



‘EndoBox’ to make young people’s lives better

South Australian digital entrepreneurs **Deming Factor** were awarded \$15,000 in grant funding at last night’s D3 Digital Challenge Pitch and Awards Night. One of five teams competing in this year’s D3 Challenge, they will use the funds to develop ‘**EndoBox**’ – a fun online space for kids aged 7 – 12 years to explore and experience free, open gameplay with their closest friends and family.

Vanguard took out the **Young People’s Choice Award** for their ‘helpline’ style service ‘**First Contact**’ – an anonymous, user friendly and trustworthy digital space where young people can obtain free advice on cyber safety related issues, provided by volunteer university students.

This year’s **D3 Digital Challenge – ‘Digital Trust: Young, Online & Confident’** saw teams competing to come up with digital solutions that would help young people feel confident and resilient when they are online.

A panel of esteemed judges included SA Commissioner for Children and Young People, Helen Connolly, CEO of AustCyber, Michelle Price, Chief Information Security Officer for South Australian Government, David Goodman, Mohan Koo, Co-founder and Chief Technology Officer, Dtex Systems and three young alumni from the SA Department of Education’s STEM Ambassadors’ program. The STEM alumni informed the choice for the major Launch Pad award and selected the Young People’s Choice Award.

The STEM Ambassadors were part of the group of 470 young people asked what the most pressing rights-based issues they face in the online environment are. Their responses defined the complex problem to be solved through this year’s Challenge; the seventh undertaken since the initiative was launched in 2015.

Commissioner for Children and Young People Helen Connolly partnered with **AustCyber’s South Australian Cyber Security Innovation Node** on this year’s **D3 Digital Challenge**; using the South Australian Government’s **D3 Toolkit**.

The five D3 Challenge Teams who pitched their ideas to the judges last night, represent diverse backgrounds, areas of interest and levels of expertise. In developing their ideas, they were given access to experts from the business startup sector, national e-safety resources and primary sourced data gathered by the Commissioner for Children and Young People through her consultations with South Australian young people around their lived experience in the online world.

The digital entrepreneurs spent two full days in workshops facilitated by SA based **LeapSheep** who delivered a comprehensive course in how to build a business case to enable the teams to activate their ideas and seek further funding. The workshops included advanced pitch training, which the team’s applied to last night’s pitch competition.

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The D3 Digital Challenge Pitch Night involved each team making a five-minute presentation to explain how they addressed the criteria and the next steps they will take if successful. The \$15,000 in grant funding will support development of a prototype version of **Deming Factor's 'EndoBox'** idea. The winning team convinced the judges of the potential their idea offers to grow into a business addressing future sustainability, social value, safety design and cyber security design principles, and most importantly how it enables young people to make informed choices, feel safe, and navigate and respond to the digital world with confidence.

Quotes attributable to Commissioner Helen Connolly:

How children and young people can be empowered to feel safe and have more confidence in the online world is no small challenge. What is however abundantly clear is that any solution to online issues must include children and young people being better equipped to understand the world and empowered to access its benefits and manage its risks.

Quotes attributable to AustCyber Chief Executive Officer Michelle Price:

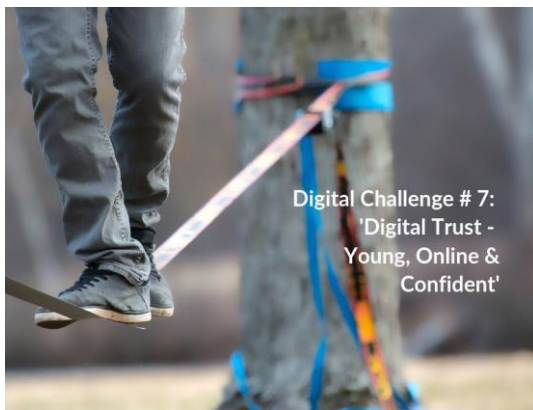
There is a growing need for trusted online engagement and environments. Involving young people and the broader community is critical to ensure the technologies that we develop are fit for purpose. The D3 Digital Challenge provides the perfect platform to develop entrepreneurial skills in cyber.

Background Information

For further information about the work of the Commissioner for Children and Young People visit www.cryp.com.au

For further information about the work of **AustCyber** visit www.austcyber.com

For further information about the South Australian Government's D3 Digital Challenge initiative visit www.digital.sa.gov.au/d3



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