

OPERATION BLUE SKY:
Aboriginal Health Initiative

Ideas are powerful. They can help us move past obstacles, shape the future and compel change. Put ideas together and we can change the world. So, what is the potential of your idea? What change for the better can you make?

At MNP we know the value of ideas and the significant impact they can have. That is why we are excited about partnering with HeroX for our challenge, Operation Blue Sky: Aboriginal Health Initiative. This challenge is designed to improve the health and wellness outcomes within Aboriginal communities. While Canada's health care system is a point of national pride, various statistics show that serious health conditions such as heart disease, type 2 diabetes and tuberculosis are up to 10 times higher amongst Aboriginal Canadians.

As one of the largest professional services providers to Aboriginal communities and organizations, we see firsthand the health and socio-economic inequities between the Aboriginal population and the general Canadian population, especially in remote regions.

MNP would like to invite innovators who are as compelled, as we are, to help make the world a better place by identifying solutions to reduce these imbalances. As a participant, you will be asked to develop an actionable strategy to address Aboriginal health concerns, one that takes into consideration the history and experience of these communities. To ensure the Aboriginal experience is accurately represented, it is essential that strategies be developed from within the communities or through meaningful conversations with the communities.

The most innovative idea will receive a \$25,000 cash prize, while a second place winner will receive \$5,000. In addition, a People's Choice winner will receive \$5,000. We invite you to visit our challenge page to find out more at www.herox.com/mnpbluesky. The challenge begins on March 11, 2015 and closes on August 12, 2015.

So, what is your idea? How would you improve access and strengthen the impact of healthcare for Canada's Aboriginal population? We want to hear from you because we believe in the power of your ideas. Ideas that can change lives and benefit entire communities. At MNP we know the sky is the limit for what we can achieve together.

With warm regards,



Laurel Wood,
Executive Vice President, Clients and Services
MNP LLP

About MNP LLP

MNP is a leading national accounting, tax and business consulting firm to Canada's Aboriginal communities. MNP has developed a diverse suite of services designed to preserve our clients' traditions and position them for success. As one of the largest providers of professional services to Aboriginal communities, we recognize the roles safe housing, a nutritious diet and access to education play in creating healthy communities equipped to undertake local development and business initiatives that will stimulate long-term growth and stability. We are issuing this HeroX challenge to help address the gap in Aboriginal communities' access to health and well-being.

About HeroX

HeroX is a platform where anyone can spur innovation and solve problems by launching a challenge. A spinoff of XPRIZE, the leading organization solving the world's Grand Challenges by creating and managing large-scale, high profile, incentivized prize competitions and through a joint venture with City Light Capital, HeroX harnesses the power and momentum of competition-based innovation to solve both philanthropic and commercial challenges. HeroX provides the tools to make it easy for anyone to frame a problem and to inspire teams to compete to solve it.

