**Dragon's Den Application form**

Please email all entries to [amy@maoritourism.co.nz](http://amy@maoritourism.co.nz) by 5pm, Friday 20 July. Shortlisted entries will be notified by Friday 27 July.

**1. What category are you entering?***Delete those which aren’t relevant* **A. Bring your idea to life (start-up) - $10k**  
Have a great idea for a Māori tourism experience? Or an idea that will help to grow Māori tourism experiences, or promote Māori tourism domestically and internationally?

**B. Small Māori tourism business with a big idea (established business) - $10k**  
Got a fantastic idea to help grow (your) existing Māori tourism experience(s)?

**C. Innovate for success (open) - $10k**  
Show us your innovative idea that will help, grow, and/or promote Māori tourism experiences. Your idea may solve a problem, provide easy access to technology to help Māori tourism, or promote Māori tourism in an innovative way.

**D. China – Māori Year of Tourism 2019 (open) - $10k**  
The China New Zealand Year of Tourism is in 2019. How can Māori tourism experiences make the most of this opportunity? Do you have an idea for Māori tourism experiences to attract Chinese visitors, or that will help Māori tourism experiences increase their China knowledge and know how?

**2. Your contact details***Name, email, phone number*

**3. Whakapapa**

**4. Describe your idea (300-500 words)  
  
5. What are the medium-long term results you are seeking?**  
*This may include employment, increased profitability, a plan to take the idea to feasibility study, investment, etc*  
**6. What is the budget for this initiative (table)  
  
7. What contributions have, or will you make to this initiative (in kind accepted)  
  
8. Why should we select you as the winner? (300 words)***A short statement on why you believe your idea would be a worthy winner*  
**9. Anything further we should take into consideration with your application?**