

**Q1: Do the students have to include everything in the business plan? Or can they pick and choose what they think is most important?**

**A:** They can pick and choose what they think is most important to “sell” their idea to the judges.

---

**Q2: Do judges prioritize revenue potential or social impact more?**

**A:** At the end, we look at how you make money. Social impact at a loss is not desired. That said, the focus is to demonstrate entrepreneurial thinking and not business acumen.

---

**Q3: Are we required to trademark our project?**

**A:** Definitely not. You’re not required to trademark anything for real for this competition.

---

**Q4: Are we allowed to partner with existing companies for our project?**

**A:** Yes, as a business you can. But you should be clear what kind of partnership and be able to convince judges it's viable (e.g., partnering with Nike).

---

**Q5: Is there a standard currency to use in our business plans?**

**A:** Use any currency judges understand — usually MYR or USD.

---

**Q6: Do we have to explain if the business has potential at the end, like as a conclusion?**

**A:** The whole proposal should convince judges of the business's potential.

---

**Q7: Can I use Engineering Technology for my Technopreneurship solution?**

**A:** Sure!

---

**Q8: Do all team members need to have a management role (e.g., CEO, COO)?**

**A:** Totally up to you. You can have one person in multiple roles. Just show your team is collaborating together to execute the plan.

---

**Q9: Does the business pitch need to be live?**

**A:** Yes, there will be a live (online) pitch for shortlisted teams.

---

**Q10: Is it compulsory to show full product functions or is a mockup/alpha phase okay?**

**A:** A prototype is even better, but an idea/mockup is fine.

---

**Q11: Should the business plan be only text, with tables/graphs/costs?**

**A:** The business plan is your document to convince the judges that your idea is viable, so use whatever best convinces the judges.

---

**Q12: Can we use more than 5 pages?**

**A:** The main report is limited to 5 pages. Extra material can go in appendices.

---

**Q13: Are we allowed to switch our business plan/project midway?**

**A:** You can update your BP via online submission before the deadline. After the deadline, the online submission form will not be accessible

---

**Q14: Can we add schematics, product photos, and logos in our business plan?**

**A:** Yes.

---

**Q15: Does the format of the business plan need to follow exactly the structure given (e.g., market analysis, etc.)?**

**A:** No need to follow exact structure. As long as content is there, it's fine.

---

**Q16: Can we join both YIC and YTC with the same product (different approaches)?**

**A:** Yes, since the format is different.

---

**Q17: Can the team discuss briefly before answering during the Q&A session with judges?**

**A:** Yes, but keep it short. Usually the right person answers directly.

---

**Q18: For financial planning, do we need to comply with Malaysia's minimum wage?**

**A:** Yes, unless someone is volunteering. Participants from outside Malaysia may use their own country's minimum wage.

---

**Q19: How should we estimate user numbers for our product/app?**

**A:** You can estimate (e.g., 10k users), but justify it based on your market analysis

---

**Q20: Should we include help from a professor in our pitch and how do we prove it?**

**A:** Yes, it's good to mention mentors. Proof can be via name or endorsement.

---

**Q21: What should be in a letter for partnerships?**

**A:** The partner should clearly say they want to partner with you and state the type of partnership, e.g. investment, product development or etc

---

**Q22: Can you explain more about the Go-To-Market strategy?**

**A:** It's about how you get people to give you money — sales, marketing, etc.

---

**Q23: Are we allowed to have an unlimited budget for fundraising?**

**A:** You can propose any amount but justify how you'd raise it.

---

**Q24: Should citations and references be in the appendix?**

**A:** Yes.

---

**Q25: Are C-Suite members required to attend the business pitch/conference?**

**A:** Ideally yes, but not strictly required. Presenters should be prepared. Of course, your team leadership's involvement is much appreciated

**Q1: Can we include charts, graphs, and screenshots of our digital product (like app wireframes or UI snapshots) in the appendix of our entrepreneurship competition report?**

**A:** Yes, you can include charts, graphs, and screenshots of your digital product in the appendix, as there's no limit to what you can put there. For UI snapshots or wireframes, focus on elements that are unique or important—for example, avoid generic screens like a standard login page unless it has special features. If you're demonstrating something like improved productivity with fewer steps, you can include a comparison to highlight the advantage. Ultimately, it's important to discuss and decide with your team and mentor what to include.

---

**Q2: Do we need to complete the prototype by 11 May, or can we just focus on the business plan first?**

**A:** You don't need to complete a full prototype by 11 May, but it's encouraged to at least have a low-level prototype. This could include snapshots or basic mechanics of your product. The idea is to make your concept convincing and attractive enough to get shortlisted, even if the prototype isn't fully functional.

---

**Q3: Do we need to follow the exact business plan format shown on the website, or can we rearrange the content? For example, can I mention my competitive advantage when doing market analysis instead of under the business potential section?**

**A:** You don't need to strictly follow the exact format shown on the website. What's important is that you answer all the required questions clearly. You can rearrange the content—for example, it's fine to mention your competitive advantage during the market analysis section if it fits better there. Judges will look for answers throughout your business plan, so make sure the points are easy to find and well presented.

---

**Q4: In the "business potential" section, do we need to explicitly say that our plan will generate investor interest, or is it enough to just include strong ROI and financials?**

**A:** You don't need to state it directly. Instead, include convincing data such as ROI and market insights so that judges can assess the potential themselves. Since there's no Q&A session at the submission stage (before 11 May), make sure your business plan already communicates the value and potential clearly. Judges may raise questions later if something stands out as unusually impressive — so be ready to support your claims.

---

**Q5: For the financial projections, do we need to specify where our funding will come from, such as how much is from grants, personal savings, or investments?**

**A:** Yes, if you know where your funding will come from — such as grants, personal savings, or potential investors — you should include that in your financial projections. However, you don't need to mention specific individuals. For example, if you're planning to apply for a grant from an organization like Cradle, you can state that. It's a valuable skill to show how you plan to fund your startup in the early stages. But if you're unsure where the funding will come from yet, it's okay to leave it out.

---

**Q6: How will we be judged in the competition, and are the judging criteria shared with us?**

**A:** The judging criteria are not shared in full on the website yet, but they will be provided later. However, you can already refer to the business plan (BP) template, which includes the scoring weightage for each section. For example, market analysis carries 35 points, so that section should be written with enough depth to earn those points. The slide shown during the briefing is an expanded version of the one-page criteria used by the judges, and it breaks down what they'll be looking for in each section. So, while the detailed criteria will be shared later, you already have access to the key scoring guidelines through the BP document.

---

**Q7: Will we be judged based on our English fluency during the 7-minute presentation, especially if some of us have broken English?**

**A:** Yes, while this is an educational project and the focus is on doing your best, language fluency can have an impact during the presentation. If the delivery is not smooth or fluent, it may psychologically affect how the judges perceive your presentation, even if the product itself is strong. That's why it's highly recommended to rehearse your presentation multiple times to improve clarity and confidence.

---

**Q8: How do we prove that a company will partner with us?**

**A:** You can show proof of a potential partnership by including a letter from the company. This serves as a form of validation that a key partnership or collaboration is being formed.

---

---

**Q9: What happens if we exceed the 7-minute time limit during the pitching session?**

**A:** If you exceed the 7-minute time limit during pitching, you will be stopped. However, only shortlisted teams will proceed to the pitching stage. For now, your main focus should be on preparing and submitting the written business plan in PDF format. If your team is shortlisted, there will be a separate workshop to help you prepare specifically for the pitching session.

---

**Q10: Can we use an existing product developed in school, especially one aligned with the Sustainable Development Goals (SDG), as the basis for our business plan?**

**A:** Yes, you can use an existing product developed in school, especially if it aligns with the SDGs, as the foundation for your business plan. This is encouraged, particularly for those who previously participated in the Young Innovators Challenge (YIC). However, make sure that the product isn't owned by someone else (like a senior or another team) and doesn't have intellectual property restrictions. If it's your team's own work and there's no issue with disclosure or ownership, it's perfectly acceptable to use it for the competition.

---

**Q11: Can we submit an app with a small scope, such as one made specifically for my own high school?**

**A:** Yes, it's possible to submit an app with a small or niche target audience, like your own high school. Even if it's not meant to be publicized widely, the idea can still be valid and potentially scalable to other schools facing similar issues. So, your app is eligible for submission.

---

**Q12: If we're developing the app ourselves, do we still need to follow the official wage set by the Ministry of Labor, or can we set the wage to zero?**

**A:** At the early stages of your business, it's acceptable for founders to work without formal employment contracts or wages, especially if you're all contributing after hours or as volunteers. You don't need to follow the official wage guidelines in that case. However, once your business starts to grow and you hire official staff, you will need to comply with labor regulations, including paying fair wages and benefits.

---

**Q13: In the business proposal, do we need to cover up to the commercialization stage, or can we just focus on the development stage?**

**A:** If you don't cover commercialization, it will be difficult for judges to assess whether your business makes financial sense. So yes, you should include plans for commercialization and explain how you intend to sell your product or service.

---

**Q14: Are we allowed to collaborate with government officials, universities, or other institutes to enhance the functionality of our product?**

**A:** Yes, you are allowed to collaborate with universities or other institutions. In fact, that's how entrepreneurs typically operate — by expanding their network and seeking support or partnerships to strengthen their product or service.

---

**Q15: Can we revise our business plan even if we have already submitted it through the Google Form?**

**A:** Yes, as long as it is before the final submission deadline (11 May), you can revise and resubmit your business plan. If you've already submitted and want to update it, simply resubmit and include the word "latest" in brackets beside your team name. You can update your BP via online submission before the deadline. After the deadline, the online submission form will not be accessible.

---

**Q16: Are we allowed to develop a B2B (business-to-business) solution that also promotes Sustainable Development Goals (SDGs)? Can we combine both elements into one product?**

**A:** Yes, you are allowed to combine B2B solutions with SDG elements. There is no issue with incorporating both, and it is common to see business plans that address multiple SDGs, such as combining quality education with another goal, like life below water.

---

**Q17: Do we need to submit the actual product, a mock-up, or just the business plan?**

**A:** You only need to submit the business plan. It must follow the given format, but you can include diagrams, illustrations, or explanations of how the product works in the appendix. While submitting the actual product or mock-up isn't required, providing visual materials in the appendix helps judges better understand and be convinced by your proposal.

---

**Q18: Can we collaborate with brands from other countries, or are we limited to those based in Malaysia?**

**A:** Yes, you can collaborate with brands from other countries. Entrepreneurship is borderless, and there's no restriction on international collaborations. However, while it is possible, the main challenge would be in

communication and convincing those brands to support or collaborate with you. It's a good initiative, but whether it's realistic depends on the strength of your connections and how compelling your proposal is.

---

**Q19: Can we include theoretical content like prototype photos or logos in the appendices?**

**A:** Yes, you can include prototype photos, logos, or other theoretical materials in the appendices of your business plan.

---

**Q20: When assigning roles like CEO, CFO, or CMO, do we need to explain their roles in the business plan, or will they only be expected to answer questions if shortlisted?**

**A:** No, you don't need to explain those roles in detail. If you are shortlisted, the judges typically won't ask about those positions unless there's something that stands out — like having a Chief Research Officer for a product that doesn't require advanced technology. In the business plan, you can just use simpler terms like "Founder" or "Co-founder."

---

 **Business Plan & Submission**

**Q1. When is the due date for the business plan submission?**

**A:** The Business Plan submission due date is 11 May 2026.

**Q2. What format should we use to submit the business plan?**

**A:** Submit your Business Plan via the Google Form link at [www.asti.org.my/ytc2026/](http://www.asti.org.my/ytc2026/). The file should be in PDF format.

**Q3. Can we submit more than one business plan?**

**A:** No, each team can only submit one business plan.

**Q4. Is there a page limit for the business plan?**

**A:** Yes, the report must be a maximum of 5 pages. Diagrams, pictures, tables, and AI Use Declaration can be added as Appendices, which do not count towards the page limit. The cover page is also excluded from the count.

**Q5. What should be included in the business plan?**

**A:** Your business plan is a written report based on a solid idea. When plotting your plan, think about:

- The problem you are solving
- The size of your market
- The price point
- Potential profit

You don't need to include any physical items.

**Q6. Can we include images or sketches of our product in the business plan?**

**A:** Yes, please insert images under the Product Description section of your business plan. It helps judges understand your idea better.

**Q7. Do we need to include nutrition information if we create a food product?**

**A:** Only if you believe it helps in selling the product or attracting investment.

**Q8. Do we need to include survey results or customer analysis?**

**A:** It's not mandatory, but surveys are welcomed and can support your plan.

---

 **Product & Model**

**Q9. Do we have to create an actual model or prototype?**

**A:** No, it's not compulsory to build the real product. You may draw or describe your idea. If you already have a prototype, you can showcase it. Several failed prototypes demonstrate your learning in developing your idea, too!

**Q10. Can our product be an app or website?**

**A: Yes, absolutely.**

**Q11. Can we combine hardware and software in our product idea?**

**A: Yes, if your product involves both, include both. Many ideas do.**

**Q12. Do we need to innovate something new, or can we improve an existing product?**

**A: Yes, you can improve existing products. Innovation through modification is allowed, but copying is not. Include a citation to the existing product.**

**Q13. Can we improve an idea that's already on the market and make it our own?**

**A: Yes, as long as you're innovating. Originality through improvement is encouraged.**

**Q14. If we use recycled materials, do we get extra marks?**

**A: Not specifically, unless it's a strong selling point in your plan.**

**Q15. Can we change or improve our plan after submission?**

**A: Only minor changes are allowed if your team is shortlisted—like material updates—not full concept changes.**

---

### Pitching & Presentation

**Q16. Do we need to present our business plan?**

**A: Yes, if your team is shortlisted, you will need to present it online.**

**Q17. What platform will be used for the business pitching session?**

**A: The pitching will be conducted online via Zoom.**

**Q18. Do we need to speak in English during the presentation?**

**A: Yes, the pitching session must be conducted in English.**

---

### Ideas & Creativity

**Q19. Is there a theme for the product?**

**A: No fixed theme, but your business idea must include an element of technology, even if it's simple.**

**Q20. Can our product be targeted to a specific group instead of the general public?**

**A: Yes. Define your target audience and explain how your product benefits them and can make a profit.**

**Q21. If another team has a similar idea, should we change ours?**

**A: No need to change it. Similar ideas are fine, as long as your version is original.**

**Q22. What is the best criteria that can help us win?**

**A: Focus on developing a clear idea and strong business plan. Winning is not the only goal—learning entrepreneurial thinking is key.**

**Q23. Should we look for real clients as part of our plan?**

**A: No, but your business plan should include a marketing element.**

**Q24. Should we focus more on the product or the business plan?**

**A: Both are important. Without a good product, there's no plan. But your plan must effectively communicate your idea.**

---

### Competition Process

**Q25. Is the pitching session online?**

**A: Yes, it will be conducted online for shortlisted teams.**

**Q26. How many teams will be shortlisted?**

**A: 20 teams from Category 1 and 10 teams from Category 2 will be shortlisted.**

**Q27. How will we be notified if we're shortlisted?**

**A: Your mentor or team leader will be contacted.**

**Q28. Is registration free?**

**A: Yes.**

**Q29. Do we need to travel to Malaysia for the competition?**

**A: No, the competition is fully online.**

---

### Certificates & Prizes

**Q30. Is this competition certified?**

**A: Yes. It is approved by Bahagian Sukan, Kesenian dan Kokurikulum, Kementerian Pendidikan Malaysia and Jabatan Pendidikan Negeri. You can claim PAJSK marks for participating.**

**Q31. Will we receive a certificate of participation?**

**A: Yes, if you submit your business plan and score at least 40%, you'll receive a certificate of participation.**

**Q32. Will we get a prize if we place 6th or lower?**

**A: No, but you'll still receive a certificate.**

**Q33. Is this a scholarship?**

**A: No, this is a business plan competition, not a scholarship program.**

---

### Other

**Q34. Will this help me in the future? What will I learn from this competition**

**A: You will learn to think like an entrepreneur. This will not only help you to start a business if you want to, but it'll also help you to find ways to solve problems and to convince and influence others.**

---