

Innovation competition offers R1m in seed funding opportunities

The Innovation Edge, a new social collaborative fund that supports an early learning hub, is running a competition to elicit ideas to revolutionise early learning and development opportunities for young children aged 0-6 years old, living in South Africa.



The winning idea will receive a R30,000 cash prize at the SA Innovation Summit and the chance to apply for up to R1m in seed funding to facilitate the implementation.

Ideas must have the potential for large-scale impact at an economical cost within marginalised communities and may include anything from new delivery models or smarter financing mechanism to innovation in the use of technology for training, early learning activities or parent interaction.

"We know how genes and environment interact to shape the developing brains of young children. The importance of the environment in which young children play, grow and interact cannot be overstated," says Innovation Edge director, Sonja Giese. "It is this early environment - from conception - that will shape the architecture of the brain, with life-long consequences. Good nutrition, responsive care, exposure to language, early stimulation through play and feeling safe are all key ingredients for healthy brain development in young children."

Closing date for submission is 30 June 2015. Final pitches will take place at the SA Innovation Summit (Cape Town, 26 to 29 August 2015) and will allow innovators to display their ideas to a wider audience, tap into diverse markets and obtain access to technical expertise such as advisers, IP specialists and venture capitalists. For more information, go to innovationsummit.co.za/the-innovation-edge-challenge.

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