



# IMI PONO



*To search for the right way*

**THE GREATEST  
CHALLENGE**

**TO MAKE  
THINGS RIGHT  
FOR MAUI COUNTY:  
REIMAGINE  
RECOMMIT &  
RECREATE**

## **PRIZES**

**INCLUDE GIFT CARDS FROM  
\$1,000 TO \$2,500!**



**IT'S SIMPLE!  
IT'S EASY!**

## **ATTENTION MIDDLE AND HIGH SCHOOL STUDENTS!**

We are searching for bold, innovative solutions to build a sustainable and vibrant economy now and for the future.

Your idea may be the genesis for a new invention, service, technique, application, or product that will help bolster Maui County's economy.

# IMI PONO

THE GREATEST CHALLENGE

## INTRODUCTION

The COVID-19 pandemic managed to cause great havoc in our lives and turn our world upside down. We are faced with high unemployment, business closures and a dramatic rise in public health and safety problems.

As a community, we need to correct this horrible situation by searching for and creating a new direction and new initiatives to reshape and enrich our quality of life (imi pono).

Overdependence on the visitor industry is no longer a viable option. COVID-19 hit this industry so hard it will arguably never be the same, and neither will we.

A survey of Hawaii residents was recently conducted to solicit ideas on what Maui County's "New Normal" should look like. We received promising suggestions and comments. We are now casting a wider net to harness ideas from the untapped minds of our youth.



We ask our youth to join us as we begin to reimagine our new normal and imi pono.





*IMAGINE - This pandemic is challenging us to do better, and to use our skills, talents, and creative ideas to change and improve the course of our lives. We can do it!*

## WHO IS ELIGIBLE?

- Any Middle or High School student on Maui, Molokai, and Lanai enrolled in school as of August 15, 2020.

## POSSIBLE SUBJECTS

- **Healthcare:** personal protective equipment (PPE) design, testing, tracing, monitoring of people, quarantine enforcement, quarantine accommodations, and new medical equipment
- **Research and Technology:** drones, robotics, converting salt water to fresh water
- **Sustainable Food Supply:** aquaponics, hydroponics, or new farming and marketing technologies
- **Culture and the Arts:** virtual venues to share the local experience beyond Hawaii
- **Social Services:** childcare, adult care, and delivery services
- **Government Innovation:** improve access to services via telecommunications and provide services more efficiently
- **Affordable Housing:** new techniques, innovative designs, new materials

## OPTIONAL

To earn extra points, you may need to describe how your new industry, service, or product will:

- Create well-paying jobs with opportunities for advancement
- Generate revenues that will stay in Hawaii
- Promote a clean, safe, and culturally compatible environment for Hawaii
- Reduce our over reliance on the visitor industry

You may develop a simple business model describing the following:

- What is your industry, service or product?
- Who is your target customer?
- How will you generate revenue?
- What expenses do you anticipate?

## FINAL PROJECT due on Nov. 15

Your final entry may include:

- Video
- Slideshow
- Essay
- Mock-up of your product (if applicable)
- Any other medium to demonstrate your project



# APPLICATION FORM

APPLICATION FORM DEADLINE : *Sept. 15, 2020*

FINAL PRESENTATION: *Nov. 15, 2020*

## Personal Information

Applicant name: \_\_\_\_\_

Email: \_\_\_\_\_ Contact number: \_\_\_\_\_

School: \_\_\_\_\_ Grade/Year: \_\_\_\_\_

Mailing address: \_\_\_\_\_

## Entry Details

Title of project:

## Summary:

*Brief description of your proposal (100 words)*

Subject matter:

- Healthcare
- Research and Technology
- Sustainable Food Supply
- Culture and the Arts
- Social Services
- Government Innovation
- Affordable Housing
- Other:



# APPLICATION FORM

DEADLINE: *Sept. 15, 2020*

## *Project Details*

1. What is the problem you are trying to solve? Be specific. *150 words max*

2. What is the innovative solution you are proposing to address the problem? *300 words max*



# APPLICATION FORM

DEADLINE: *Sept. 15, 2020*

## *Project Details*

3. Outline your execution plan and include an estimated timeline and budget. List specific resources and strategies. *No word count limit. Use separate sheet if necessary.*



# WAIVER

To be signed by parent/guardian if the participant is under 18 years of age.

## Certification and Release

I hereby certify that all information contained herein and any supporting documentation is true and complete to the best of my knowledge and belief. I further authorize the release of any and all information contained herein and the supporting documents for the purpose of promoting the Imi Pono: The Greatest Challenge innovation contest and do hereby release the County of Maui, its officers, directors, members, agents, volunteers and affiliates, from any and all claims relating to the release thereof.

Full name of applicant

Age of applicant

Full name of parent or legal guardian

Date

Signature of parent or guardian

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## HOW TO SUBMIT

Print your completed application form as a PDF and attach it in an email to: [alice.lee@mauicounty.us](mailto:alice.lee@mauicounty.us) **no later than Sept. 15, 2020.**

Final presentations or products due Nov. 15, 2020.

Call (808) 270-7760 for inquiries. Applications will be reviewed by a special committee appointed by the Maui County Council.