I get out of this?"

"And when you always look forward, you don't dwell on the adverse events. You're always looking out to a brighter future. Not being satisfied with the status quo is a frame of mind for moving forward and improvement. You need to be dis-satisfied with the status quo, because if you're satisfied, you're not motivated. You're complacent, static."

To aspiring entrepreneurs, Hickson says: "You can achieve almost anything that you wish to achieve if you are prepared to apply the focus to doing the things you need to do to make that happen. And that means that everything else has to be subservient. In many cases people don't want it badly enough for them to sacrifice other things to allow them to pursue that purpose. It requires single minded focus."

Inspirational Entrepreneurs

Warren Buffet for his clarity of thought. A great exponent of simple truths.

Elon Musk for his audacity and vision. The epitome of entrepreneurial spirit.

Biggest lesson in business

"If you focus and display perseverance you will achieve and you will be rewarded. It's extraordinary to have overnight success."



INNOVATION IS A KEY FOCUS WITHIN MATARIKI, HAWKE'S BAY'S REGIONAL DEVELOPMENT STRATEGY FOR ECONOMIC AND INCLUSIVE GROWTH.

Above
Over 40 years the business has grown and exports all over the world



I&E19 speakers

At I&E19 you'll hear from a stellar line up of speakers who are experts in their field. Check out who's talking...

CONTRIBUTION BY BUSINESS HAWKE'S BAY

An inspirational national conference celebrating innovation and entrepreneurship
www.ie19.nz



KAILA COLBIN

Co-founder of Boma Global and CEO of Boma New Zealand
Kaila spearheaded the hugely successful SingularityU New Zealand and Australia Summits, introducing more than 2,500 people to exponential technologies and their impact on humanity. She is a certified facilitator of Brené Brown's Dare To Lead™ programme.



NICK CHURCHOUSE

General Manager, People and Practice, Creative HQ
Nick has worked with 1000 startup founders doing everything from grassroots innovation to deep science to corporate domination. A former journalist, 80s dancer and startup spotter, Nick's experience revolves around a never-ending stream of ideas, innovations, inventions and promises of a brave new world (typically an exponential one).



KERRY TOPP

Associate Director, Transformation & Innovation Datacom
Kerry is a catalyst, orchestrator and enabler of collaborative ecosystem growth. He helps companies and regions build future-fit capability, uncover future value through new products, services and markets and connects businesses for positive community impact.



JAMES HURMAN

Founder, Previously Unavailable
James started venture studio Previously Unavailable in 2014 following a career as a strategic planner in the advertising industry. In 2013 he was named the world's #1 planning director, following many years as head of planning at Auckland ad agency Colenso BBDO.



SONYA CROSBY

Head of Innovation, BNZ
Sonya is Proposition Lead for Every Day Banking at the BNZ. This involves working closely with customers, technology partners and across the banking ecosystem to design and deliver exceptional customer experiences, create new value and remove operational friction.



ROSS PEARCE

Programme Design Manager, Callaghan Innovation
Ross is a passionate innovation leader with 25+ years of innovation leadership and product development experience focused on identifying, creating and delivering compelling value. A creative strategic thinker Ross challenges the status quo and embrace's the complex, delivering successful commercial outcomes through clear focused actions, practical execution and robust innovation discipline.



KATELYN CHOE

US Consul General
Katelyn Choe has been a career diplomat with the U.S. State Department for 18 years. Her previous tours include South Korea, The Netherlands, Afghanistan, Nepal, and Washington D.C. Her most recent assignment was as the 2018 PyeongChang Winter Olympics Coordinator.



MARTIN BELL

Director of Entrepreneurship and Innovation, AUT
Martin has been working on the front-lines of innovation, entrepreneurship, media and technology for more than 25 years. As the co-founder of Idealog, Good and stoppress.co.nz, Martin helped to launch some of New Zealand's most highly-regarded and durable media brands and he is the recipient of multiple New Zealand Magazine Awards.



PETE ROBSON

Innovation Strategist, Z Energy
With a background in innovation, product management and digital marketing, Pete is responsible for a portfolio of innovation opportunities at Z. There his focus is the application of design-led thinking and lean practices, to build products that delight Z's customers and excite his fellow employees.



WADE JACKSON

CEO, Inspired Learning
Wade Jackson is a speaker, author and high performance coach. Wade is the Author of two critically acclaimed books Stories at Work and JOLT Challenge. By day Wade is the CEO of Inspired Learning, a high performance coaching company that works in the areas of personal leadership, resilience, collaborative creativity and organizational storytelling.



GEORGIA TIATIA FA'ATOESE LATU

Pōtiki Poi
Georgia Tiatia Fa'atoese Latu is the co-founder of Potiki Poi, a social enterprise that makes, sells, distributes and teaches the craft of Aotearoa original poi. Her passion for poi combined with her brilliance and charm meant she was an instant success selling 500 poi within weeks. True to her values she employs people from the Dunedin Disabled Citizens Society to keep up with demand. Georgia is the 2019 winner of the Girl Boss TrailBlazer award.

Whether you're an innovation veteran or at the start of your journey I&E19 has something for everyone!

I&E19
TICKETS STILL AVAILABLE
CLICK HERE TO BOOK
www.ie19.nz



From start-up to scaling up

Sharing their entrepreneurial journey at I&E19 are three inspiring Hawke's Bay entrepreneurs

CONTRIBUTION BY BUSINESS HAWKE'S BAY

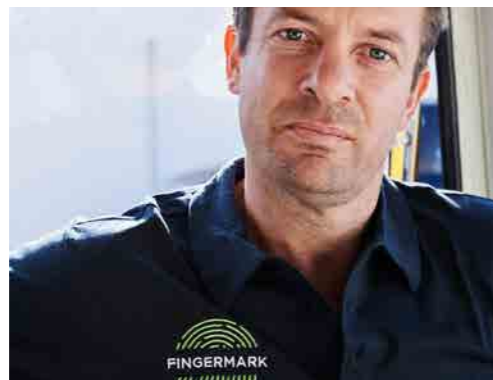


"A truly innovative idea is never simply the result of doing the research, running the numbers and analysing the competition. It needs a break point, a spark, a disruption or a ripping up of the rule book. Simply looking back on what has been successful before provides no guarantee of what success might look like next - in fact increasingly the opposite."

KIM THORP, CO-OWNER BLACK BARN VINEYARDS

"Innovation is not just for tech entrepreneurs inventing new products. Anyone has the ability to be innovative, to change and adapt. You can train yourself to think that way, be more open to new ideas, be more curious. Don't accept the status quo. Try putting yourself in situations where you need to come up with something new, or better."

GEORGE MILLER, CO-FOUNDER AND MANAGING DIRECTOR, MOGUL



"The key attributes of being an entrepreneur is trusting your instinct and executing with bravery. If you don't have either of these things then you are merely a person in business."

LUKE IRVING, FOUNDER AND CEO FINGERMARK GROUP

I&E19 conference programme

Innovate Locally - Collaborate To Thrive Globally

I&E19
TICKETS STILL
AVAILABLE CLICK
HERE TO BOOK
www.ie19.nz

08:00 - 08:45	Reception & Registration
08:45 - 08:55	Welcome and Opening Remarks
08:55 - 09:15	Creative Confidence Welcome Wade Jackson, CEO, Inspired Learning
09:15 - 10:15	1st Panel: 10-12 min. Presentations + Q&A Entrepreneurship Stories: From Start Up to Scale Up - Kim Thorp - Founder and Co-Owner, Black Barn - George Miller - Co-Founder and Managing Director, Mogul - Luke Irving - Founder and CEO, FingerMark
10:15 - 10:45	1st Keynote + Q&A Katelyn Choe - Consul General, US Embassy
10:45 - 11:05	Morning Tea
11:05 - 12:15	2nd Panel: 12-15 min. Presentations + Q&A Innovation Strategies: Tactics & Lessons Learned - Sonya Crosby - Head of Innovation, BNZ - Pete Robson - Innovation Manager, Z Energy - Ross Pearce - Program Manager, Callaghan Innovation
12:15 - 12:45	2nd Keynote + Q&A Kerry Topp - Associate Director, Transformation and Innovation, Datacom
12:45 - 13:30	Networking Luncheon
13:30 - 13:45	IdeaByte - Poi Story: Georgia Tiatia Fa'atoese Latu
13:45 - 14:30	3rd Keynote + Q&A Kaila Colbin, Co-founder, BOMA, Ministry of Awesome
14:30 - 15:30	3rd Panel: 15-18 min. Presentations + Discussion Innovative Thinking Applied to Your Business - Martin Bell - Director of Innovation and Entrepreneurship, AUT - Nick Churchouse - General Manager, People and Practice, Creative HQ
15:30 - 15:50	National launch of The Kiwi Business Boost by Hon Stuart Nash followed by afternoon Tea Break
15:50 - 16:15	IdeaByte - Brand Story: James Hurman, Previously Unavailable
16:15 - 16:40	Speakers Reflect - Iterative Thoughts on the Day + Q&A
16:40 - 17:00	Keynotes Closing Comments Panel + Final Q&A

Friday 8 November 2019 Napier Conference Centre www.IE19.nz



The innovator's manifesto

The 12 principles for sustained innovation.

CONTRIBUTION BY KERRY TOPP



"Innovation, particularly sustaining it, is hard. It is change and change always starts with people, not technology."

KERRY TOPP

Kerry Topp, Associate Director of Transformation and Innovation at Datacom, examines what he has distilled as the 12 key principles for sustaining innovation in business.

I recently read an excellent LinkedIn post by Jerome Pineau. The topic of the post was "Profiling Enterprise Innovators". In the post, Jerome asks the question: "What makes for successful innovation when it comes to people and teams?"

In response to that question I decided to look at the work we at Datacom have been doing with customers to distil some of the key principles for sustained innovation.

This is based on learnings, insights and reading from work Datacom is doing to help organisations land and sustain innovation.

My ultimate goal in doing this is to collectively arrive at something, I call: The Innovators Manifesto: The 12 Principles for Sustained Innovation.

Innovation, particularly sustaining it, is hard. It is change and change always starts with people, not technology. Without a doubt, collaboration is the new competitive advantage. After all, people working with people with purpose, respect, openness and creating safety, is critical to creating an environment rich for innovation.

The 12 principles for sustained innovation

1. We value the human side of innovation over the technological one; we solve the addressable human problem
2. We value organisational political detachment over corporate political alignment
3. We value adaptability and the possibility we might be wrong over sticking steadfastly to a belief or assumption
4. We value data-driven over opinion-based discussions
5. We value a willingness to question our assumptions over holding firmly to something or someone
6. We value doing and learning over talking and analysing
7. We value the creation of shared social impact over individual or isolated gain
8. We value momentum over machination
9. We value knowing which questions to ask over having all the right answers, or claiming to
10. We value and genuinely care about changing the world for the better over pure corporate gain
11. We value surrounding ourselves with the right people to create the right mix and diversity of team over homogenous, siloed and closed behaviours
12. We value challenging authority and industry orthodoxies over being constrained by them.



Design thinking

If you google “design thinking” you will come up with enough results to keep you reading and surfing for days. The good news is that there is a lot of information out there for anyone looking to better understand what design thinking is and how it can be put to practice.

CONTRIBUTION BY HAL JOSEPHSON



“Good design makes a difference. A 10-year study of the S&P Index shows design-led companies outperformed other organisations by 211%.”

HAL JOSEPHSON

Design thinking describes a process that leads to creating innovative solutions to problems or challenges by applying more than one person’s best thinking to the process. It’s most helpful in general to have diverse perspective and insight when “thinking” about a challenge or problem in order to come up with what might be a unique creative solution.

“The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realised as new product/service offerings and/or capabilities,” says Tim Brown, CEO of IDEO, an exemplar Silicon Valley firm fully immersed in design thinking methodology. Tim espouses that that the techniques and strategies of design belong at every level of business.

Good design makes a difference. A 10-year study of the Standard & Poor’s index shows design-led companies outperformed other organisations by 211%.

The five stages of Design Thinking, according to Stanford’s d.school, are as follows: Empathize, Define (the problem), Ideate, Prototype, and Test. This Empathy stage is a critical starting point because it

allows someone to understand and share the same feelings that others have - as in what your customers may feel. Through empathy, one can stand in other people’s shoes and connect with how THEY might be feeling about a problem, circumstance, or situation.

Design thinking is not solely about solving problems but about creating optimal solutions that are sustainable over time. A goal is to create solutions that are so well thought-out, that others may see your solution by design as an elegant response to a problem, project or challenge.

In NZ there are many companies that offer programmes in the form of workshops and on-site trainings to apply the principles for design thinking to their everyday approach to doing business.

Useful resources:

Solving Problems with Design Thinking: 10 Stories of What Works by Jeanne Liedtka, Andrew King and Kevin Bennett.

Change by Design, an audio book by Tim Brown, explains design thinking.

Hal Josephson is the Programme Chair of I&E19, and Programme Chair for AUT’s Project Connect series, among other things.

Design magic

Here in Hawke’s Bay, award winning digital marketing agency Mogul uses Design Thinking to create more meaningful relationships with its customers.

CONTRIBUTION BY GEORGE MILLER

“So much can be done with Design Thinking principles, (DT) process and methods, but our favourite way to use DT is to help our clients discover their customer-centred purpose. It’s like a value proposition, but with more soul.

“Using DT methods we work with management teams to peel back the layers of what we think we know, to see our customers in a new light, and uncover what truly matters to them.

“Once we identify and understand their key drivers, we can start to create language and solutions that connects with them on a more emotional level, enabling a deeper, more meaningful relationship.

“And through this DT process we start to discover what our own magic really is, and why we matter to our clients beyond our products and services.”

GEORGE MILLER, CO-FOUNDER
AND MANAGING DIRECTOR, MOGUL





Building innovative start-ups

Soda is focused on helping the Kiwi entrepreneur build innovative start-ups, whether they are new to the game or need help in a commercial area they are not yet familiar with.

CONTRIBUTION BY SODA INC, PARTNER OF BUSINESS HAWKE'S BAY

The same tools and business growth fundamentals apply. The advantage of the Soda process is in the focus and speed in which a business gains confidence, adapts and creates a unique position in the market. Soda's programmes are not theory-based classroom exercises, they are hands-on, learn-as-you-go with an A-team wrap around.

Soda has also been running an entrepreneurial bootcamp for eight of its 10 years. The NZ Startup Bootcamp is a 48-hour hands-on bootcamp where entrepreneurs from all over New Zealand come together to develop and stress test business concepts, and ultimately pitch for the top prize of \$20,000.

Over 520 participants have taken part in this bootcamp since its inception in 2012 and 180 mentors have volunteered over 7,000 hours

of their time – sharing their networks and knowledge.

Earlier this month, Soda launched its CO.STARTERS programme, a nine-week programme which teaches the fundamentals of business.

Looking out to what the future holds for Soda, it looks bold, bright and a little bit scary with an expansion in its strategic direction. In response to market demand, Soda will soon be able to extend its growth support expertise and networks to the broader business community.

Among the highlights since its inception was winning the Westpac Waikato Business Not-For-Profit Award in 2018. Soda also won the 2019 Co-worker Members' Choice Award for Hamilton.

"Soda's LIFT Lite has given us the best mentor. Eliot Jessep has made life a lot easier for us. It's hard work, but through the programme and our mentor we have gained tools we wouldn't have had otherwise."

FOUNDERS OF PŌTIKI
POI GEORGIA TIATIA
FA'ATOESE LATU AND
ANNA LATU.



Soda Inc success

- Assisted >650 start-up businesses nationwide over the past 10 years
- Worked intensively with >50 start-ups through its incubation programmes
- Three successful share exits
- Soda start-ups have created >300 jobs and raised over \$15m of investment
- Soda's co-working space has housed >250 people and nearly 100 companies
- Created a community; the genesis of networks and collaboration

Business Hawke's Bay has been a partner of Soda Inc since 2018.

To find out about start-up support and Soda Inc programmes in Hawke's Bay visit www.businesshb.nz

Since the Soda Inc. NZ Startup Bootcamp 2019 several of the teams have gone on to do some impressive things. One of those teams, made up of Hawke's Bay-based Peter Fowler (Founder), Michelle Macaskill and Alan Smith, is VoxPop.

VoxPop enables radio and podcast listeners to directly engage with a brand using their voice, sounding like they are in the studio with the presenter. No more scratchy phone audio. Voice-to-text transcripts make it easy for producers to review contributions.

Peter entered the NZ Startup Bootcamp with his existing startup VoxPop, but wanted a few teammates with different skill sets to make the most of the bootcamp. Soda set out to find teammates and connected Peter with marketing magician Michelle and financial wizard Alan.

Since the event, VoxPop has been making more sales and getting ready to take on the world of radio.

"Our brand is now mentioned on about 600 National Public Radio stations across the U.S. daily and weekly through 1A and SciFri, and

reaches an audience in excess of 5 million people," Peter said.

Pōtiki Poi, made up of Anna Latu and I&E19 conference speaker Georgia Tiatia Fa'atoese Latu, a mother-daughter duo, also competed the SODA NZ Startup Bootcamp and have since gone from strength to strength.

Georgia has been interviewed on The Project, TV One News, and many other newspaper and radio publications throughout the country. This media attention on top of the Soda Lift Programme they have been going through with their mentor Eliot Jessep, founder of Game Kings, has turned them into a fully-fledged business with orders coming in from around the world.

From May-October 2019, Pōtiki Poi has sold more than 5000 sets of poi with orders from as far Finland, has moved the operations to Cargill Enterprises, has a live e-commerce store, attended the New Zealand Gift Fair (the major trading show for retailers stocking up for the Christmas Season) and secured major supply deals with Te Papa and other major retailers.

Above
VoxPop and Pōtiki Poi



Innovation's ripple effect: how success breeds success

Selling up in business has sometimes been equated with 'selling out' but a report released by Callaghan Innovation, Growing the Pie, shows that the positive, wide-reaching ripple effects of successful entrepreneurs – and their successful ventures – still flow after a successful exit.

CONTRIBUTION BY CALLAGHAN INNOVATION, KEY COLLABORATOR WITH BUSINESS HAWKE'S BAY



"For many entrepreneurs who exit a business, a new venture, or investments in multiple new ventures, will be the logical next step."

VIC CRONE

The report outlines the talent development, reinvestment of capital and the application of skills and experience that are directed back into the innovation ecosystem when entrepreneurs succeed, whether that success means a public listing, going global, or selling the company.

For many entrepreneurs who exit a business, Callaghan Innovation CEO Vic Crone says a new venture, or investments in multiple new ventures, will be the logical next step. "They're highly likely to grow another business, invest in new start-ups, or help to improve the lives of those in their community."

The report uses the example of GPS navigation company Navman and its founder Sir Peter Maire to illustrate the benefits that flowed to New Zealand's innovation ecosystem after the company was sold to a US buyer in 2004 for \$100 million. Since the company's sale the report explains: Profits and experience gained from the formation of

Navman have been ploughed into many more ventures, which now collectively employ thousands of people all over the world.

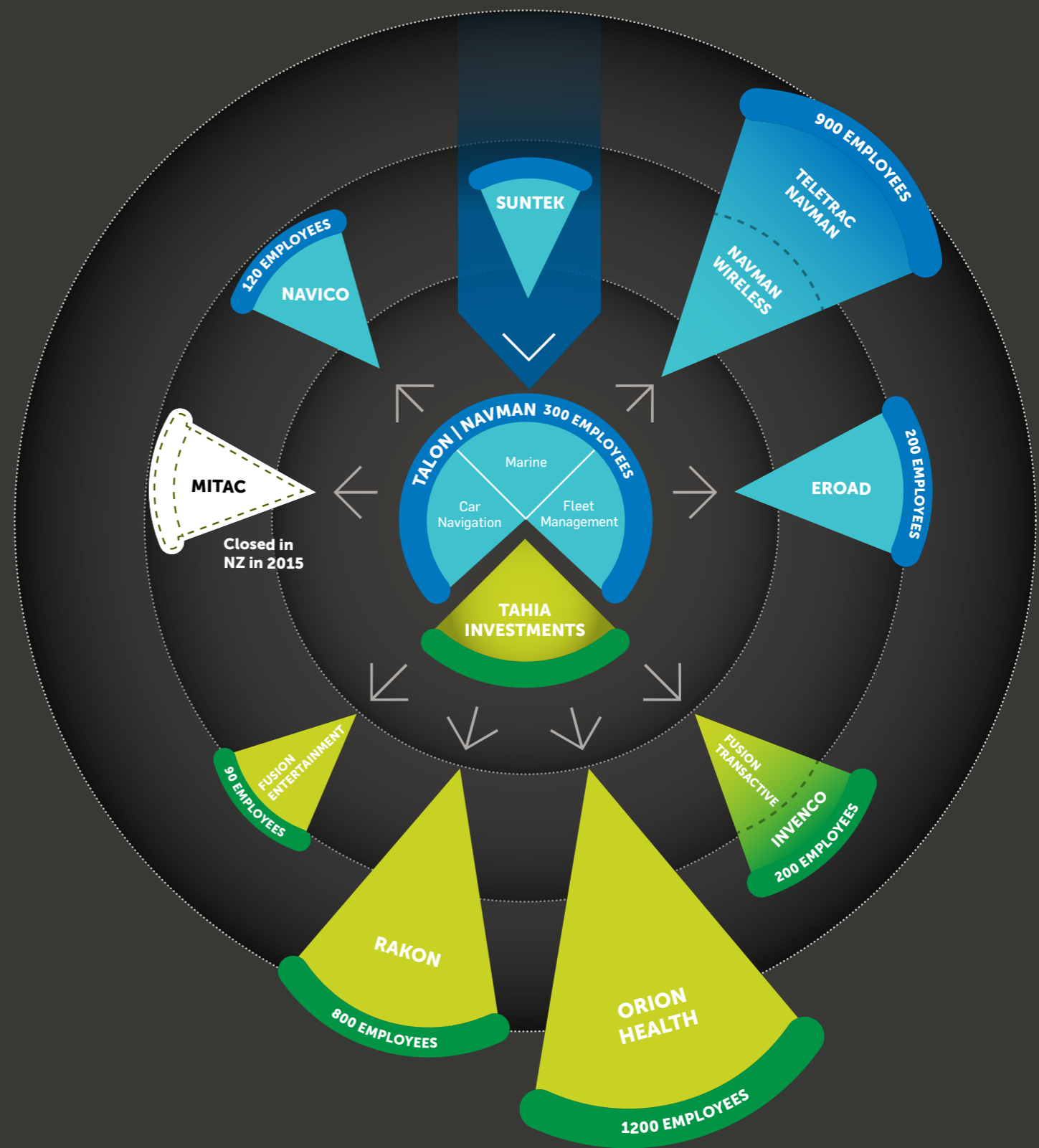
A diagram from the report shows the multiple ways Sir Peter Maire, and his success with – and ultimate sale of – Navman has helped to shape the technology industry in New Zealand.

Among the wide-reaching and enduring benefits for the economy are spinoff investments, attraction of major global interests who employ hundreds of New Zealanders and have local offices, and a strong talent pipeline with past Navman senior leaders going on to found new businesses like Eroad, lead spinoffs from Navman or take on global roles.

"There's nothing wrong with selling up," says Sir Peter Maire. "It's more about figuring out who you should sell to, and how much you have learned."

Growing the pie

How Sir Peter Maire has helped to shape the tech industry in NZ





Food Innovation Hub enters capital raising phase

The Food Innovation Hub enters the capital raising phase. The search is on for investors to make this bold vision a reality.

CONTRIBUTION BY HASTINGS DISTRICT COUNCIL, STRATEGIC PARTNER OF BUSINESS HAWKE'S BAY



"This project is going to be a game-changer for the food and agritech industries in the region..."

LEE NEVILLE

With a \$12m investment from the PGF secured, the proposed Food Innovation Hub has entered an exciting phase; the hunt for investors.

Lee Neville, economic development manager, Hastings District Council, says the \$18m project needs 1/3 of its funding to come from the region.

"With PGF investment in the bag, we now need to raise money locally; \$6m in total from local and regional councils, iwi and Post Treaty Settlement Groups and the private sector.

"The Food Innovation Hub is going to be a game-changer for the food and agritech

industries in the region and strengthen the broader eco-system in food and beverage and agritech manufacturing.

"The potential investors we're talking to can see benefits of the project and are very interested.

Hawke's Bay needs this project to go ahead; it will foster collaboration, accelerate growth and be a beacon for innovation within the food and agritech industries.

It will be a place where small and medium businesses can connect with overseas visitors and other businesses, and where like-minded companies can share ideas, support each other and collaborate.

The Food Innovation Hub is a strategic regional project that will:

- Build on Hawke's Bay's competitive advantage in growing
- Unlock regional value, supporting and accelerating growth
- Respond to trends and opportunities such as:
 - Environmentally sustainable production and packaging
 - Plant-based production
 - Functional food and beverages
 - Waste stream utilisation
- Create more than 500 full time jobs over 10 years
- Contribute >\$100m in regional GDP in 10 years It will also be:
 - A centre of excellence for training people in food processing, building capability
 - A showcase for food processing equipment and production systems in Hawke's Bay
 - A one-stop-support-shop for emerging and innovative food companies-facilitating commercialisation and implementation of innovation-with support agencies like Callaghan Innovation, NZTE, Food Pilot, Food HQ, NZ Food Innovation Network in residence
 - A centre of entrepreneurship in food and agritech
 - A place to gather; with hot desking, meeting rooms, seminar facilities and co-working spaces.

The Food Innovation Hub project has been underway for three years and is championed by a governance group that includes all

councils, Plant and Food Research, Iwi, business, NZ Food Innovation Network, EIT, Waikato University, the A&P Society and Business Hawke's Bay.

Lee Neville says that it is pleasing to see the project take another important step towards becoming a reality. "This project has the support of a wide range of stakeholders with a shared vision who have shepherded it through the early stages.

"We already have two leading food processing businesses seriously considering making a significant commitment to the Hub, providing strong support for the facility.

"We now need to speak to other potential investors who share our vision, who have the capital and expertise to come on board and help deliver this project."

Construction of the Hawke's Bay Food Innovation Hub is expected to get underway in September 2020 and is due for completion by December 2021.

To find out more about the project, including investment opportunities contact Lee Neville email: leen@hdc.govt.nz



Left to right
Architect's visual impressions of the Food Innovation Hub



Young company investment in Hawke's Bay

Young companies wanting to grow fast usually need to raise capital from others. It takes time to grow revenue and make profits and the only way to reduce this time is to invest in the drivers of value such as talent and technology.

CONTRIBUTION BY DEAN PREBBLE OF HAWKE'S BAY ANGELS, KEY PARTNER OF BUSINESS HAWKE'S BAY

Investing in young companies can be called early stage investment, start-up investment or Angel Investment. The word "angel" comes from the fact that investors interested in young companies usually fail to achieve returns that compensate for risk, but they get tremendous satisfaction from mixing with like-minded people and supporting ideas that have the potential to make it big on the global stage.

Regions that have made a long term commitment to Angel Investment have delivered significant economic value. Tauranga's Enterprise Angels (EA) has facilitated over \$40m of investment in 78 early stage and established businesses over a 10-year period. EA has a thriving community of over 150 investors with a presence in both Hamilton and Gisborne.

New Zealand's Angel Investment movement has grown significantly since its inception, with a strong national association and a representative investor group in most regions.

There are a number of early revenue businesses in Hawke's Bay. Some of these businesses are young, some not so young. Few have high growth potential but a good number have the potential to grow well (giving investors 3x to 10x returns) and with a clearly defined exit pathway there is some potential for professional investors. Regions with investment clubs or angel investors create energy and networks that enable business ideas to grow. However, this is not an overnight activity.

It took Tauranga five years to have sufficient levels of business for investors to invest in their own region. Meantime, investors were able to learn and invest in business opportunities outside the region and bring that expertise and knowledge back into the region as opportunities presented themselves.

The recent partnership between Icehouse Ventures and Hawke's Bay Angels has brought significant energy to the local investment community. This has given young companies a place to go to learn about the capital raising process and to practice their pitch. The future is bright for Hawke's Bay entrepreneurs seeking capital in Hawke's Bay.

For more information contact
Dean Prebble of Hawke's Bay Angels:
dean.prebble@hbangels.co.nz



"Regions with investment clubs or angel investors create energy and networks that enable business ideas to grow."

DEAN PREBBLE

Two businesses leading the way in the Bay

Being based in Hawke's Bay is no longer a barrier to global success. Here are two examples of companies that are doing things differently, serving an international market and reaping the rewards.

CONTRIBUTIONS BY RE-LEASED AND BEPURE



RE-LEASED

Re-Leased founder Tom Wallace experienced the pain of managing property and tenants using old desktop software, spreadsheets and email. After researching cloud technology products in other industries, he realised there was a global opportunity for a better property management solution that placed automation, design and great user experience at its core.

In a few short years, Re-Leased has become a major property management software player in APAC and the UK, and continues a rapid global rise with 100% year on year growth for the past five years. Re-Leased were 2019 winners in the Hawke's Bay Export Awards, taking home the T&G Global Limited Best Medium/Large Business Award and the ASB Bank Exporter of the Year award.



BEPURE

BePure is a company on a mission to create a new future for health, and has been using clinical experience and data insights to guide innovation. After surveying 14,000 women across NZ and observing that 87% of them were experiencing signs of hormone imbalances, BePure launched a sister brand; Eve Health, to address this issue. Eve offers two comprehensive at-home tests for sex and stress hormones and provides users with a 20+ page report, complete with personalised diet, lifestyle and nutritional recommendations.

Eve's testing laboratory - located in Hawke's Bay - is the first of its kind in NZ. Previously this type of testing could only be accessed by sending samples to labs in the USA. By combining scientific testing with software development Eve has created a service that is easy to use, simple to understand, trustworthy, and located right here in our backyards. www.evehealth.com

I&E19
TICKETS STILL
AVAILABLE CLICK
HERE TO BOOK
www.ie19.nz



Proud heritage of innovation, design and risk taking

New Zealand Innovator of the Year 2019, Ngāti Kahungunu's Ian Taylor, spoke at the Iwi's recent Indigenous Global Trade Symposium in Hastings. He talked about how Māori have long been innovators, coming from a lineage of design, innovation, engineering and risk taking.

CONTRIBUTION FROM NGĀTI KAHUNGUNU IWI INC

"My ancestors... were scientists, innovators, astronomers and astrologers and I never learnt that at school."

IAN TAYLOR



Taylor says that the real story of Māori as explorers and voyagers is not being taught so our rangatahi are not hearing about their true identity. "Rather than STEM," Taylor says, "Māori have STEAM(M) – Science, Technology, Engineering, Art and Maths along with mātauranga Māori."

Ngahiwi Tomoana, Ngāti Kahungunu Iwi Chair says: "Innovation is a part of us, we have long been explorers and at the forefront of technology. Having role models like Ian Taylor, pushing the boundaries in his industry and recreating the experiences of our tupuna will ensure that our mokopuna grow up knowing about their true identity as scientists, navigators and explorers."

To support rangatahi to understand who they fully are, Taylor has developed a website that is currently tracking the voyage from Tahiti to New Zealand. This journey is over 4000 kms and they are voyaging using the stars, sun and ocean currents.

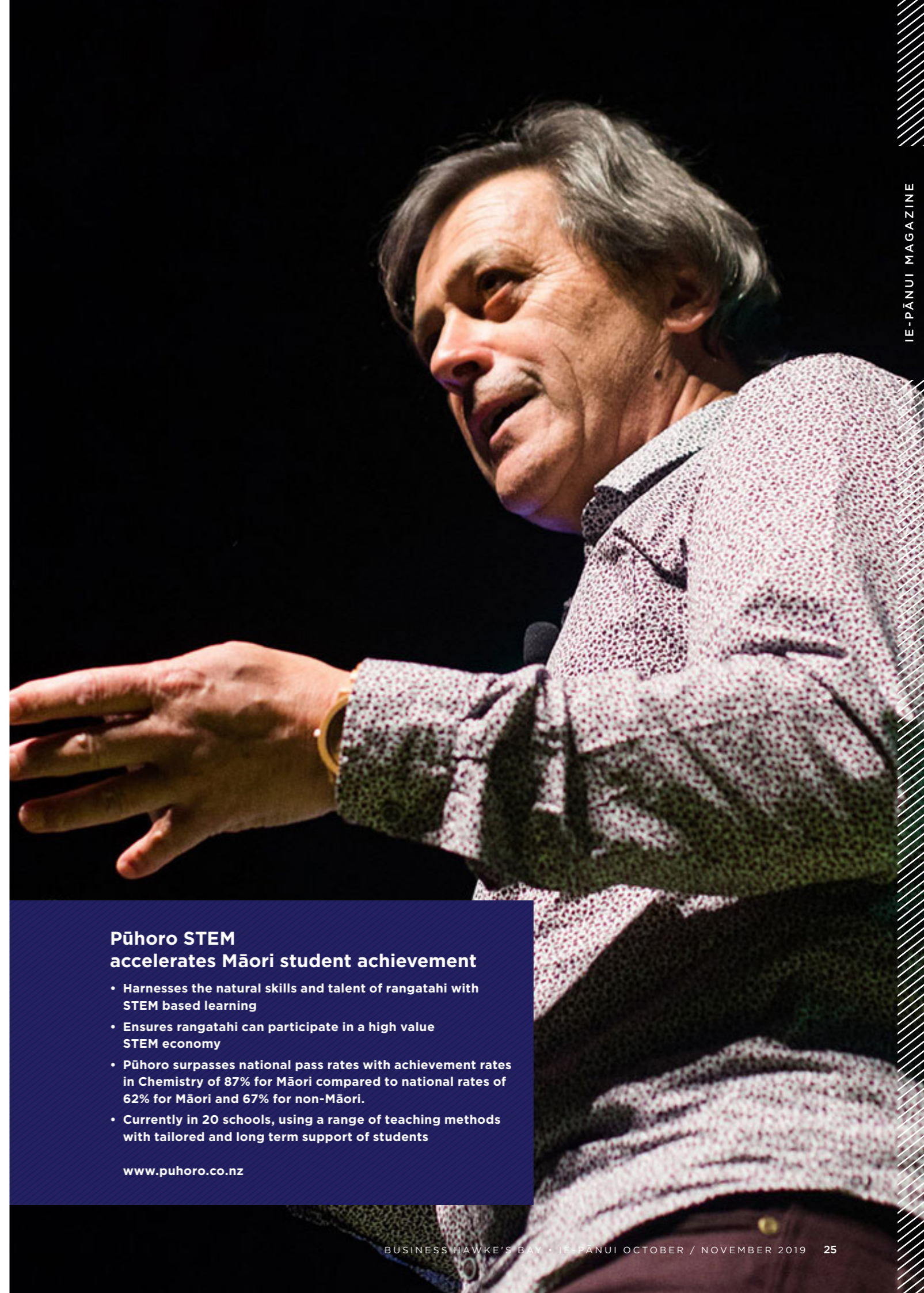
"My ancestors travelled across a third of the planet in state of the art craft using the stars and the environment to guide them. They were scientists, innovators, astronomers and astrologers and I never learnt that at school."

"When I was a kid, in our education system, no one ever shared those stories with us. So it's no wonder that Māori and Pacific kids had no role models to live up to. And we need to start changing that. Innovation is in our DNA and we have to dig it back out."

"The website, live from mid-November (www.tuia250.quipreview.com/en/home-new), is a valuable resource in recording this history, sharing the amazing feats of taking a fleet across this vast ocean and then the innovation in agriculture and horticulture that must have been needed by our ancestors to adapt to a new land."

To sail across the Pacific Ocean is still a feat only taken on by the most skilled navigators.

**Above
Pūhoro STEM
students conduct
an experiment**



Pūhoro STEM accelerates Māori student achievement

- Harnesses the natural skills and talent of rangatahi with STEM based learning
- Ensures rangatahi can participate in a high value STEM economy
- Pūhoro surpasses national pass rates with achievement rates in Chemistry of 87% for Māori compared to national rates of 62% for Māori and 67% for non-Māori.
- Currently in 20 schools, using a range of teaching methods with tailored and long term support of students

www.puhoro.co.nz



Innovation and safety go hand-in-hand at Napier Port

Napier Port's crane training simulator represents a convergence of the port's safety culture and the determination of its people to develop innovative solutions.

CONTRIBUTION BY NAPIER PORT, STRATEGIC PARTNER OF BUSINESS HAWKE'S BAY

"The simulator... allows crane operators to train for a role that demands mastery of a large, complex and high-value machine within a safety-critical environment."

NAPIER PORT



The crane training simulator, which Napier Port developed with partners and opened in 2015, allows crane operators to train for a role that demands mastery of a large, complex and high-value machine within a safety-critical environment.

The crane operators are able to experience an exact replication of Napier Port's crane operation from layout, equipment, vessels and vehicles, right down to quayside conditions such as shadows, weather and vessel movement. Since coming online, the world-class Vortex simulator has come to be used as a valuable recruitment tool to test candidate crane operators, while also allowing existing crane operators to refine their skills. It has transformed the way crane operators are selected and how training is delivered.

Napier Port has earned a reputation as an industry leader in innovation as well as safety. Worker safety is paramount and the simulator means the port team can see, in a safer and more controlled environment, how potential crane operators will perform.

The simulator has cut down the selection process timeframe by about 90% as the port team know very quickly if someone has the right skills and eye-hand coordination for the job. It also means the port doesn't need to send operators overseas where they previously went for training.

Napier Port has also seen other efficiency gains, such as an improvement in crane productivity rates through operators being able to practice on a regular basis and refine their skill at handling the more difficult lifts.

More recently, the crane simulator is being used by other New Zealand and offshore ports and several port-related companies for training and pre-employment assessment.

A new crane operations team from Townsville, Australia, recently visited Napier Port for a two-day course covering basic crane operation with a strong emphasis on health and safety. Napier Port will make the trip to Townsville to provide further training once the Australian team have their crane set-up operational.





Entrepreneurship is the new engine of global collaboration

Now more than ever, entrepreneurs need to think like diplomats.

EDITED FROM CONTENT FIRST PUBLISHED BY ENTREPRENEUR.COM

Entrepreneurs create new businesses that help spur economic growth while also providing employment opportunities, often where little exist. Start-up businesses in particular are proliferating to tackle major challenges like unemployment, migration, and political instability in their communities.

As the world grows more complex and interconnected, the global business landscape is also becoming increasingly competitive. This has presented a series of challenges and opportunities that require entrepreneurs to look beyond their borders for new markets, talent, financing and investors, and supply chain sourcing.

With entrepreneurship remaining a strong indicator of overall economic health, it is in the self-interest of a nation to invest in their entrepreneurs' global experiences by equipping them with the right set of tools to collaborate across sectors, borders and ideological lines, and prepare them to compete and succeed in global business markets.

Recent data shows that US entrepreneurs feel unsupported by their government. Around 80% of startups and older businesses (five years or more) did not receive government support to launch their enterprise-despite 98% of firms having <100 employees. This funding gap indicates the strong need for entrepreneurs to look beyond government channels in order to cultivate the expertise and experience to build innovative and economically vibrant societies.

Historically, leadership programmes have focused on cultivating aspiring politicians to help advance national agendas, foster goodwill between countries and people, and remain competitive in the global economy.

The rise of entrepreneurship as a focus of

public diplomacy efforts to engage leaders abroad demonstrates a shift in how to impact other nations and engage people who will be innovating and creating not only in their countries but in partnership with Americans.

U.S. mentors and partners are gaining valuable insight to intelligently approach international exchanges, particularly by creating shared values. This has become increasingly important for the American taxpayer whose dollars fund our country's public diplomacy efforts. In this new exchange paradigm, young entrepreneurs are regarded as a long-term investment in economic development, as these innovators possess the skills to think globally and lead locally by spurring business growth in their own communities.

Lessons from these types of entrepreneurship programs are applicable in emerging markets as much as established economies. Though the landscape of economic opportunity in these countries may vary, the best practices and global experiences that entrepreneurs gain from international exchanges are the same. They can take knowledge from the U.S. to apply back home, all while providing an opportunity for economies of scale. By necessity, such entrepreneurs must operate in societies that value economic freedom, rule of law and transparency.

Now more than ever, entrepreneurs need to think like diplomats, equipped with the essential skills of listening, building relationships, negotiating, creating coalitions, and compromising. As these channels for collaboration between entrepreneurs and diplomats strengthen, the talent, skills and wealth of the creative community will deliver more positive impacts on society.

Read the article in full: <https://bit.ly/2FsFUfc>

"It is in the self-interest of a nation to invest in their entrepreneurs' global experiences by equipping them with the right set of tools to collaborate across sectors, borders and ideological lines, and prepare them to compete and succeed in global business markets."

ENTREPRENEUR.COM

"THE ENTREPRENEUR ALWAYS SEARCHES FOR CHANGE, RESPONDS TO IT, AND EXPLOITS IT AS AN OPPORTUNITY."

PETER DRUCKER



What the future needs in innovation and entrepreneurship

Prepared for constant, ongoing and extreme change, and more courageous than ever; two essential characteristics for leaders of the future.

CONTRIBUTION BY KAILA COLBIN

I've spent 10 years curating innovative ideas for the TEDxChristchurch stage, four years working with Singularity University to help more people understand the nature of exponentially accelerating technologies and their impact on humanity, and six months working with the Brené Brown team to help people become more courageous leaders.

I've worked with companies struggling with disruption, trying to reinvent themselves for the future, with groups undergoing extreme organisational change, scrambling to come out the other end while maintaining some semblance of a healthy culture. I've seen "intrapreneurs" battling "dinosaurs," and "people who do the real work" battling "mavericks."

And I've arrived at what I believe to be the two essential characteristics for leaders of the future. The first is that leaders of the future have to be prepared for constant, ongoing and extreme change.

Exponential technology isn't just about Moore's Law. Artificial intelligence, robotics, gene sequencing and editing, energy... almost all information-enabled technologies are following an exponential curve, doubling their price-performance on a regular basis. The eventual result of a doubling curve is dematerialisation (instead of a separate torch/calculator/gps/camera you just have a phone), demonetisation (everything drives towards free) and democratisation (technology becomes accessible to everyone, not just an elite few).

Think about the implications of that for a second. If you're looking to innovate, it's not

enough to transform against your current baseline; all that will do is bring you up to the present. You have to be thinking forward. In ice hockey parlance, you have to skate to where the puck is going, not to where it is now. And then when you get there, you have to transform again... and again... and again... There is no destination. Only journey.

But becoming accustomed to constant change is only one piece of the puzzle. The second, is that leaders of the future also need to be more courageous than ever.

We need this courage for a few reasons. First, continuous and dramatic change is scary, for teams as well as for leaders. It takes courage to recognise that and lead people through it. Second, innovation itself takes courage. By definition, when you are innovating, you're taking a risk, trying something new. You have to be willing to back ideas before they are proven, to experiment even knowing you may fail.

Most importantly, though, our dramatically changing world means we need to be willing to have difficult conversations. Conversations about our responsibilities as leaders, about what we're prepared to sacrifice, about the kind of world we want to live in.

Innovation can't happen in a vacuum. It mustn't. We need to consider how innovation affects our customers, our vendors, our community, our planet. And considering those things takes courage.

Shortly after the mosque attack in March, an article came out in Bloomberg about how YouTube executives knew that their

website was a platform for toxic videos, and that, worse, their algorithm was likely to recommend extreme, unethical, immoral or illegal content.

According to the author, though, the executives did nothing. Why? Back in 2012 they had set a goal: to reach one billion hours of video viewing per day. It's an awesome goal: specific, ambitious, memorable, galvanising.

But they quickly learned that, if you want to drive video views, the more shocking the content the better.

Imagine yourself in that board room. You've come up with an innovative algorithm to drive video views. It's working. The numbers are climbing. The shareholders love it. But you realise you're serving up unethical, immoral or illegal content. Do you pull your algorithm?

The problems of tomorrow need our courageous voices. They need us to speak up for what is right, for our tamariki and mokopuna. They need us to be willing to live our values, even when it costs us.

To succeed, innovators must understand the dramatic and continuous vectors of change that are transforming our world. But for innovation to be good for the world, we have to have the courage to do what's right. Combine those two attributes, and you will be unstoppable.

"To succeed, innovators must understand the dramatic and continuous vectors of change that are transforming our world."

KAILA COLBIN



DISCOVER I&E19

Hawke's Bay's inspirational conference
celebrating innovation and entrepreneurship

- Innovate and collaborate locally, thrive globally
- New ideas, new thinking, new inspiration
- Discover opportunities to fund innovation and growth
- Connect with successful innovators and entrepreneurs
- Great ideas, great businesses and great people grow here

I&E19 business HB

8 NOVEMBER 2019
BUSINESS HAWKE'S BAY

To book tickets visit
www.ie19.nz

THE KIWI BUSINESS BOOST

Register
now at **business.**
govt.
nz

Launch of
national pilot at
I&E19 conference



I&E19

TICKETS STILL
AVAILABLE CLICK
HERE TO BOOK

www.ie19.nz

business HB

36 Bridge Street, Ahuriri, Napier 06 650 1711 | www.businesshb.nz