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For Immediate Release: Innovate for early learning and stand a chance to win R30 000, plus up to R1mn in seed funding

Cape Town - Early learning hub, the [Innovation Edge](#), is calling for **bold ideas to revolutionise early learning & development opportunities** for young children. The winning idea will receive a **R30 000 cash prize at the [SA Innovation Summit](#)**, as well as the chance to apply for up to **R1mn in seed funding** to facilitate the implementation.

This innovation challenge encourages all people to apply their existing profession, industry, skills or hobbies – **in any field** – to innovate a solution aimed at improving early learning during the developmental pregnancy phase or for children, aged 0-6 years old, living in South Africa.

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 now know, more than we ever have, about 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, in fact – 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.”

Most young children in low-income communities in SA do not have access to quality ECD experiences or services, with far reaching consequences for individuals and society.

Closing date for submission is 30th June. Final pitches will take place at the [SA Innovation Summit](#) (Cape Town, 26-29 August 2015) and will allow for innovators to showcase their ideas to a wider audience, tap into diverse markets and obtain access to technical expertise such as advisers, IP specialists and venture capitalists. See [Innovation Edge Challenge](#) for further details and entry procedure.



imagine change for children

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About Innovation Edge:

The Innovation Edge, is a new social collaborative fund that offers support for testing the feasibility and effectiveness of innovative ideas that can fundamentally change early life experiences for children - to give them the best possible start, right from the start.