



CLICK CHICK Alison Young

Young Siblings Win Startup Battle

You may remember me writing about Startup Weekend here in Hawaii in the past. It recently was held again, and this time history was made when the youngest team ever won the Startup Weekend Honolulu Global Startup Battle with their invention.

Siblings 12-year-old Buddy, 10-year-old Koko and 6-year-old Kyndra Leong beat out more than 50 adults to win first place.

Keeping in mind that the GoPro accessories market is estimated to be \$347 million of the \$612 million action sports camera accessories market, they designed two prototypes of a removable and adjustable GoPro camera hat mount called Menehune Hat Clip. The prototypes were 3-D printed by mentor Collin



Youngest ever Startup Weekend Honolulu winners Kyndra, Koko and Buddy Leong

PHOTOS FROM MENEHUNES.NET

Kobayashi, CEO of 3D Innovations, and presented to potential customers for feedback.

Additional members of the team are Monica Umeda, co-founder of Akabotics; Kari Leong, teacher and

CEO of Bubble Tea Supply; and Evan Leong, founder of StandUpPaddleSurf.net. (Kari and Evan are the chil-



Buddy Leong wearing a Menehune Cap Clip prototype

dren's parents.)

When asked what was the motivation behind their idea, this is what these keiki replied:

Buddy: "We like to use the GoPro to video our ocean sports, but nothing available works well with a hat. We decided to create our own solution and we call it the

Menehune Hat Clip."

Koko: "My idea was a *Minecraft* app, where players can purchase premade structures like castles, but we decided to do the Menehune Hat Clip instead."

Kyndra: "Our parents are entrepreneurs so we want to be entrepreneurs, too."

More than 25 individuals

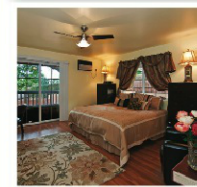
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Menehune Hat Clip Wins

pitched their ideas on Friday evening of the event, and the 10 entrepreneurs with the most votes went on to recruit a team.

The teams had until Sunday afternoon to create a business model, prototype, obtain customer validation and deliver a five-minute final presentation.

They were judged by a panel of industry experts including Kwame Jackson, owner of Krimson by Kwame and TV celebrity;

the final round.

Vote for our homegrown team here: <https://goo.gl/sRu8x9>. The winner will receive a trip to Colombia in 2016.

The winning team already has met with a patent attorney and is in the process of filing a provisional utility patent. They will meet with Blue Startups, Sultan Ventures and other experts soon to work on a market strategy.

Additionally, the kids decided in advance that a por-

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Robbie Melton, executive director of HTDC; Chenoa Farnsworth, managing director of Blue Startups and Hawaii Angels; Luke Tucker, venture associate at Sultan Ventures, and Allison Izu, owner of Allison Izu Denim.

Startup Weekend was founded in 2009 and has been held 1,248 times in more than 568 cities with an estimated 105,000 participants.

The Global Startup Battle now is being held in more than 250 cities worldwide. It's a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It's the largest community of passionate entrepreneurs.

The top three teams from each region now have the opportunity to compete against each other to participate in

tion of their profit would be donated to Na Kama Kai, a Hawaii nonprofit that provides free ocean clinics and education to keiki.

It's a wonderful way for kids to build a business that eventually will help other kids.

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