

The Pick 24 Participant Info Pack

What to expect:

The Pick '24 is a 10 week programme. Anyone in Tai Tokerau can attend, with the option to participate in person, online or in your own time, via YouTube.

Every Wednesday, there's a workshop in which we roll up our sleeves and work on different aspects of your business idea. There will be optional homework at the end of each workshop, and this work can be used to build your pitch deck at the end of week 8.

Every Friday lunch time, there's an online only, "Ask Me Anything". You'll hear our guests talk about their journey, and you'll be able to ask them "anything" about their area of expertise.

By week 8, we'll have covered money management, sales and marketing, digital systems, intellectual property law, and lots more.

At the end of week 8, you have the option to submit a competition entry. This is usually a pitch deck - made up of the homework you've completed throughout the programme, but you can choose to submit something else.

The last two weeks, the five finalists receive extra coaching and support to hone their pitch, and all of the non-finalists are invited to join the lessons, as observers. This means, whether you're a finalist or not, you can experience, and learn from, the extra coaching.

On the first of May, we have our pitch night. Five finalists will pitch to a panel of experts, who will provide feedback and ultimately choose our winners. Everyone who joined The Pick will be invited to attend in the audience, and join in the networking and excitement.

The Programme

Week 1

21 Feb

9:30 Mihiwhakatau

11-1 Workshop - Value and Values - entrepreneurship 101, with Jesse Henderson

Location: The Orchard, 35 Walton St, Whangārei

21 Feb

12-1 My journey "Ask Me Anything" online with Brianne West, founder of Incrediballs, and former CEO of Ethique.

Week 2

28 Feb

11-1 Workshop - Business Foundations, with Jesse Henderson

Location: Mahinga Innovation Centre, Ngawha

1 March

12-1 “Ask Me Anything” - online with Darrell Taylor, EGM - B D and Marketing at McKay
Topic: Strategy

Week 3

6 March

11-1 Workshop - Money Talk, with Jeremy Tauri
Location: The Orchard, 35 Walton St, Whangārei

8 March

12-1 “Ask Me Anything” - online with Jessica Ford, Financial Advisor
Topic: Building your financial health.

Week 4

13 March

11- 1 Workshop - Digital and Systems, with Kaye-Maree Dunn
Location: Te Ahu, Kaitaia

15 March

12-1 “Ask Me Anything” online with Te Piha Niha, founder of NGEN Room
Topic: My startup journey

Week 5

20 March

11- 1 Workshop - Intellectual Property 101, with Thomas Biss, Henderson Reeves Lawyers.
Location: The Orchard, 35 Walton St, Whangārei

22 March

12-1 “Ask Me Anything” - online with Laurel Devenie, ONEONESIX Community Theatre
Topic: Building a community enterprise startup

Week 6

27 March

11- 1 Workshop - Customer and Brand, with Jesse Henderson
Location: Mahinga Innovation Centre, Ngawha

12-1 “Ask Me Anything” - online with Jon Chapman-Smith, Director at Fuman brand agency.
Topic: Brand

Week 7

3 April

11- 1 Workshop - Sales and Funding, with Jesse Henderson
Location: Te Ahu, Kaitaia

5 April

12-1 “Ask Me Anything” - online, speaker to be confirmed
Topic: Sales and funding

Week 8

10 April

11- 1 Workshop - Marketing and Comms, with Heidi Erceg, Titoki Consulting
Location: The Orchard, 35 Walton St, Whangārei

12-1 “Ask Me Anything” - online with (speaker to be confirmed)
Topic: Marketing

**At the end of week 8, you have the option to submit an entry for the competition part of the programme.

Week 9

17 April

11- 1 Workshop - Pitch Prep for finalists, with Laurel Devenie, Actor, Director, Co-Founder of ONEONESIX
Location: TBC

19 April

One-on-one finalist pitch coaching with Jesse.
Location: TBC

Week 10 (technically week 11... but we bumped it so people can go away for ANZAC Day)

29 April

11- 1 Workshop - Pitch Prep for finalists, with Laurel Devenie, Actor, Director, and Co-Founder of ONEONESIX
Location: TBC

1 May

Throughout the day - finalist last minute prep (if needed).

5pm - 9ish The Pick pitch night! With lots of special guests.
Location: TBC

**A \$10,000 grant is available, to be shared across the finalists, as the diverse panel of judges see fit. They will be looking for a) a barrier or opportunity that money would unlock b) drive and commitment from the person, or people, behind the idea.

Questions you might have

What do I do if I have questions or need extra support?

Please contact me, Jesse, on kiaora@thepick.co.nz. I will do my best to help you.

During the programme, there will be a Kaiawhina in the workshops, who will also be available, when extra support is needed.

Are the workshops accessible for different access needs?

Yes. Please make sure you let us know if you have any special access requirements, as soon as possible, so that we can do our best to accommodate you.

Is The Pick welcoming to people of all walks of life?

Yes, absolutely! We value diversity, and we provide a safe and welcoming space. If you have any concerns or questions, please reach out to me, Jesse, on kiaora@thepick.co.nz

What if I don't want to enter the competition?

We always say, the real prize is participating in The Pick. The competition is just the icing on the cake. So if you're not interested in competing, that doesn't impact your work, you'll have already won, just by completing the programme.

Can I enter The Pick more than once?

Yes, several people have entered in multiple years and this is encouraged. The Pick is designed to help you develop your idea into a business, the only rules are that you are in Te Tai Tokerau and that the idea is your own, or that of your employer.

Can I enter The Pick if I'm already a business?

Yes! This is a great idea. The Pick is a fantastic way for organisations to work on R&D and NPD. Previous winners have used The Pick for exactly that.

Can I appeal, if I don't agree with the judges' decisions?

No. The judges' decisions are final and no correspondence will be entered into.

What if I want to make a complaint?

I'm not sure! It's never happened before. We will provide a complaints procedure, so that people feel safe and able to raise any concerns they may have.