



HE MAI'A KE KANAKA A KA LĀ E HUA AI

A person is like a banana tree on the day it bears fruit



2020-21 Annual Report





C O N T E N T S

2

Purpose

On a mission to inspire and educate the next generation of culturally grounded, community serving technology makers and problem solvers.

4

Programs

How we are impacting our community.

26

Partners

All those who are helping achieve a better Hawai'i.

HAWAIIAN-LED

- Board of Directors: 4 out of 5 Native Hawaiian
- Co-founders: 2 out of 3 Native Hawaiian
- CEO: PhD (Part-Hawaiian Dude) & full Kanaka

GENDER DIVERSITY

Employees were 57% men, 43% women at 2020 year end

OUR VISION

We support Hawaiian values in contemporary tech culture, and we think that by learning to innovate as indigenous technologists, we can be part of a global shift toward growing more sustainable and just societies.

WHO WE ARE

Since 2013 Purple Mai'a has grown from just its founders to today's staff and board across 3 mokupuni, 3 U.S. states, and 1 employee in Aotearoa! We are a diverse mix of technologists, teachers, creatives and social entrepreneurs who strive for excellence and bring our Purple-ness to our work.



TEAM GROWTH

2020 was our staff's largest growth spurt. At year end we employed 21 team members.

CAPACITY

- In-house marketing team
- Work closely with HR service provider & CPA with 20+ years experience
- Won and managed our second federal grant in 2020 (and won a third in 2021)

AWARDS

- HVCA 2017 Social Impact Entrepreneur of the Year
- Hogan Nonprofit Business Plan Competition 2016 Winner





WHAT DOES IT MEAN TO BE PURPLE?

Purple is among the rarest color in nature, reminding us to seek out the “purple-ness” in our haumāna—the things that make each student rare and unique.

Mai’a means banana ma ka ‘ōlelo Hawai‘i. It references the purple flower of the banana tree.

OUR PROGRAMS

EDUCATION

The Kaikaina project is our collection of programs for youth ages 10-18. Weaving together technical skill-building, Hawaiian cultural practices, community knowledge, and leadership/entrepreneurship development, Kaikaina programs are intentional in creating culturally-grounded computer science (CS) and STEAM learning experiences for mostly Native Hawaiian and Pacific Islander youth. We focus on after school time learning as well as collaborative partnerships with schools and youth centers to increase community capacity in culture-based CS.

ENTREPRENEURSHIP

In 2016 we created the Purple Prize, an innovation competition that empowered the people of Hawai'i to create impactful technology startups rooted in Hawaiian values. Since then we've worked with over 40 teams and given out nearly \$250K in funding.

After four Purple Prize competitions we started to evolve and expand our entrepreneurship programming and launched a culture-based design thinking program, an accelerator for minority wāhine, and created a venture studio to more effectively support me'e entrepreneurs building values-driven ventures.

WORKFORCE DEVELOPMENT

The Hiapo Program is designed to give Native Hawaiians and Pacific Islanders the opportunity to transition into a new career in tech. The program consists of an intro course, a bootcamp-style online training to gain Salesforce Administrator certification, and finally the opportunity to join our Olonā apprenticeship. Hiapo's vision is to create a new generation of skilled tech workers from often overlooked segments of our community and provide them with better career opportunities, training, and ultimately economic advancement.

KAIKAINA YOUTH PROGRAMS

Underrepresentation of Native Hawaiian and Pacific Islander students in the technology classroom persists in part because Indigenous and other non-western cultures have been stereotypically portrayed as backward and undeveloped--the opposite of excellence in technology and innovation. This carries down into students not “seeing themselves” as potentially good at computer science and feeling like existing educational spaces for CS aren't welcoming or affirming of their identities.

We challenge this by running Computer Science (CS) classrooms in a culturally grounded way. This means teaching a coding class based on the algorithmic patterns of making lei. Or using the Minecraft gaming platform for haumāna to build ahupua‘a landscapes. It is our goal to make the link between Indigenous ecological technologies and contemporary digital innovation -- teaching CS in concert with culture-based and ‘āina-based education.

As we increase access to tech education and ground students in the knowledge that their ancestors were Indigenous innovators, we also increase students' earning potential and unlock their ability to use their talents and perspectives to serve their communities and lands through technology and innovation.

BUILDING ON OUR TRACK RECORD OF SUCCESS.

2014 - 2015

Haumāna: 20
Pilot after-school technology class at Jarrett MS in Pālolo Valley, O'ahu.

2015 - 2016

3 after school classes serving 32 middle school students and 10 Community Workshops serving 140 haumāna and 15 teachers.

2016 - 2017

Served 129 elementary, middle, and high school students in urban Honolulu, Wai'anae coast, Maui, and Lāna'i. 10 Community Workshops serving 190 haumāna.

2017 - 2018

Served 211 students in 6th-12th grade in urban Honolulu, Wai'anae coast, Kapolei, Kailua, plus Maui and Hawai'i Island. Piloted Weekend Academy, an online course, and Women & Girls Processing Power workshop.

2018-2019

Served 216 students in 6th-12th grade on O'ahu, Maui, and Hawai'i.

2019-2020

Served 484 students in 6th-12th grade mostly on O'ahu and Maui. Pivoted at midyear to totally online instruction during Covid-19, reaching students on neighbor islands.

2020-2021

Served 439 students in 6th-12th grade on O'ahu, Hawai'i Island, Maui, and Kaua'i, mostly through virtual after school learning.



In March 2020, Purple Mai'a pivoted to all online instruction. In a matter of a few weeks, we launched courses, many of them new offerings. We attracted over 240 students from across Hawai'i. Going through that experience provided insights that we have since incorporated into our course offerings, which remain virtual or hybrid until the thread of Covid-19 has subsided. We are working to build supports for digital learning across all our youth programs, such as Haumana, our Moodle-based system for online student learning, and our parent portal for enrollment and tracking student progress.

‘Ī N A N A

Based in Hālau ‘Īnana, this program uses technology education to foster student engagement, expression, and leadership. Students explore their world through imaginative digital and tactile/embodied arts and math content and make connections with guest experts from the community.

Aloha ‘Āina Minecraft

Work together to mālama ecologies in Minecraft

Tech Squidz Explorations and Deep Dive

A cohort of “squidz” that explore technology and the world

Haku JS

Learning JS through exploring math and science concepts inherent in Hawaiian cultural practices

Mo‘olelo Gaming/Scratch

Learn about mo‘olelo of place and create video games

2020 - 21

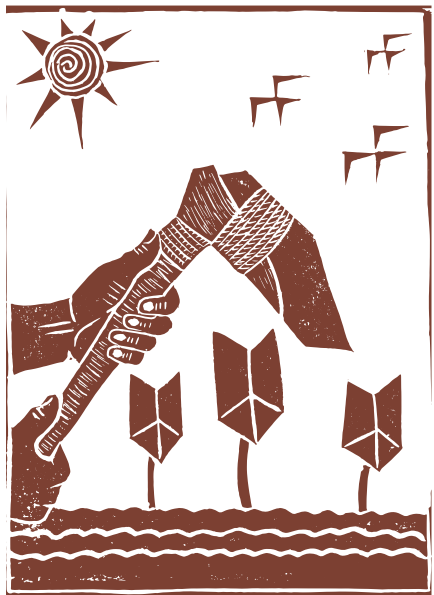
439 haumāna

72% Native Hawaiian

Serving O‘ahu, Maui and Kaua‘i

53.4% Male / 35.4% Female / 2.2% Non-Binary
/ 9% NA





FUTURE ANCESTORS

Know your piko (ho'omau), find your passion (ho'omo'o), and live your purpose (po'okela). This program builds Future Ancestors by focusing on inspiring, empowering, and activating students to master traditional practices and contemporary technologies to serve their communities. The program engages haumāna from Hawaiian focused Charter Schools (Ka Wai'hona o Ka Na'auao) in a predominantly Native Hawaiian region (Wai'anae/Nānākuli). With the goal of developing connection to their community through social entrepreneurship, this form of leadership training grows 'ōiwi leaders from the ground up by empowering them to see the genius in themselves and their community.

Da Māla Movement

Home gardens connected to entrepreneurship and digital marketplaces

Huliwai

Connecting kilo loko i'a, observing fishponds to sensor-based scientific inquiry

Kūkulu

"The mind of a builder" applied to traditional hale building and web development



M Ā L A M A ENTREPRENEURSHIP PROGRAMS

In ecologically balanced societies, culturally-embedded technologies enhance and serve sustainable, living systems that provide health and well-being for 'āina and people, now and into the future.

That is the vision the Purple Mai'a foundation set out to work towards in 2016 when we launched the Purple Prize as a pilot competition designed to push the limits on the way technology facilitates and amplifies the values of aloha 'āina, which means "love of the land," a central idea of Hawaiian thought and culture emphasizing connections between land, people and communities.

After four years, this vision has materialized into some exciting results!

MĀLAMA



M Ā L A M A V E N T U R E S T U D I O S

Purple Mai'a Foundation has been looking to ancestral technologies for inspiration, recognizing their importance in a time where our climates are shifting, our environments are degrading, and where peace is difficult to come by. Over the last five years, we've successfully led four incubator cohorts to generate nearly 50 ideas and over a dozen technology companies, a handful of which are growing quickly.

To ensure these companies' success and the creation of local, future-of-work jobs, we've decided to launch a venture studio this year. At Mālama Venture Studio (MVS), we partner with companies, often driven by Native Hawaiian founders, to build impactful and scalable technologies on top of the platforms our ancestors created.

As a venture studio, we are here to fill gaps in key functions for these companies, empowering them to grow faster, larger, and create greater impact. As founders, investors, social innovators, and builders ourselves, we are capable of providing value to teams and love the journey of building a company from the ground up. As fathers, mothers, and sons rooted in Hawai'i and Hawaiian culture, we are driven to see our communities thrive economically and we aspire to see a world that resembles the stories we read about times of old.



Hohonu

Deploying sensors in partnership with NOAA in 14 states

Brought home kama'āina as COO

Obtained \$125k pre-seed investment

Part of Sustainable Ocean Alliance's X Accelerator Cohort



Part of HATCH Hawai'i Aquaculture Innovation Studio inaugural cohort

Contracted by International NGO's on fisheries monitoring activities

Grew team by adding a local CTO and Business Development Lead

P U R P L E P R I Z E

In 2013, Donovan Kealoha and Olin Lagon, Native Hawaiian entrepreneurs and technologists, co-founded Purple Mai'a Foundation with the intention of educating and inspiring the next generation of culturally grounded, community serving technology makers.

Recognizing a lack of job opportunities for students being educated, Kealoha, Lagon, Kelsey Amos (now Co-Founder & COO), and many of the founding board members created a prize competition for innovators with ideas for technology solutions rooted in Native Hawaiian culture, the Purple Prize.

Their hope was that the Purple Prize would spark the creation of local values-driven, place-based technology companies, which would eventually add to the supply of high-wage technology jobs for our high-potential youth...

A handful of the companies we've worked with have the potential to do immense good for our community and generate significant value, leading to a more vibrant local innovation economy in the form of jobs, livelihoods, and Hawaiian leadership.

56

Innovative Technology
Ideas Created

\$460K

External Investment Raised by
Companies

\$1.5M

Revenue Generated by
Companies

22

Active Projects/Companies

14

Active Indigenous Founders
and Co-Founders

\$240K

Non-dilutive grants raised and
deployed by PMF

K A M A K A ' Ī N A N A

Ka Maka 'Īnana and (K)new Futures is a joint initiative of the Purple Mai'a Foundation, the University of Hawai'i Office of Indigenous Innovation and the University of Hawai'i Office of Sustainability. Started in 2019, this program connects community members to explore cultural practices, radically re-engineer the design thinking process, and create (k)new solutions to local challenges.

This program provided the space to accelerate my thoughts and ideas with others who were thinking and working at the same frequency.

— Kahealani Acosta,
Founder and CEO, Vegetation Continuum



EXCHANGE AVE

A digital economy for Indigenous communities

Mobile app inspired by the Ahupua'a + designed for barter & trade, with a goal to re-establish and restore the closed-loop social network of the past

VEGETATION continuum

A game-based learning platform

Ecosystem of 'āina-based resources

Elevating 'ike 'āina through Hawai'i's pā'ani tradition

Several startup companies emerged from the program of which founders are Native Hawaiian and deeply rooted in culture

K Ī P U K A

A innovation grant program for Hawai'i youth with ideas for place-based solutions to local challenges. This is a partnership project with STEMWorks. We have awarded **\$6,488** so far.



Hua Ulu 'Āina

Hua Ulu 'Āina is producing an innovative video game called Ahupua'a. This 'āina-inspired game will introduce players to the concepts of aloha 'āina, regenerative

Hawai'i Cat.io

Hawai'i Cat.io creates modular "cat patios" that allow house cats to sunbathe and get fresh air while preventing waste-borne pathogens from entering Hawai'i's waterways, protecting critical native ecosystems.

Laulima Project

Laulima Project runs robotics classes led by an all-girl team, serving youth who lack access to robotics/STEM opportunities.



PREVIOUS WINNERS



Tyler Levine

A youth led seed bank coalition & movement. SEEDS of Honua is is a youth-led organization committed to creating a brighter, healthier, and more sustainable future of peace by connecting keiki to nature and empowering them to take action to protect and respect our mother earth.



Seedsofhonua.org | @seeds.of.honua



Joshua Parker

Building environmentally-safe hydropower generators to provide renewable energy for Loko I'a (Hawaiian Fishponds) and Lo'i (Farms) restoration efforts.



Hawaiianhydropower.com

HAWAI‘I FOUNDER

FoundHer is an accelerator program tailored specifically to the needs of Native Hawaiian, Pacific Islander, and/or Asian women and mothers starting businesses in five core markets of Hawai‘i’s economy: Tech, Fashion, Health & Wellness, Food System/Restaurants, and Keiki/Education.

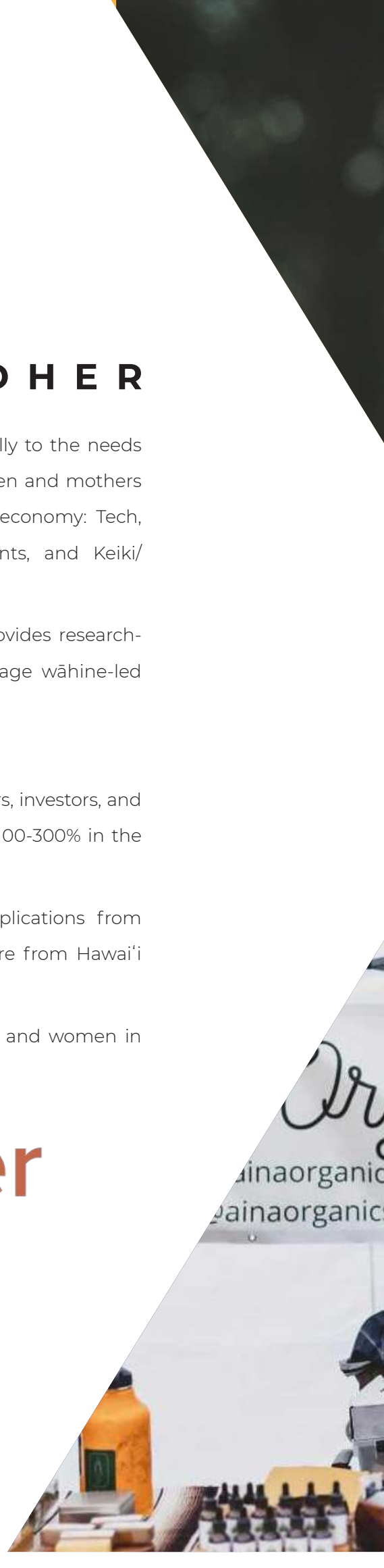
FoundHer was created by women for women and provides research-tested resources critical to the success of an early-stage wāhine-led business. We aim to provide:

Funding, Child and elder care, Workspace, Mentorship

Our team of wāhine (women) founders, business leaders, investors, and operators aim to grow five women-led businesses by 100-300% in the year they participate in the 6-month program.

In the 2021 pilot year, we received almost 200 applications from throughout the pae ‘āina. The final five companies are from Hawai‘i Island, Maui and Kaua‘i.

We’re proud to serve the growth of Native Hawaiians and women in technology.







**H I A P O W O R K F O R C E
D E V E L O P M E N T**

The Hiapo Program is designed to give Native Hawaiians and Pacific Islanders the opportunity to transition into a new career in tech. The program consists of an intro course, a bootcamp-style online training to gain Salesforce Administrator certification, and finally the opportunity to join our Olonā apprenticeship. Hiapo’s vision is to create a new generation of skilled tech workers from often overlooked segments of our community and provide them with better career opportunities, training, and ultimately economic advancement.

The first cohort, dubbed Papa A’ali’i to emphasize resilience to challenges, took their first steps of the 12-week journey in September 2020.

Cohorts learn the basics of the cloud-based Salesforce customer relationship management (CRM) platform and aim to achieve their Salesforce Administrator certification by the end of the training program.

"If we're gonna continue to be productive in this world, we need to be able to speak the language of the world. That's what Salesforce is. That's what technology is."

— Malu,
Papa A’ali’i

"We have a vision of Native Hawaiian excellence in contemporary digital technologies. Skills like Salesforce are in high demand. Training and certification can translate into a career that supports a family, regardless of a person's educational background or experience."

— Kelsey Amos,
Purple Mai'a COO

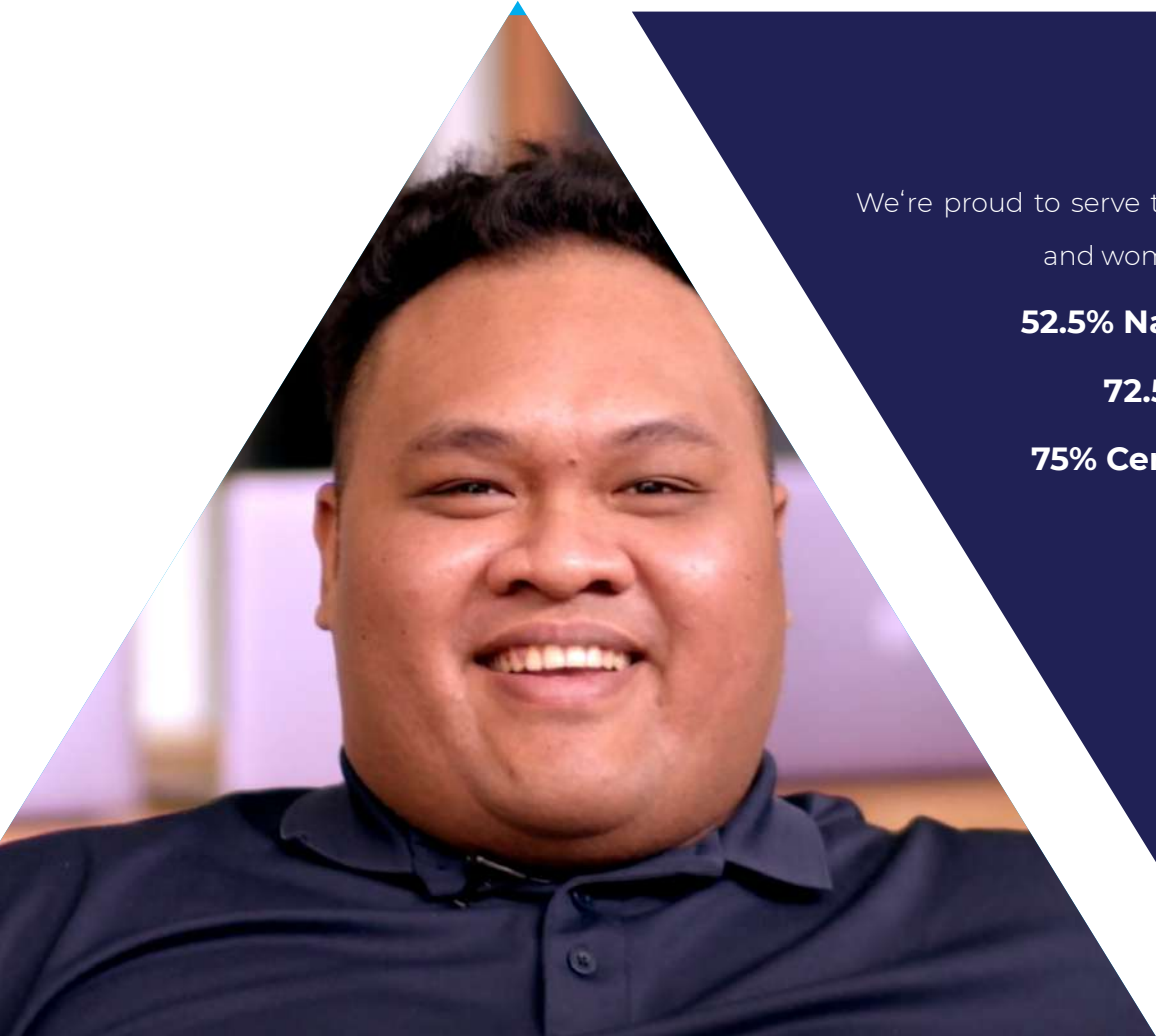
Since Hiapo's kick-off in September of 2020, we've accepted **40** participants in the Salesforce Certification training workforce development program.

Native Hawaiians
21

Certifications
30 (Admin) & 1 (UX)

Job Placements
17
8 external

Average Salary
\$51.8K



We're proud to serve the growth of Native Hawaiians and women in technology

52.5% Native Hawaiians

72.5% Female

75% Certification Rate

D O N O R S

We mahalo all of the generous and supportive organizations and individuals who make it possible for Purple Mai‘a to do its work.

Joseph and Kaori Blas

Justin and Tara

Kekoa Foundation

Amy Rasch

Watumull Family Foundation

Tawni Alailima

Arizona State University

Rose Family Trust

Kekoa Foundation

Frost Family Foundation

AHCC

Healy Foundation

Hawaii Community Foundation

Friends of Hawaii Charities

Atherton Foundation

Maji Connection

State of Hawaii HTDC

Erin Nagoshi

The Kirk-Landry Charitable Fund

Anonymous

Shaka Beverages

MEDB

John Kusaba

Judith Hodge

Karen Shishido

Cathy Kawano Ching

Robert Carvalho

National Geographic

HEI Foundation

Kamemeha Schools

The Schmidt Family Foundation

Hawaii Technology Development Corporation

National Science Foundation

Cooke Foundation

Nakupuna Foundation

Island Insurance Foundation

U.S. DOE Native Hawaiian Education program

J. Orin Edson Entrepreneurship +

Innovation Institute

Arjun Arora

John Bolte

Bernadette Burke

John Dean

Jeffrey Grimmer

Stephanie Hutch

Kurt Matsumoto

Natalia Muglia

Eric Nakagawa

First Insurance Company of Hawaii

Thaddeus Pham

James Pierce

Gail Taylor

Amy Woods



K A U K A N I K A M P A I G N

Donor for Haumana Match

One monthly donor at \$20 per month (about one pound of poke or one big plate lunch) can sponsor one haumana for the year.

Help us reach a goal of 1,000 haumana served next year.

Scan the QR code to donate through Paypal



Venmo: @PurpleMaiaFoundation





Lohelohe i honua

Listen with our ear to the Earth

Iholena o uka

Variety of mai'a (Iholena) of the uplands

Poniponi wana'ao

The purple color of the time of day before the sun rises*

Moku 'ē ka pawa lā

Belonging to a place

Ea ē, ea lā, Kamalani a Papa

Rise up, Child of Papa

Ea ē, ea lā, ea lā, 'eā