



YTC2026 BUSINESS PLAN STRUCTURE & CRITERIA

A project by:



Sponsored exclusively by:



Content (Total 100pts)

Background & Starting Point (10 pts) 🖱️ Focus: You

- What made you interested in this idea?
- Who is in your team, and what can each person contribute to this project right now?
- What resources, skills, or connections do you already have?

Market Understanding (25pts) 🖱️ Focus: Reality

- What need, desire, or situation does it aim to address?
- Who exactly is this for? (be specific)
- How did you find out this is real? (e.g. observation, conversations, personal experience)
- What did you learn? Did anything surprise you?
- Who else is doing something similar? Strengths and weaknesses?

Product/Service(15pts) 🖱️ Focus: Solution

- Describe your idea clearly.
- How does it work?
- What makes your solution different?
- Include any sketches, mockups, or prototypes (if available)

First Steps to Market (15pts) 🖱️ Focus: Plan

- What is your first step to get your first user or customer?
- Who will you test this with?
- What is one key assumption you want to test first?
- Who or what can help you move faster?

Financial Thinking (15pts) 🖱️ Focus: Constraints

- What are the main costs to try out this idea?
- How much are you willing to spend to test it?
- What is a simple break-even idea? (basic estimate)

Execution & Next Steps (15 pts) 🖱️ Focus: Reality + learning

- What have you tried so far (if any)?
- What happened? (results or feedback)
- What challenges did you face?
- What is your next step based on what you learned?

★ Real-World Action (5 pts) ★

Awarded for demonstration of any **real-world effort**, such as:

- Talking to potential users
- Testing the idea
- Building a prototype
- Getting feedback or early users

Show evidence (photos, screenshots, videos, notes) within your content (no separate section needed).

📌 Content Structure 📌

We recommend using this structure for clarity and fair scoring. Teams may use their own structure, but all business plans will be scored based on how clearly the criteria are addressed. Submissions that are hard to navigate may affect scoring.

Executive summary – cover page (15pts)

- What is your idea?
- What need, desire, or situation does it address?
- How does it work?
- Who is it for?
- Why does it matter?

A strong Executive Summary clearly explains your idea, shows how it works, and makes the reader want to learn more.

Writing & visuals (20pts)

- Is the business plan clear and easy to understand?
- Is the structure organised and easy to follow?
- Are visuals (if any) helpful?
- Is the writing reasonably well-presented?

Clarity matters more than perfect grammar.

Overall Viability & Insight (10pts)

- Does the idea make sense as a whole?
- Has the team shown good judgment and understanding?
- Is there a believable next step forward?

Publishing rules

- Page limit: 5 pages (max) for Content
- Executive Summary: 1 page (max)
- Cover page & Appendices do not count toward page limit
- Diagrams, drawings, tables, and references may be added to the Appendices
- Paper size: A4
- Font: Times New Roman (12 pt)
- Line spacing: 1.0 (minimum)
- File format: PDF

Notes for Participants

- *Less is more. Keep your business plan clear, concise, and engaging.*
- *You are not expected to have all the answers.*
- *We are looking for clear thinking, real effort, and honest attempts.*
- *Where helpful, refer to strong real-world examples of business plans. If unsure, consider: Who or where can you ask for help?*



AI/Tech Usage Policy

Why:

The Young Technopreneur Challenge (YTC) encourages innovation and responsible use of technology, including Artificial Intelligence (AI), in developing business plan reports. This policy ensures transparency, fairness, and integrity in the competition.

All participants must declare any use of AI tools (e.g., ChatGPT, Google Gemini, Bard, Microsoft Copilot, AI-driven research or design tools) in preparing their Business Plan Report.

The declaration should include:

- The specific AI tools used.
- The purpose of AI assistance (e.g., research, writing, data analysis, design).
- The extent of AI-generated content versus human input.

This declaration must be included in an appendix of the Business Plan Report.

How to Declare in the written BP:

“We used ChatGPT/Gemini/DeepSeek to research ABC, EFG & XYZ. We also used Grammarly for our spell and grammar.”

Do's

AI may be used for:

- Idea brainstorming and refinement.
- Data analysis and visualization.
- Business model development.
- Market research and forecasting.
- Improving grammar and readability.

Don'ts

AI must **not** be used to:

- Fabricate data, reports, or business models.
- Plagiarize or directly copy AI-generated content without modification.
- Generate entire business plans without human involvement.

Consequences

Failure to declare AI usage or misuse of AI tools may result in:

- Deduction of points.
- Disqualification from the competition.
- Other penalties as deemed appropriate by the YTC organizing committee.

For more information:

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