digital waves

2021 Registration Package

OUR PARTNERS

WOMEN In Resource Development Corporation

Women in Science and Engineering
NSERC CHAIR - ATLANTIC REGION

You're in!

Now, let's get

digital.

Congratulations! You're officially part of the first Digital Waves girl gang. We're excited to have you on this journey with us, and we hope you have a lot of fun along the way. Throughout this experience you'll learn the ins-and-outs of starting your own business, how to create a unique brand and identity for your idea, and how to design a basic app.

Digital Waves is thrilled to announce that we have over **$10,000 in prizes** for our participants. We will be offering **a grand prize of $2,000 cash**, and many smaller prizes for different age and skill categories.

Your Design Challenge

This year we are challenging you to answer the question, **"How might we make Newfoundland & Labrador more sustainable by using our smartphones?"**. Your idea may be an app, a game, or any other piece of technology you can link to your smartphone.

We want to know why your idea can help solve our design challenge and how your technology could work. You will be required to name your tech business, create a unique logo for your technology, and record a 5-minute video pitch explaining how your idea will make a big impact.

What is sustainability?

Sustainability relates to meeting the needs of this generation while safeguarding the needs of the next generations to come. Sustainable practices address environmental health, social equity and/or economic vitality; these are called the three pillars of sustainability. For Newfoundland and Labrador to be considered a more sustainable place to live, we would need to address issues such as:

- **Environmental health** - Improve and maintain the quality of our land, sea, wildlife, and air. Caring for our environment ensures that our natural resources are preserved and protected for years to come.

- **Social equity** - Ensuring that all people in our province have access to the same opportunities, services and supports. Social equity also includes fair and just treatment of all people no matter their individual backgrounds.

- **Economic vitality** - Results in all people having access to decent jobs, support for new and existing businesses, and a diverse set of industries thriving in our province. In a sustainable economy there would be professional opportunities for this generation and the next.

What types of sustainability issues is NL currently facing?

Newfoundland and Labrador face many challenges in all three pillars of sustainability. This list is not exhaustive, but will give you an idea of how sustainable practices and new technologies could help our province maintain its overall health.

Environmental Health

We are currently seeing the early effects of global warming in our province. Labrador especially is facing thinning winter ice which has affected its people's ability to conduct traditional means of transportation and cultural practices. We have also experienced many other side effects from climate change, such as increasing air and sea temperatures, rising sea levels, and more extreme weather patterns. For more information on the local impacts of climate change, visit **Turn Back the Tide**.

Sustainable environmental practices can also focus on creating more opportunities to provide power and energy to our population from clean and renewable resources. This could include less reliance on fossil fuels that create harmful emissions, and more opportunities to utilize renewable resources such as solar and wind power.

Social Equity

Social equity is focused on the wellbeing of our people, and the fair and equal treatment of all populations no matter their location or individual backgrounds. Newfoundland and Labrador has a dark history of our treatment towards our Indigenous populations, especially those who experienced the tragedies of residential schools. The introduction of **Provincial Day for Truth and Reconciliation** is one small step towards a more equitable future for Indigenous people. As we develop new technologies, it is also important to keep in mind the needs of Indigenous populations and their perspectives on maintaining our natural resources as well as their culture.

Newfoundlanders and Labradorians also face many issues when accessing healthcare and quality education. Many of our rural communities are dealing with closing health clinics and hospitals, as well as K-12 schools being retired due to lack of enrolment and funding. Across the province, access to a family doctor has become extremely difficult for many people due to a lack of physicians accepting new patients. While there have been small steps towards addressing these issues, we still have a long way to go.

Economic Vitality

The people of our province have struggled through many economic challenges. The depletion of our fishery stocks in the 1990s and the closing of many small and large businesses in our fishing industry created a massive hit on employment and the overall health of our economy. Historically, we have also experienced many job losses through various dips in the oil & gas market, even as recently as last year.

A healthy economy requires a diverse set of industries contributing to the employment and well-being of the people in our province. By having many different industries acting in our workforce, a loss in one industry will affect a smaller ratio of our population. For example, the increasing number of technology-based businesses being founded in our province is an excellent stride towards a more sustainable economy. These businesses not only help diversify the industries contributing to our economy, but provide room to grow in future generations as our reliance on technology increases.

What kinds of technology could I design?

Your only limitation when inventing your sustainable technology is a link to your smartphone. You will be required to sketch some basic workflows your users will interact with on their screens, also known as **wireframing**. Otherwise, you are free to dream up any other accompanying hardware or software that your technology would need to function. You will not be required to provide technical sketches of anything outside of your smartphone app, but please include additional details about any accompanying technology in your pitch, as necessary.

What's a "pitch"?

A business pitch is a way for you to communicate the potential impact of your technology to prospective investors, customers, or in this case to our panel of judges. You will need to outline the sustainability problem you are focusing on, and how your technology will alleviate or solve this issue. You need to make us believe in your idea by expressing your passion and confidence in your technology.

Will I have to build my technology?

Digital Waves focuses on individual creativity over engineering prowess. We want to hear all about your big ideas, so no need to worry about building an app. No previous experience in coding or graphic design will be necessary to complete your idea submission and pitch.

How might we make Newfoundland & Labrador sustainable by using our smartphones?

These NL-based companies are already making our province a more sustainable place to live, and are working towards a more equitable future.

SmartICE
Founded in NL, 2013

With global temperatures on the rise, Canada's northern populations are the first to experience life-altering side effects of climate change. As temperatures increase, bodies of water that could once freeze sufficiently to accommodate land-based travel during winter months are experiencing thinner panes and earlier thawing. SmartICE uses satellite imagery and on-the-ground technology to measure ice conditions to ensure human safety. SmartICE also aims to integrate and elevate Inuit knowledge so traditional practices can be performed safely in our northern regions.

Read more about how SmartICE is making digital waves.

Mysa Smart Thermostats
Founded in NL, 2014

Mysa is revolutionizing how we manage our daily carbon footprint. Their smart thermostats and accompanying smartphone app help people conserve energy in homes and businesses. By allowing their customers to intentionally allocate how much energy to invest in their daily heat and AC usage, users of their technology can make more informed decisions about their energy consumption.

Read more about how Mysa is making digital waves.

Workshop Overview

Our workshops will all be offered virtually through an accessible platform. All participants must have a stable internet connection and a supported device. We will provide more information on when and where to access our workshops the week of October 25th, so please ensure you check your email for further instructions. Participants who are unable to attend the scheduled workshop will have the opportunity to watch an on-demand video recording after the live presentation.

Business & Entrepreneurship 101

Instruction provided by
[Newfoundland & Labrador Organization of Women Entrepreneurs](#) (NLOWE)

Here we'll cover the basics of how to transform an idea into a business. Learn how to create a simple business plan, and how to answer the questions needed for your video pitch.

Marketing & Logo Design 101

Instruction provided by [Pinnguaq](#)

Make your technology unique and unforgettable with a brand that represents its values. Industry experts will teach you the basics of graphic design in Canva. You'll also learn how colours, size and position can form the visuals for your unique brand. You may use the skills learned in this workshop to create your business' logo.

App Design 101

Instruction provided by Laura Douglas, UI/UX Designer,
Target Marketing & Communications

Did you know that you can design an app with just pencil and paper? These are the only tools required for final app design submission. We'll teach you the basics of how to design meaningful interactions for an app that's easy to use and has massive user impact.

Final Submission Details

Deliverable #1 - Business Name and Logo Design

Your technology needs a name and a logo to set it apart from the rest. Both your name and logo should represent your idea to easily identify your technology. You can be as creative as you want with these deliverables, with no restrictions other than the following:

- Your business/app name must not already exist, to the best of your knowledge. This means you are required to do some research when brainstorming a name for your technology.

- Your logo can be created in Canva (as you'll be learning the basics in the Marketing & Logo Design 101 workshop), but feel free to use any software you are comfortable with.

- Logo must be in .jpg or .png format.

Deliverable #2 - App Design Sketches (Wireframes)

Wireframing is a key component of website and app design, and is usually one of the first steps a designer will take to visualize their design solution and receive early feedback from teammates, potential customers, and investors. Even expert designers start with just sketching their app with pencil and paper, since it's quick and accessible by anyone, no matter how familiar they are with design technologies.

We will ask you to sketch out 2-5 screens of your smartphone app. You may scan or simply take a photo of your work for submission. Your screens should cover the most impactful and important features of your technology, so no need to draw out login screens or registration processes. You will learn more about how to design wireframes in the App Design 101 workshop.

Deliverable #3 - 5-Minute Video Pitch

After learning the basics about starting your own technology business in our Business & Entrepreneurship 101 Workshop, you will be equipped to create your short, 5-minute video pitch. We want you to record yourself answering the following questions about your technology and business:

- What's the name of your tech product and why did you choose this name?

- How does your logo represent your technology?

- What does your technology do?

- Who is your target audience? Who would find value in your technology?

- How could you sell your technology?

- Is there any other technology that exists similar to your idea? If so, how is your idea different?

- How does your technology help solve our design challenge?

Your recording can be made using your laptop, chromebook, smartphone, or tablet camera. You can use any recording software available to you. While you do not need to prepare a slideshow for your pitch, you may include these types of visuals if it helps you communicate your ideas.

To record a video with a presentation, you may use [Google Meet](), [Zoom](), [Loom](), or any other screen/video recording software. If using screen recording software, please ensure that we can also see your face in your presentation.

Submission Deadline

The three deliverables outlined in the previous section **must be submitted by December 3, 2021**. We will be in touch about how to submit your entry the week of October 25th.

Judging & Prizes

Presently, we have over $10,000 in prizes available to our participants, with a grand prize of $2,000 cash. We are committed to ensuring all of our participants have equal opportunity to earn our grand prize and other rewards. All judging will be conducted by a diverse panel of local tech leaders, and scoring will be based on a standardized rubric.

We will be teaching all skills necessary to deliver your final contest submission, therefore all contestants should have equal opportunities to succeed in Digital Waves. If you have special requirements for accessibility, please contact [info@digialwavesnl.ca]() and we will be happy to assist you.