



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

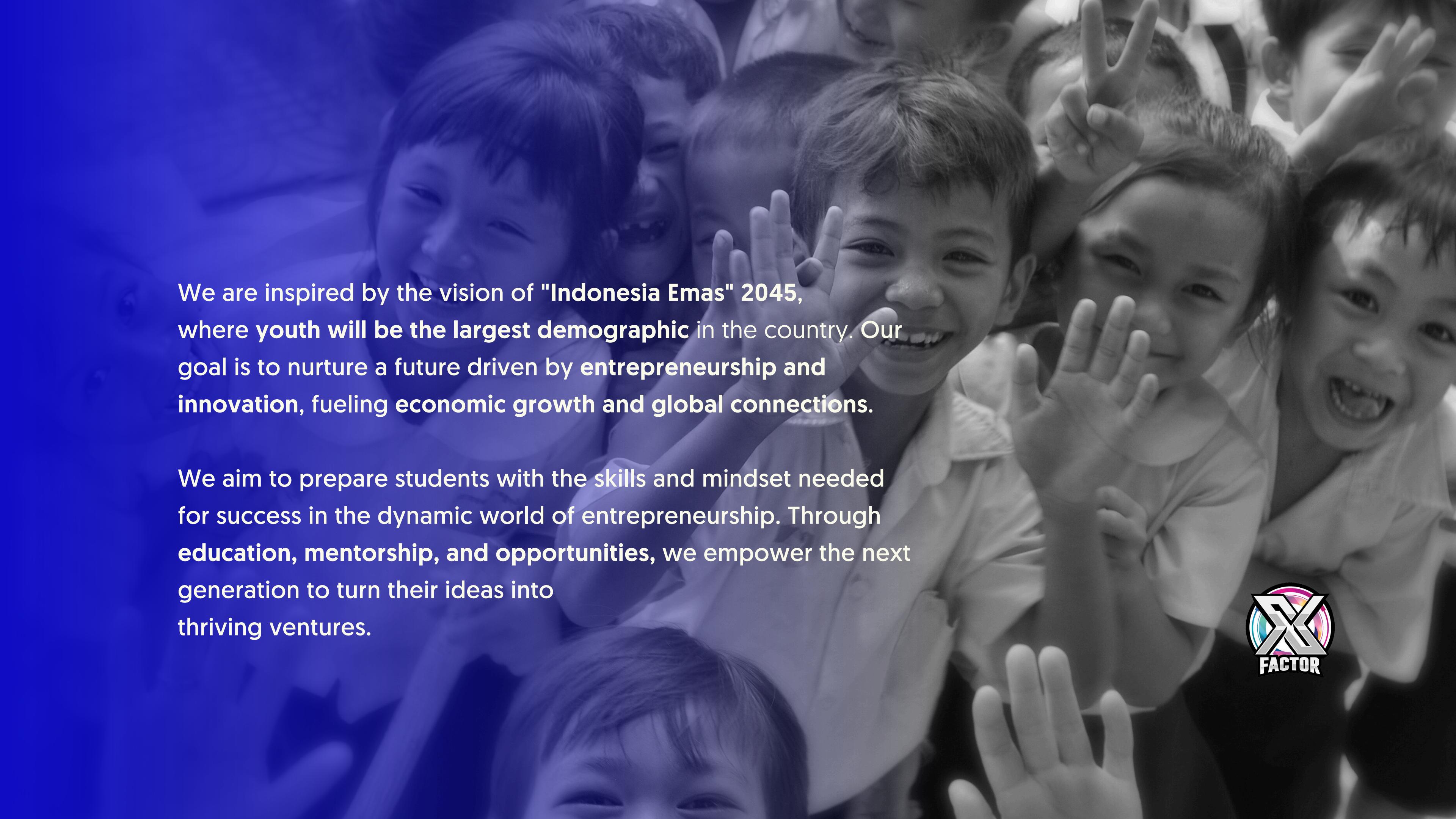
JAKARTA, INDONESIA

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

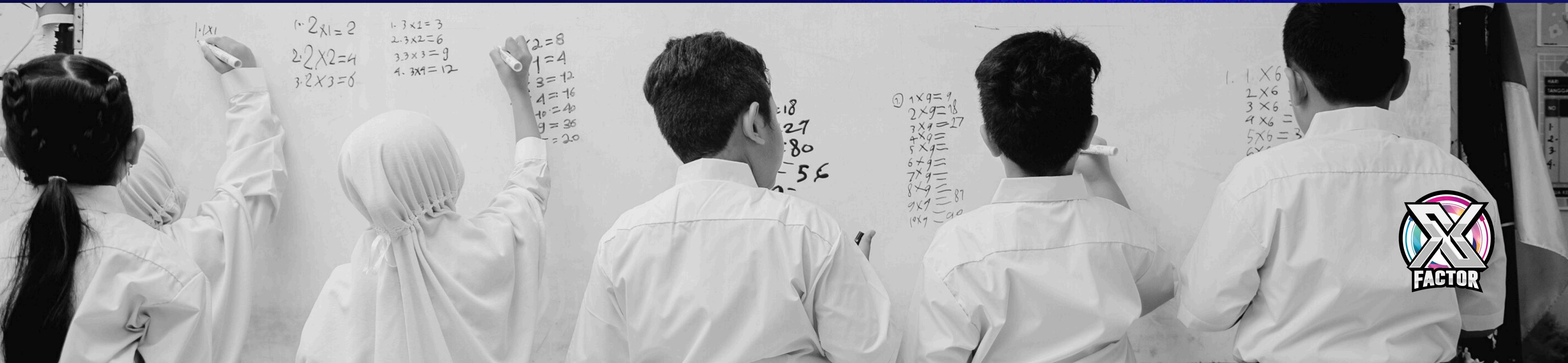
VISION

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.

Innovation & Growth

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

Practical Experience

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

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.



Fields of Interest

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

Target Audience

Children aged 8-17 years old

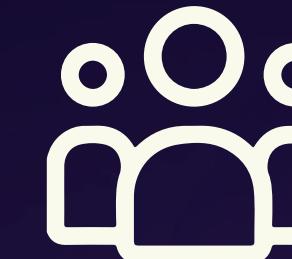
Categories

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

COMPETITION TIMELINE

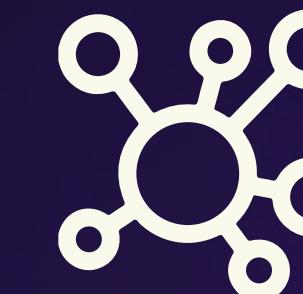


PARTICIPANT RECRUITMENT & COACHING



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

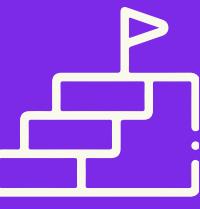
01



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

NOV 1

Ideation & Brainstorming

NOV 15

Business Model Canvas

NOV 29

Minimum Viable Product

DEC 13

Marketing & Branding

FEB 7

Coaching

JAN 24

Story Telling

JAN 10

Slides, Presentation & Pitching

EVENT RUNDOWN

22 - 23 February 2025

OPENING & PRELIMINARIES

- 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

22 FEB

FINAL & AWARDING

- 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

23 FEB

Promotional Campaign Ads



Egg Hatch
BOOTCAMP OCTOBER SERIES

All Workshops are Free

12 OCT 2024
Ideation & Brainstorming Workshop
10:00AM - 12:00PM
DWIKEMAS INTERNATIONAL SCHOOL

19 OCT 2024
Art to Business: Making Money with Your Creativity (Talk session)
10:00AM - 11:00AM
DWIKEMAS INTERNATIONAL SCHOOL

26 OCT 2024
Ideation & Brainstorming Lab Session
10:00AM - 12:00PM
DWIKEMAS INTERNATIONAL SCHOOL

Yein
Founder of Craftivity! and Yein & Young (Speaker on 19/10/24)

CJ LIM
Trainer

FIND OUT MORE & REGISTER

YEX_FACTOR
YOUNG ENTREPRENEUR X FACTOR
EIKA ZULKIFLE : +60102828630

ENTREPRENEUR X-FACTOR



IDEATE | INNOVATE | INFLUENCE

JEFF BEZOS
RYAN REYNOLDS
RYAN KAJI
PEWDIEPIE
YOUR NAME
RICHARD BRANSON
LUDWIG AHGREN
MICHAEL REEVES
STEVEN BARTLETT

YOUNG ENTREPRENEUR X-FACTOR

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

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

YEX_FACTOR
YOUNG ENTREPRENEUR X FACTOR
EIKA ZULKIFLE : +60102828630




YOUNG ENTREPRENEUR X FACTOR

IS COMING TO JAKARTA

Hosted by EUNOIA INTERCULTURAL SCHOOL

A GLOBAL PLATFORM FOR YOUNG MINDS

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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 professionals

OPEN FOR 3 MAIN CATEGORIES

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

22th-23rd 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/>

QR CODE

Instagram: yex_factor **Facebook:** Young Entrepreneur X Factor **Phone:** +62 859-0004-5595




YOUNG ENTREPRENEUR X FACTOR

Hosted by EUNOIA INTERCULTURAL SCHOOL

Egg Hotch

BOOTCAMP FOR ENTREPRENEUR SERIES

NOV - JAN 2024 - 2025

THE IDEA NEST
BELLEZZA PERMATA HIJAU,
GROUND FLOOR, JAKARTA

ALL WORKSHOPS ARE FREE

1 NOV 2024	15 NOV 2024	29 NOV 2024
Ideation & Brainstorming 04:00 - 06:00 PM Speaker:	Business Model Canvas 04:00 - 06:00 PM Speaker:	Minimum Viable Product 04:00 - 06:00 PM Speaker:
13 DEC 2024	10 JAN 2025	
Marketing & Branding 04:00 - 06:00 PM Speaker:	Slides & Presentations & Pitching 04:00 - 06:00 PM Speaker:	

QR CODE

REGISTER HERE! 

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

Instagram: yex_factor **Facebook:** Young Entrepreneur X Factor **Phone:** +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

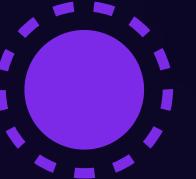
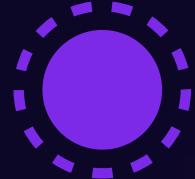
Provide opportunities for sponsors to mentor participants, serve as judges, or provide prizes.



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

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

MEDIA PARTNERSHIP

Pioneer transformative opportunities for children and youth, and lead the way for a brighter future and forster 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 CONTENT

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





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