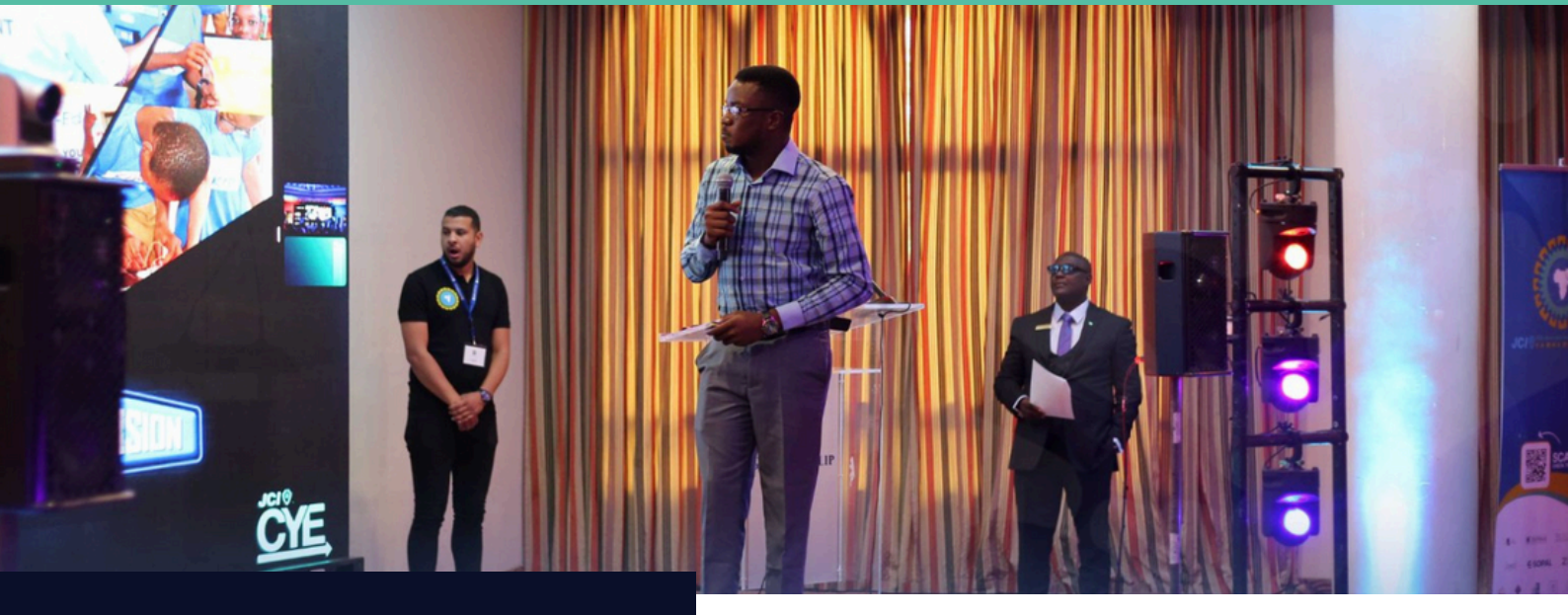


# Creative Young Entrepreneur Toolkit



2025 Edition



# Introduction

The Creative Young Entrepreneur (CYE) program is an international competition designed to inspire and support young entrepreneurs. It challenges participants to showcase active businesses through innovative business plans, market strategies, and sustainability goals.

## Eligibility

- Open to both JCI members and non-members.
- Businesses must be active for a minimum of 3 months.
- Applicants must be 18-40 years old.
- Submissions require a detailed business plan, a presentation, and a demonstrated ability to clearly articulate business goals.

# Registration Fees

## Area Conferences

**50 USD**

## World Congress

Former Participants

**50 USD**

New Participants

**100 USD**

Area Winners

**Free**

Note: In-person participants must purchase a separate ticket for the Area Conference or World Congress. Travel and accommodation are the participant's responsibility.

## How to Apply

1. Register online via the provided link on the CYE website.
2. Complete the application form in English.
3. Submit a detailed business plan, including market analysis, strategy, and financial data.
4. Upload a one-minute pitch video (horizontal format).
5. Attach a high-quality head-and-shoulders photograph (300 dpi).
6. Indicate whether participation will be online or in-person for the Area Conference and World Congress.



# Competition Timeline

## Opening Date

All Four Area Conferences will open their applications on:  
**Tuesday, February 25, 2025**

World Congress

**Thursday, August 21, 2025**

## Deadlines

**Late applications will not be considered.**

- Conference of America: April 24, 2025
- Africa & Middle East Conference: May 2, 2025
- European Conference: May 20, 2025
- Asia-Pacific Conference: May 28, 2025
- World Congress: October 17, 2025



# Competition Breakdown



## Online Application Review

A jury of experts will carefully review all submitted applications and select 10 contestants to participate in the preliminary round. The selection will be based on the quality of the business plan and pitch video submitted.

## Area Conferences

### Preliminary Round

In this stage, only ten selected participants will have the opportunity to pitch their businesses for one minute and thirty seconds.

Following these pitches, our judges will deliberate on selecting four finalists who will advance to the final round. Please note that the number of finalists may be adjusted at the discretion of the jury members based on the quality of the submissions received.

# Competition Breakdown

## Area Conferences

### Final Round

The final round features the four finalists only. Each finalist will have three minutes to pitch their projects, followed by a six-minute question-and-answer session with the judges.

## World Congress

### Preliminary Round

In this stage, ten selected participants will have the opportunity to pitch their projects for one minute and thirty seconds. Following these pitches, our judges will deliberate to select four finalists who will advance to the final round. It is important to note that Area Winners do not participate in this preliminary stage as they automatically advance to the final round. Additionally, the number of finalists may be adjusted at the discretion of the jury members, depending on the quality of the submissions received.

### Final Round

The final round features the four finalists and the area winners. Each finalist will have three minutes to pitch their projects, followed by a six-minute question-and-answer session with the judges.

# Competition Details

## Language

All application forms will only be accepted in english since this will be the pitching language.



## Hybrid Event



### In-Person Participation

If you prefer the in-person experience and want to present your business in front of a live audience, you can do so by attending the corresponding JCI Event. Please note that in-person pitching requires a separate ticket for the event itself, which is not included in the CYE registration fee and it's mandatory for this format.

### Online Participation

Pitch your idea comfortably from your location. We will provide detailed instructions and support for virtual pitching.





# Prizes

## Area Conferences

### 1st Place

The winner will receive \$5,000 USD and exclusive access to the CYE Accelerator Program, which provides specialized resources, mentorship, and networking opportunities designed for top innovators. Additionally, the winner will gain access to the 2025 World Congress CYE Program.

### 2nd Place

The runner-up will receive free registration for the 2026 Area Conference and access to the 2025 World Congress CYE Program.

## World Congress

### 1st Place

The winner will receive \$10,000 USD and exclusive access to the CYE Accelerator Program, which provides specialized resources, mentorship, and networking opportunities designed for top innovators. Additionally, the winner will gain access to the 2025 World Congress CYE Program.

### 2nd Place

The runner-up will receive free registration for the 2026 World Congress to continue networking and development.

#### Disclaimer:

- In-person participants must purchase a separate ticket.
- Travel and accommodation are the participant's responsibility.
- Cash prizes will be transferred after the World Congress.



# Guidelines

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## **Accuracy and Honesty**

All business plans, pitches, and presentations must accurately represent the venture. Any misrepresentation will lead to disqualification.

## **Competition and Differentiation**

Your business proposal should clearly differentiate your business from competitors. The clarity and descriptiveness of your proposal are crucial and can significantly enhance your chances of becoming a finalist. In the business world, this distinctiveness is essential to attract and inspire stakeholders to support your venture.

## **Eligibility Restrictions**

The project bearer cannot be a current member of the JCI Board of Directors, and paid staff members are ineligible to participate.

## **Submission Deadline**

The application form must be submitted by the deadline specified by JCI World Headquarters. Late applications will not be accepted.

## **Language Requirement**

All application forms and presentations must be in English, which will also be the language used for pitching and training sessions.

## **Submission Limit**

Only one submission per business is allowed.

These guidelines are designed to ensure a fair and impactful competition, encouraging innovation and integrity among participants.