

NESTLÉ YOUTH INNOVATOR PROGRAMME 2024 FAQs

FAQ	Answer
General	
How can I know further about the Challenge?	Visit https://www.nescafe.com/my/our-campaigns/youth-innovators-programme-2024 to find out more about the Challenge.
Can I change my personal details after registering for Nestlé Youth Innovators Programme 2024?	Please email our support team at yep@nestle.com to update your personal details.
Can I edit or resubmit my business idea after submitting it?	No, once you have submitted your business idea you will not be able to edit or resubmit it again.
Can I switch team members during any of the competition stages?	No, unless any of your team members is unable to participate due to any of these unforeseen circumstances: <ul style="list-style-type: none"> a) Legal obligation that prevents the participant from continuing the Challenge b) Sudden prolong medical illness that prevents participant from continuing the Challenge c) Sudden relocation to another country d) Visa or travel restrictions that restrict the participant to physically attend the First Stage Selection and/or Grand Finale e) Other circumstances subject to the discretion of the organiser
How will I be informed if I qualify for the next stage after submitting my business idea?	You will receive an email update at your registered email address. Ensure notifications are enabled and check your junk mailbox.
What is the detailed timeline of the Challenge?	The Challenge Timeline is subject to change at the organiser's discretion without prior notice. <p>Registration & Business Idea Submission: 1st July 2024 - 31st July 2024</p> <p>First Stage Selection Announcement & Sharing of Next Challenge: 7th August 2024</p> <p>Submission of Business Plan for First Stage: 7th September 2024</p> <p>First Stage Presentation: 9th September 2024 - 4th October 2024</p> <p>Announcement & Briefing for Grand Finale: 10th October 2024</p> <p>Grand Finale Presentation: 11th November 2024</p>

Participation	
<p>What are the eligibility criteria/entry requirement?</p>	<ol style="list-style-type: none"> 1. Open to both Malaysian and international students. 2. Pre-final & final year universities' students from all fields of studies. 3. Aged 18 (eighteen) to 29 (twenty-nine). 4. Every entry submission is in Team. <ol style="list-style-type: none"> a) Team Composition: Each participating team must consist of minimum 4 (four) and maximum 5 (five) members b) Gender Diversity: Team must be composed of a mixture of all genders. Each team should have at least one (1) male and one (1) female member c) Ethnicity Diversity: We encourage a diverse mixture of ethnic backgrounds d) It is not allowed to modify the composition of the Team after the project submission 5. Participating universities (Subject to Change at the organiser's discretion without prior notice): <ol style="list-style-type: none"> a) Universiti Tun Hussein Onn (UTHM) b) Universiti Malaya (UM) c) Universiti Sains Malaysia (USM) d) Universiti Teknologi Petronas (UTP) e) Universiti Utara Malaysia (UUM) f) Universiti Teknologi MARA (UiTM) g) Taylor's University h) Sunway University i) HELP University j) Monash University k) UCSI University l) Universiti Telekom Sdn Bhd
<p>How do I participate?</p>	<ol style="list-style-type: none"> 1. Visit https://www.nescafe.com/my/our-campaigns/youth-innovators-programme-2024 to find out more about the Challenge. 2. To participate, form a team of 4 - 5 members following the entry requirements in terms of team composition, gender diversity, and ethnicity diversity. Once your team is formed, you can start brainstorming ideas. 3. To register, click on the "Register" button on the https://www.nescafe.com/my/our-campaigns/youth-innovators-programme-2024 site. You will be redirected to the Nestlé Youth Entrepreneurship Platform (YEP) to create an account. It is strongly encouraged that all team members register and create an account on YEP.

	<p>4. Once you are logged in into the YEP, you will be directed to YEP page https://www.qmarkets.cloud/live/nestle/subdomain/nestle-youth-innovators-2024/end/campaign_overview?qmzn=iLWJJe to access the brief challenge.</p> <p>5. On the page, click on [SUBMIT IDEA] to submit your team idea.</p> <p>6. Follow the submission procedure by providing all necessary information for participation management:</p> <ul style="list-style-type: none"> a) Group details (Ensure to add on all of your team members' details) b) Business Idea (Upload your business idea video 3 - 5 minutes length and any other necessary materials) <p>7. Click on [SUBMIT] to confirm the registration.</p>
What is the deadline to submit the business idea?	On or before [Wednesday / 31 st July 2024/23:59:59].
Can I change my business idea after I uploaded it?	No, your team needs to finalize the final cut of the video with 3 - 5 min length before submitting it.
What are the evaluation criteria of the projects?	<p>Ideas would be evaluated based on:</p> <ul style="list-style-type: none"> a) Viability: Positive impact on brand imagery b) Feasibility: Scalable and Practical c) Desirability: Resonates with Malaysian Youth d) Creativity: Unique and Original
Final Stage	
Where will the final stage take place?	It will take place at Nestlé Malaysia Headquarters (1 Powerhouse, Bandar Utama, Damansara, Selangor).
How do I prepare for the pitch at the final stage?	The finalists will be mentored by Nestlé professionals to fine-tune their projects and prepare for their final pitch.