



ASTI'S YOUNG ENTREPRENEURS COMPETITION (AYE) REPORT 2023

KOLEJ TINGKATAN ENAM HAJI ZAINUL ABIDIN
(KTEHZA)



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Thank you!

Kolej Tingkatan Enam Haji Zainul
Abidin (KTEHZA), Pulau Pinang

Judges

Participants

Teachers

&

Volunteers

Executive Summary

ASTI's Young Entrepreneurs (AYE) competition is an entrepreneur's competition organized at Kolej Tingkatan Enam Haji Zainul Abidin for the third time. AYE was conducted through virtual training and a business plan competition to raise awareness and knowledge about entrepreneurship. Every Penang school offering Form-6 or STPM were invited to take part in this competition.

A total of 11 schools participated in the competition. The module and training video on business plan report and pitching were distributed to the participants. Among topics covered included; How to write a business plan, sample business case, dos, and don'ts in a business pitch, how to prepare for a business pitch and so on.

The final business pitch was held on 14 October 2023. Schools participated in the programme by submitting their business plans and presented their business ideas to experienced judges. The judges were themselves successful entrepreneurs. We received positive feedback from the judges on the quality of the entry this year.

We hope to continue to be a part of this entrepreneur programme and looking forward for more schools to participate in the programme in the future to enhance their entrepreneurial skills.

1. Introduction

Since its inception, ASTI, Association of Science, Technology, and Innovation has been working towards inspiring the young generation of our nation to explore the world of science and innovation. We have many projects including Science Fair for Young Children (SFYC), Young Inventors Challenge (YIC) and ASTI Leap Challenge (ALC), during which students will design and come up with various new inventions and innovations addressing core problems they are passionate about. We have been privileged to witness many creative and unique inventions throughout these years.

All our projects are designed as an educational tool where our participants learn from the tasks they undertake. Hence, for example in Young Inventors Challenge, our aim is not to develop inventions BUT to develop inventors.

However, we have noticed another important skill could be further developed in these students. We have come to realize that a lot of these unique concepts never make it past the stages of ideation, design, and prototype. Students lack the entrepreneurial abilities needed to transform their unique idea into marketable venture. They have never written a business plan or proposal before, so they have no idea how to continue. We believe that, with the right direction, we can nurture future entrepreneurs who could contribute to the development of the nation.

Objective

The objectives of this project are:

- 1.To create an awareness among students about business and entrepreneurship.
- 2.To improve presentation skills and introduce “ideas pitching”.
- 3.To introduce business concepts like financial planning, value proposition and marketing planning to students.
- 4.To give students a real feel of the business world.
- 5.To recognise the full business cycle.

ASTI’s Young Entrepreneurs (AYE) Competition 2023

ASTI was approached by Kolej Tingkatan Enam Haji Zainul Abidin (KTEHZA) to develop a special program for Form 6 colleges in Penang related to entrepreneurship. Hence ASTI developed this special programme with KTEHZA for future young entrepreneurs. The entrepreneur competition was part of a larger inter-school ‘Karnival Koakademik’ that KTEHZA organised with the State Education Department.

The roles and responsibilities of the 2 main stakeholders were as follows:

KTEHZA Team

Accountable for administering the program's promotion and for locating the participating schools. KTEHZA is also responsible in seeking approval from Kementerian Pendidikan Malaysia (KPM) and Jabatan Pendidikan Negeri (JPN) Pulau Pinang for the programme and organising the “one the day” event.

ASTI Team

Design, offer guidance on implementing the programme, and assist in supplying program trainers and judges for the competition.

2. Methodology

ASTI’s Young Entrepreneurs (AYE) Competition 2023 consisted of a training on how to develop a business plan and how to present it to potential investors. This was followed by a 1-day competition between the teams which was conducted in 2 rounds.

The module and training video for the competition was emailed to Pn. Zahrana of KTEHZA on 12 September 2023 to be shared with the participating schools. The training video and module would both help the students recognize relevant problems while developing a product or service to solve a problem. An inventor will view a challenge as a chance to provide a solution. An entrepreneur views a challenge as a chance to offer a service or good that has the potential to grow. AYE wants to assist participants in turning their ideas into a service or product.

The teams were required to prepare their business plan not to be more than 5 pages and to be submitted to ASTI by 6 October 2023. Each team was made up of up to 5 students. The composition of the team members were left to the schools to decide.

The competition was held at KTEHZA on 14 October 2023. A total of 11 schools participated in the competition. On the competition day, the teams were required to present their business idea to the judges in not more than 5 minutes followed by a 7 minute Question & Answer (Q&A).

For the Pre-final round, the teams were divided into 2 groups and were assigned different rooms each to present their business pitch to the judges. Bilik Seminar and Bilik Media 3 were used for the Pre-final round. The order of business pitch by participants was determined via “Spinning Wheel” Application and the business presentation took place accordingly. There were 3 judges assigned in each room to judge the business pitch by the teams. The teams were judged by representatives from the industry identified by ASTI.



Pre-Final: GROUP A



Pre-Final: GROUP B

Below is the list of groupings for the business pitch presentation:

Groups	Name of Judges	School List For Judging
GROUP A (BILIK SEMINAR)	<p>Mr. Mohamed Rizwan bin Abdul Ghafoor Khan- Chief Judge</p> <p>Ms. Noor Mawarni Binti Sharif</p> <p>Ms. Nor Faridah Sariff</p>	<p>1) KOLEJ TINGKATAN ENAM HAJI ZAINUL ABIDIN (KTEHZA)</p> <p>2) PENANG FREE SCHOOL</p> <p>3) SMK TINGGI BUKIT MERTA JAM</p> <p>4) SMJK PEREMPUAN CINA</p> <p>5) KOLEJ TINGKATAN ENAM DESA MURNI</p> <p>6) SMK SEBERANG JAYA</p>
GROUP B (BILIK MEDIA 3)	<p>Mr. Shaick Saifullah bin Jehangir Ali</p> <p>Ms. Shakirah Yahaya</p> <p>Ms. Noranizawati Binti Ismail</p>	<p>1) SMK DATUK HAJI AHMAD BADAWI</p> <p>2) SMJK JIT SIN</p> <p>3) KOLEJ TINGKATAN ENAM HUTCHINGS</p> <p>4) SMK PENANTI</p> <p>5) SMK (L) METHODIST (MBS)</p>

Table1: List of Participants according to groupings

To determine the top three winners of the competition, the best two teams from each group were selected to pitch their invention again in the final. There was one more team selected as a wild card entry to present their business pitch in the final. Below is the list of schools that were selected for the final presentation:

NO.	SCHOOL NAME
1	SMK SEBERANG JAYA
2	SMK PENANTI
3	SMK TINGGI BUKIT MERTAJAM
4	KOLEJ TINGKATAN ENAM HAJI ZAINUL ABIDIN (KTEHZA)
5	SMK DATUK HAJI AHMAD BADAWI

Table 2: List of Schools in the Finals



Final Round

Before going for a break, the students were given feedback by the judges to improve their business pitch for the final round. The final competition was held at Bilik Seminar, Kolej Tingkatan Enam Haji Zainul Abidin. All the teams prepared and improved their presentation for the final business pitch. “Spinning Wheel” Application was used again to determine the teams’ turn to present their business plan. Then the teams presented their business plan to the judges according to their turn.

After the presentation, the judges selected the top 3 teams to be given prizes. The lists of the winners are as below:

PLACING	SCHOOL NAME
Champion	KOLEJ TINGKATAN ENAM HAJI ZAINUL ABIDIN (KTEHZA)
1st Runner Up	SMK PENANTI
2nd Runner Up	SMK TINGGI BUKIT MERTAJAM

Table 3: List of winning schools



Winners of the Competition

3. Judging

Six professionals with a range of experiences volunteered to serve as judges for this program. Mr. Mohamed Rizwan bin Abdul Ghafoor Khan served as Chief Judge. He led the judging committee for the competition. All the judges had achieved success as an entrepreneur at varying phases of their developments.

Event Judging

Judges started showing up at 7:30 a.m. A copy of the students' business plan report was provided to the judges so they could assess and comprehend the participants' business ideas in general. They were given approximately one hour for breakfast, marking the reports, and gaining a general understanding of the business plan in accordance with their groups. The six judges were divided into two groups.

After marking the reports, the judges were asked to proceed to their assigned rooms to start the business pitch competition. All the teams presented their business ideas to the judges and the audience during the pre-final round. The judges questioned each team in-depth about their business pitch after they had finished presenting their idea. For the final round, the judges chose the top two teams from each group as well as one wild card entry team. Five teams were selected to take part in the final presentation. The judges offered suggestions on how to make the business pitches of the contestants better.

After a short break the participants and judges gathered for the finals. The judges had a discussion among themselves to choose the best 3 teams after all the business plan presentations had taken place. Finally, the chief judge selected and endorsed the top 3 teams that deserved to win. The competition was concluded by 12.15pm.

4. SWOT Analysis & Recommendations

After the event, the organising working group conducted a post-mortem by doing a SWOT analysis. The results are as below:

Strength:

- Still managed to prepare a training video for participants.
- Had continued support from KTEHZA to conduct the entrepreneur competition for the third time.
- The judges were looking forward to evaluating the business pitch.
- Module and training video provided were efficient.
- Business pitches and reports by participants were good.
- Judges were willing to provide feedback to any team that approached them.

Weakness:

- Lack of sustainability in prototypes/ inventions by participants.
- Lack of funding – conducted virtual training instead of physical training.
- Unable to seek funding due to the time constraint, the ASTI team could not travel to Penang to oversee the judging process.
- Inventions by participants were not as expected/ unique.
- A small number of reports submitted could be improved.
- Some of the prototypes were same as last year but were presented by different school.

Opportunity:

- ASTI receives support from volunteers as judges as a result of its strong network.
- Judges are willing to be involved with students much earlier in mentoring them. If the judges are involved in mentoring, they should not be involved in the judging.
- Judges don't mind guiding the students on marketing their products.

Threat:

- The programme is not continued due to some constraints.
- Passion as entrepreneur is lacking.

Recommendations:

- Judges expect better innovation from participants.
- Judges don't mind working with students about 2-3 months before the competition to mentor them. Explore this option.
- Give more time to participants so that they can come up with good inventions.
- Select the best team from each school to participate in the competition by having school based competition in schools that are interested.
- Invite CEOs to give a talk to students to share their experience to inspire the students.
- Students to present their prototype in school to get feedback from teachers. This is essential for refining their prototype before final presentation to the judges.

5. Conclusion

A total of 11 schools took part in the event by submitting their business plans and presenting their ideas. We believe that this program provides students an opportunity to learn about the business world and acquire practical knowledge by 'doing'. There is also a chance to learn more about the commercialization of products. We are working to achieve our objective of educating participants on how to market their products. We would like to thank all of the volunteers, instructors, judges, and contestants who have consistently contributed to the success of this event.