



**YOUNG  
ENTREPRENEUR  
X-FACTOR 2025**

**Young Entrepreneur X Factor (YEX):**

# A Global Platform for Young Minds

22nd - 23rd February 2025

The Young Entrepreneur X Factor [YEX] competition empowers young entrepreneurs to turn their ideas into real-world impact. YEX offers a unique platform for kids aged 8-17 to showcase their innovative solutions to global challenges. The competition encourages creativity, critical thinking, and collaboration.



# THE FIRST SOUTH EAST ASIA ENTREPRENEURSHIP PITCHING & SUMMIT FOR CHILDREN & YOUTH

## JAKARTA, INDONESIA

22nd - 23rd February 2025 @ EUNOIA INTERCULTURAL SCHOOL.

We have chosen Jakarta, Indonesia as the host for our first Southeast Asia Entrepreneurship Competition & Summit, “The Young Entrepreneur X Factor” due to its dynamic & rapidly growing market, the emergence of numerous unicorns and its rich tourism appeal.

By launching this initiative in Southeast Asia, we aim to elevate the entrepreneurial spirit across the region, offering students an unparalleled opportunity to collaborate beyond their borders, experience real -world challenges, and embrace a global perspective in an increasingly digitalised and AI-driven market landscape.



We are inspired by the vision of "Indonesia Emas" 2045, where youth will be the largest demographic in the country. Our goal is to nurture a future driven by entrepreneurship and innovation, fueling economic growth and global connections.

We aim to prepare students with the skills and mindset needed for success in the dynamic world of entrepreneurship. Through education, mentorship, and opportunities, we empower the next generation to turn their ideas into thriving ventures.



# Gaps in Indonesian Education



Government of Indonesia expressed the vision for developing an adaptive, productive, innovative, and competitive Indonesia based on 4 pillars:

Human Development and Mastery of Science and Technology

Sustainable Economic Development

Equitable Development

Consolidation of National Resilience and Governance

54%

According to the World Bank's Human Capital Index report on Indonesia, the country's population productivity level is only 54% of its potential.

>50%

More than 50% of the Indonesian population experience a job-skills mismatch. In addition, 8 millions of Indonesians where many are highly educated.

2.3%

Only 2.3% of Indonesian are entrepreneurs. Most of the entrepreneurs are in the scale of MSMEs. Majority of Indonesian entrepreneurs struggled to level up due to financial and entrepreneurial literacy

# VISION

To forge a future in which **entrepreneurial vision and innovation catalyze economic advancement, societal development, and global integration** by equipping young individuals with vital entrepreneurial competencies.



# MISSION

- Empower students with the mindset and resources required to excel in the ever-evolving realm of entrepreneurship.
- Cultivate innovation and stimulate economic advancement by nurturing entrepreneurial skills in the next generation of leaders.
- Offer students comprehensive knowledge, expert mentorship, and invaluable opportunities to transform their ideas into successful enterprises.



# PURPOSE

Youth Entrepreneur X-Factor aims to achieve the following goals:

## **Cultivate Key Entrepreneurial Skills in Students**

- Provide practical experience in idea generation, presentation, and business development.
- Offer workshops, mentorship, and interactive activities to teach effective ideation, concept refinement, and business planning.
- Promote a mindset of creativity, problem-solving, and resilience.

## **Highlight and Celebrate Youth Innovation**

- Showcase the creativity and potential of young Indonesians.
- Increase awareness and appreciation of youth innovation and entrepreneurial spirit.
- Inspire other young people to pursue entrepreneurial ventures and contribute to socio-economic progress.



# VALUES

We are committed to empowering students through education and practical experience to drive meaningful change. By providing platforms for hands-on learning and innovation, we inspire and support the next generation of entrepreneurs for regional growth and success.

## Empowerment & Education

Provide students with the education and resources essential for becoming proactive change-makers in their communities.

## Practical Experience

Facilitate platforms for students to pitch their ideas to established brand owners, gaining essential experience and insights.

## Innovation & Growth

Foster regional innovation and prosperity by inspiring and supporting the emerging generation of entrepreneurs.

## Demonstrated Excellence

Utilize our established track record as a **leading entrepreneurship program in Southeast Asia.**



# EMPOWERING YOUNG MINDS

1

## **Foster Creativity and Critical Thinking**

Encourage participants to develop and present creative business ideas that solve real-world problems or create new opportunities.

2

## **Identify the X Factor**

Highlight and reward participants who demonstrate the unique ability to influence, captivate, and inspire their audience with their ideas.

3

## **Promote Collaboration**

Create an environment where participants can form lasting connections, learn from one another, and potentially become future business partners.

4

## **Media Exposure**

Capture the essence of the competition through filming and create a production that showcases the journey of these young entrepreneurs, aiming to sell the concept to a media company.

# COMPETITION STRUCTURE

1

## Recruitment & Outreach

Engaging schools, communities, and organizations to recruit participants.

2

## Coaching & Mentorship

Preparing participants for the competition through coaching sessions, enhancing their presentation, problem-solving, and business skills.

3

## Preliminary Rounds

Participants present their ideas to a panel of judges, with winners moving on to the final rounds.

4

## Final Pitch

Top participants pitch their ideas in front of industry leaders, sponsors, and the public.

5

## Follow-Up & Support

Participants receive continued mentorship and opportunities for real-world application of their projects.



# COMPETITION SCOPE

## Global Reach

Encouraging participation from diverse cultural backgrounds, fostering a global community of young entrepreneurs.



## Target Audience

Children aged 8-17 years old



## Fields of Interest

Open to various industries, including technology, arts, sciences, social impact, and more.



## Categories

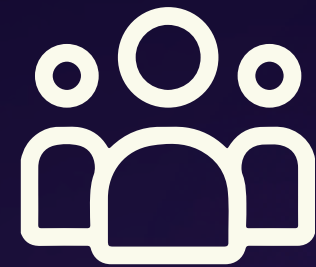
2 main categories:  
- Startups Teens (8-12 yrs old) and Tweens (13-17 yrs old) and  
- Existing Businesses (8-17 yrs old)



# COMPETITION TIMELINE

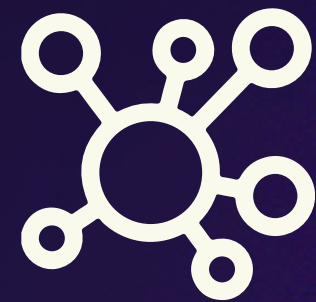


# PARTICIPANT RECRUITMENT & COACHING



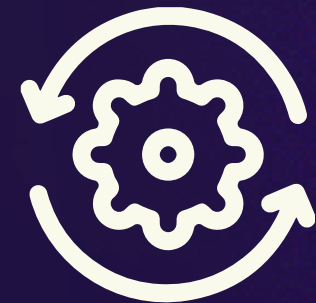
## Target Audience

Young entrepreneurs aged 8-17.



## Outreach Channels

Schools, local youth organisations, entrepreneurship clubs, innovation hubs, and corporate sponsors.



## Application Process

Streamlined online registration process, detailing eligibility criteria, submission deadlines, and required information.



## Coaching Topics

Creative problem-solving, market research and validation, pitching and public speaking, business model development.

# Youth Synergy Sessions



**Presentation**



**Collaboration**



**Brainstorming**

With MENTORS . INDUSTRY EXPERTS . GLOBAL ENTREPRENEURS

# KEY PROGRAMS

Program 1

**ENTREPRENEURSHIP  
BOOTCAMP FOR  
STUDENTS**



Program 2

**STUDENTS' PITCH  
SHOWCASE**



Target  
Participants  
**INDONESIA,  
MALAYSIA, THAILAND,  
SINGAPORE**

Bootcamp  
**1000**  
STUDENTS EXPOSURE

Competition  
Participants  
**100**  
GROUPS

Summit Participants  
**350**  
GUEST

# Pitch Process & Key Dates

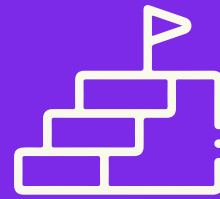
01



## COMPETITION CATEGORIES

- Category 1: Primary Students (4-6 SD)
- Category 2: Secondary Students (SMP-SMA)

02



## COMPETITION STAGES

- Participants will submit their pitch videos to the organizers.
- The organizers will review and choose videos to move on to the semifinal stage.
- Semifinalists will then present their business ideas to a panel of judges.

03



## TALK SHOW AND MENTORSHIP

- All participants will gain valuable insights by attending a talk show led by a brand owner who will provide inspiration.
- Semifinalists will benefit from mentorship by experienced brand owners to enhance their ideas and business plans.

# Pitch Process & Key Dates

04



## PRIZE DETAILS

Total Prize Pool  
**IDR 100,000,000**

Distribution: Prizes will be awarded to three winners in each category.

1st Place: IDR 25,000,000  
2nd Place: IDR 15,000,000  
3rd Place: IDR 5,000,000

05



## POST EVENT & MENTORSHIP

- CIRCLE OF EXCELLENCE
- MENTORSHIP & GROUP TALKS
- PUBLIC SPEAKING TRAINING

06

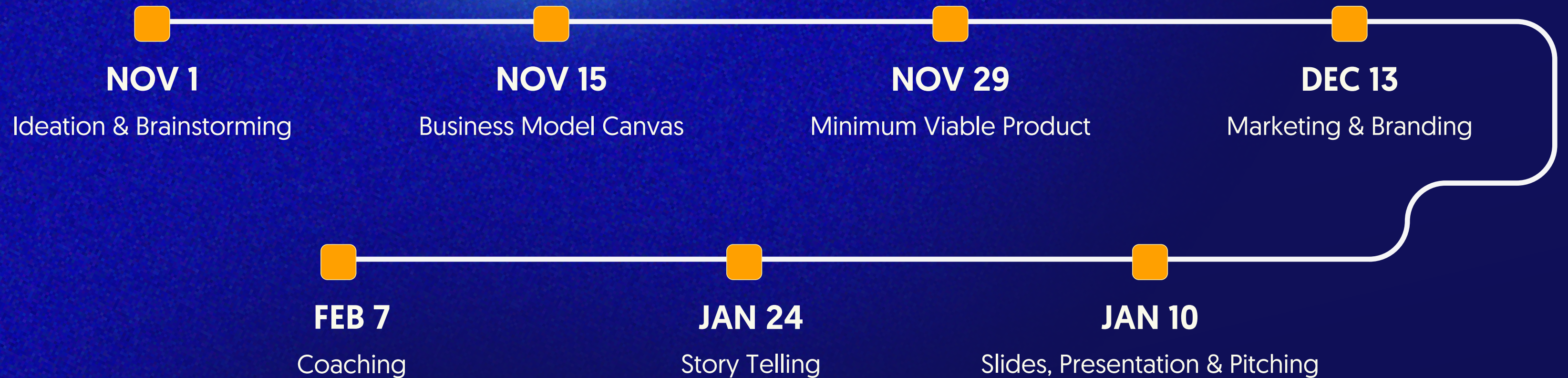


## TIMELINE

- **November 1-30, 2024**  
Submission Period
- **December 2-13, 2024**  
Initial Review
- **January 25-29, 2025**  
Expert Mentoring
- **February 22nd, 2025**  
Preliminary Round
- **February 23rd, 2025**  
Final Round

# EVENT RUNDOWN

## BootCamp / Mentorship



# EVENT RUNDOWN

22 - 23 February 2025

## OPENING & PRELIMINARIES

22 FEB

- **8-10 A.M**  
Opening & Conference
- **10-12 P.M**  
Preliminaries Judging (1) |  
-Workshops
- **12-13 P.M**  
Networking Lunch
- **13-15 P.M**  
Preliminaries Judging (2) |  
-Workshops
- **15-17 P.M**  
Preliminaries Judging (3) |  
-Workshops

## FINAL & AWARDING

23 FEB

- **8-9 A.M**  
Talkshow & Final Announcements
- **9-12 P.M**  
Finals Pitching (1) |  
-Workshops
- **12-13 P.M**  
Networking Lunch
- **13-16 P.M**  
Closing Ceremony, Conference &  
Awarding Ceremony

# Promotional Campaign Ads

**Egg HATCH**  
BOOTCAMP OCTOBER SERIES

**All Workshops are Free**

**Yein**  
Founder of Craftiviti and Yein & Young  
[ Speaker on 19/10/24 ]

**CJ LIM**  
Trainer

<p>Ideation &amp; Brainstorming Workshop</p> <p><b>12 OCT 2024</b></p> <p>10:00AM - 12:00PM</p> <p>DWIKEMAS INTERNATIONAL SCHOOL</p>	<p>Art to Business: Making Money with Your Creativity [Talk session]</p> <p><b>19 OCT 2024</b></p> <p>10:00AM - 11:00AM</p> <p>DWIKEMAS INTERNATIONAL SCHOOL</p>	<p>Ideation &amp; Brainstorming Lab Session</p> <p><b>26 OCT 2024</b></p> <p>10:00AM - 12:00PM</p> <p>DWIKEMAS INTERNATIONAL SCHOOL</p>
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**FIND OUT MORE & REGISTER**

YEX\_FACTOR  
 YOUNG ENTREPRENEUR X FACTOR  
 EIKA ZULKIFLE : +60102828630

IDEATE | INNOVATE | INFLUENCE

**YOUR NAME**

**BE A YOUNG ENTREPRENEUR FOR GLOBAL CHANGE**

JOIN OUR SERIES OF BOOTCAMP WORKSHOPS, WHERE YOU'LL IDEATE, CREATE, AND PITCH YOUR IDEAS INTO REAL-WORLD VENTURES!

- 3 MONTHS OF INSPIRING WORKSHOPS** TO TAKE YOUR IDEAS FROM CONCEPT TO CREATION
- GET MENTORED BY GLOBAL INDUSTRY EXPERTS** AND GAIN VALUABLE GUIDANCE, AS WELL AS GLOBAL EXPOSURE.
- PITCH LIKE A STAR** TO A PANEL OF WORLD-CLASS INDUSTRY PROFESSIONALS.

WHETHER YOU'RE FULL OF IDEAS OR JUST GETTING STARTED, YEX WILL EQUIP YOU WITH THE SKILLS AND EXPERIENCE TO TAKE THE STAGE AT BIG PITCHING COMPETITIONS, SUCH AS YEX 2025 IN JAKARTA – AND WHO KNOWS, MAYBE EVEN TEDX KL!

**AGE: 8-17 YEARS OLD**

**FIND OUT MORE & REGISTER NOW!**

Circle of Excellence Group is an international organisation that gives business owners access to prosperity, freedom and purpose.

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# YOUNG ENTREPRENEUR X FACTOR

## IS COMING TO JAKARTA

Hosted by EUNOIA INTERCULTURAL SCHOOL

### A GLOBAL PLATFORM FOR YOUNG MINDS

The Young Entrepreneur X Factor (YEX) competition empowers young entrepreneurs to turn their ideas into real-world impact. YEX offers a unique platform for kids aged 8-17 to showcase their innovative solutions to global challenges. The competition encourages creativity, critical thinking, and collaboration.

BENEFIT

**3 MONTHS OF INSPIRING WORKSHOPS** to take your ideas from concept to creation

**GET MENTORED BY GLOBAL INDUSTRY EXPERTS** and gain valuable guidance, as well as global exposure

**PITCH LIKE A STAR** to a panel of world-class industry professional

#### OPEN FOR 3 MAIN CATEGORIES

- **STARTUP TEENS** (8-12 years old)
- **TWEENS** (12-17 years old)
- **EXISTING BUSINESS** (8-17 years old)



**22<sup>th</sup>-23<sup>rd</sup>**  
FEBRUARY 2025

**BELLEZZA PERMATA HIJAU,**  
GROUND FLOOR, JAKARTA

**SOUTH EAST ASIA PARTICIPANTS ARE WELCOME!**

**REGISTER HERE!**

Visit our website for further information  
<https://youngentrepreneurxfactor.com/>



yex\_factor

Young Entrepreneur X Factor

+62 859-0004-5595



# YOUNG ENTREPRENEUR X FACTOR

Hosted by EUNOIA INTERCULTURAL SCHOOL

# Egg HATCH

BOOTCAMP FOR ENTREPRENEUR SERIES

**NOV - JAN**  
2024 - 2025

**THE IDEA NEST**  
BELLEZZA PERMATA HIJAU,  
GROUND FLOOR, JAKARTA

ALL WORKSHOPS ARE **FREE**

**1**  
**NOV**  
**2024**

**Ideation & Brainstorming**

04:00 - 06:00 PM

Speaker:

**15**  
**NOV**  
**2024**

**Business Model Canvas**

04:00 - 06:00 PM

Speaker:

**29**  
**NOV**  
**2024**

**Minimum Viable Product**

04:00 - 06:00 PM

Speaker:

**13**  
**DEC**  
**2024**

**Marketing & Branding**

04:00 - 06:00 PM

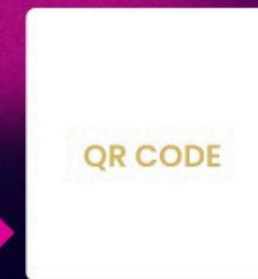
Speaker:

**10**  
**JAN**  
**2025**

**Slides & Presentations & Pitching**

04:00 - 06:00 PM

Speaker:



Visit our website for further information  
<https://youngentrepreneurxfactor.com/>

**REGISTER HERE!**

yex\_factor

Young Entrepreneur X Factor

+62 859-0004-5595

# COLLABORATION, PARTNERSHIP & SPONSORSHIP

To bring Alpha Summit 2025 to fruition, we seek **strategic collaborative partnership, funding and sponsorship**. Your support will enhance the event and align your brand with **innovation and future entrepreneurship**. Partner with us to shape future leaders and gain valuable exposure, while demonstrating your market execution and driving revenue growth.







# Sponsorship and Partnerships



## Corporate Sponsors

Reach out to local corporations, startup incubators, and business organisations to sponsor the event.



## Educational Institutions

Partner with educational institutions and community organizations to promote the event.



## Funding Opportunities

Provide opportunities for sponsors to mentor participants, serve as judges, or provide prizes.



## Global Partnerships

Leverage global connections to demonstrate the high-level value of the competition and attract sponsors.

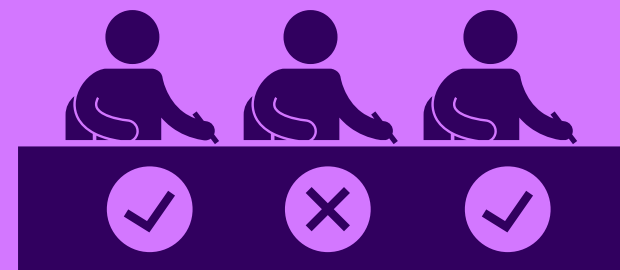
# COLLABORATION

“Play a vital role in **building** the **next generation of entrepreneurs** and empowers societies by guiding and inspiring aspiring children & youth, thus contributing to a thriving entrepreneurial ecosystem”



## Mentors

Empower budding entrepreneurs by sharing your expertise as a mentor, guiding them to success and enhancing your professional reach.



## Judges

Join our panel of distinguished judges to evaluate cutting edge ideas and shape the future of entrepreneurship while gaining exclusive networking opportunities



## Speakers

Be a speaker and inspire a community of eager entrepreneurs while expanding your influence within the aspiring entrepreneurial community.

MEET  
THE *EXPERTS*



25

JUDGES

10+

MENTORS

10+

SPEAKERS

Judge Name Description	(photo)	Judge Name Description	(photo)	Judge Name Description	(photo)
(photo)	Judge Name Description	(photo)	Judge Name Description	(photo)	Judge Name Description
Judge Name Description	(photo)	Judge Name Description	(photo)	Judge Name Description	(photo)
(photo)	Judge Name Description	(photo)	Judge Name Description	Judge Name Description	Judge Name Description
Judge Name Description	(photo)	Judge Name Description	(photo)	Judge Name Description	(photo)

# MEDIA PARTNERSHIP

Pioneer transformative opportunities for children and youth, and lead the way for a brighter future and foster a new wave of entrepreneurial talent across Southeast Asia. Lets join forces to inspire, educate and equip the next generation of innovators



## BENEFITS

EXCLUSIVE LIVE  
STREAMS

PRIORITY  
ACCESS

FEATURED  
INTERVIEWS &  
PANELS

BEHIND THE  
SCENES ACCESS

INTERACTIVE  
WORKSHOP

YOUTH  
ENGAGEMENT  
PROGRAMS

CO-BRANDED C  
ONTENT

PROMOTION &  
PUBLICITY

EXCLUSIVE BOOTH  
OPPORTUNITIES

# Judging Criteria and Scoring

Category	Description	Points
The X Factor	Ability to stand out, inspire, and influence with their idea.	50
Content	Idea, product or business viability.	30
Clarity & Presentation	How well is the idea presented? Is the pitch clear, compelling, and well-structured?	20





**PLATINUM  
PACKAGE**

Total Investment

**IDR 50,000,000**

Benefits:

- [Large] logo placement in all branding collaterals
- Exclusive title as “Sponsorship Partner”
- VIP event access
- Event recognition (eg: Sponsor speech)





## **GOLD PACKAGE**

Total Investment

# **IDR 30,000,000**

Benefits:

- [Large] logo placement in all branding collaterals
- VIP event access
- Event recognition (eg: Sponsor speech)







**SILVER  
PACKAGE**

Total Investment

**IDR 15,000,000**

Benefits:

- Logo placement
- Branding opportunities
- Event Recognition





**BRONZE  
PACKAGE**

Total Investment

**IDR 5,000,000**

Benefits:

- Logo placement
- Event Recognition





Total Investment

**IDR 1,500,000**

Benefits:

- 4m2 Booth Area
- Event Recognition

Total Investment

**IDR 2,500,000**

Benefits:

- 9m2 Booth Area
- Event Recognition



**Thank You**