



2024  
GYEC

# 2024 GLOBAL YOUTH ENTREPRENEURSHIP COMPETITION



SUSTAINABLE  
DEVELOPMENT  
GOALS

We support the Sustainable Development Goals

# GYEC & UN 17 Sustainable Development Goals



We support the Sustainable Development Goals

## 17 Goals to Transform Our World

The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

At GYEC, we support the 17 Sustainable Development Goals, and we are committed to engaging global young people in this effort. GYEC will offer today's young students, especially high school students an opportunity to explore their passion! Through an authentic learning approach and assessment, we aim to empower aspiring global young students with the mindset of entrepreneurship, cross-culture immersing learning environment, the grit for overcoming difficulties, and the goal for lifelong learning, and ultimately contribute to the 17 Sustainable Development Goals.

## OUR MISSION: WE, TOGETHER, MAKE THE WORLD A BETTER PLACE!



## All GYEC Projects contribute to UN 17 SDGs!

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# Message from our Founder

I am Sylvia, the founder of GYE Zone, and we are so excited to welcome you to the annual Global Youth entrepreneurship competition. Global Youth Entrepreneurship (GYE) Zone is an educational organization based in Silicon Valley, US. We are aiming to prepare high school students for college success and career preparation through authentic learning approaches, such as PLB, and activities that instill in them the entrepreneurial mindset, 21st-century skills, and grit for breaking barriers and embracing lifelong learning.

The GYE Competition is the world's largest and richest high school student entrepreneurship competition.

Through collaboration with scholars, entrepreneurs, and executives from Ivy League institutions and Silicon Valley organizations, GYE Competition is committed to working toward a better future where our youth can make changes with their creativity, innovations, and compassion. At GYE Competition, we believe that the future of education will have no walls or boundaries. This is a 'C' world, where collaboration, creation, challenges, and communications are needed in every area – education across the board, from family to society at large, can help students better understand their core values, strengths, and areas for improvement during different stages of growth, and once we have that mindset, we can excel wherever we go.

Every project starts from a dream,  
Every dream shapes a goal through your ambition;  
Every goal builds a plan through your motivation;  
We have witnessed all of these steps in the past days, and  
today you going to make the next move.  
You may think it is a small step for you, but we believe it  
will be a big step for all of us. As our goal goes: we,  
together, make the world a better place.

Welcome to GYE Competition!!



**SYLVIA HE 何倩**

**GYE ZONE, FOUNDER & CEO**  
**GYE COMPETITION, FOUNDER**

**Every project starts from a dream,  
Every dream shapes a goal through your ambition;  
Every goal builds a plan through your motivation!**

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# About GYE Competition

Global Youth Entrepreneurship Competition @ Silicon Valley welcomes teenagers from around the world. This is the space where your learning passion thrives and your ideas blossom. Bring your initiatives to us and we will help you cultivate them through interactive workshops and individualized coaching. Throughout the competition, you will have the opportunity to work alongside talented peers to take on problem-solving challenges, learn valuable insights from successful entrepreneurs, and explore the entrepreneurial cultures through the authentic entrepreneurial journey.

Our goal is for you to have a better understanding of your core values, strengths, and areas of improvements so that you can excel wherever you go. Throughout the competition, candidates will have access to workshops and classes on Entrepreneurship Mindset, Design Thinking, Marketing & Finance, and Leadership for SDGs as well as individualized coaching sessions.



# About US

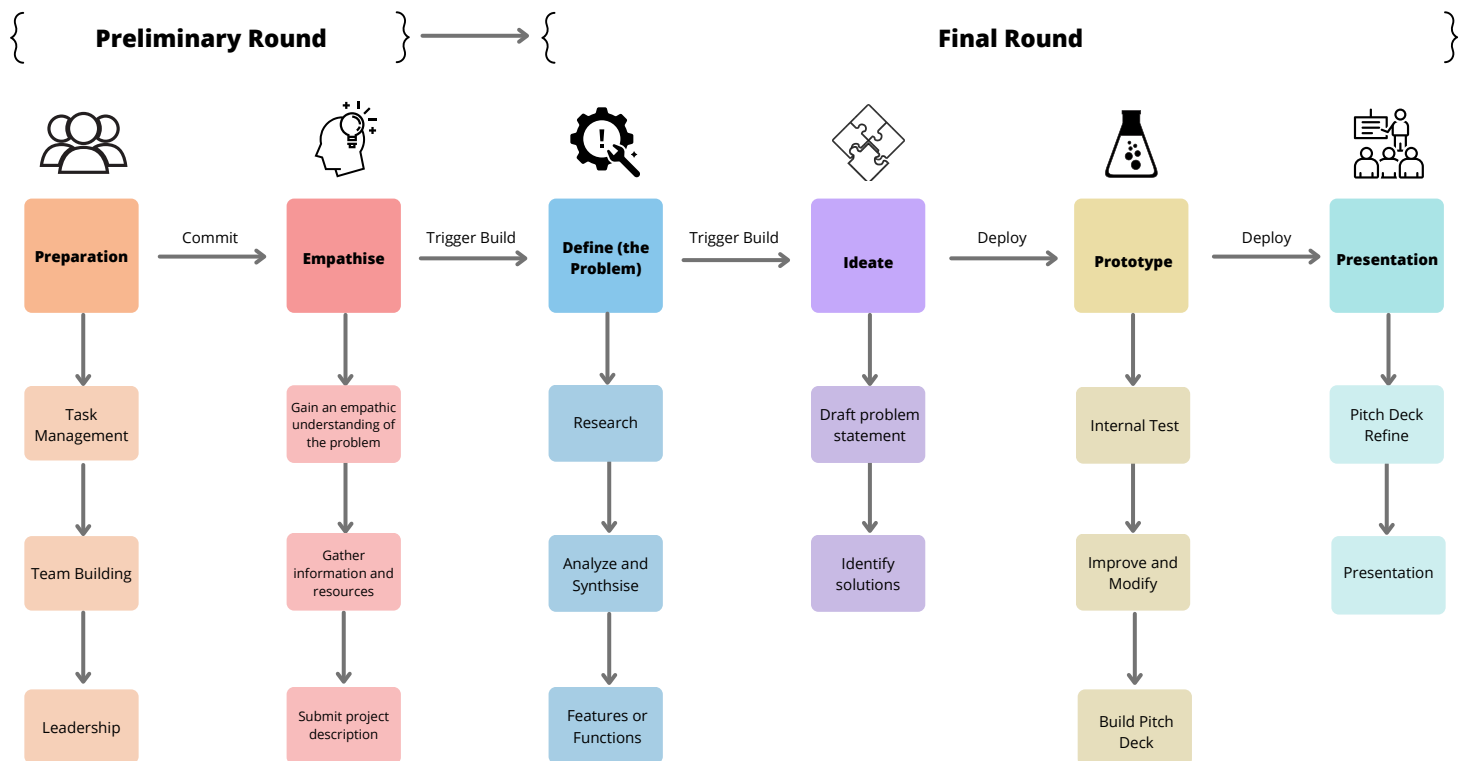
## Organizer: GYE Zone

Global Youth Entrepreneurship (GYE) Zone is an educational organization based in Silicon Valley, US. Through the authentic learning approach, GYE Zone aims to prepare high school students for college success and career preparation through extracurricular activities that instill in them an entrepreneurial mindset, 21st-century skills, and the grit for breaking barriers and embracing lifelong learning.



Our GYE Zone is led by scholars, entrepreneurs, and top executives from Ivy League institutions and Silicon Valley organizations. We are committed to working toward a better future where our youths can make changes with their creativity, innovations, and compassion by providing the following online and onsite entrepreneurship programs:

- Global Youth Entrepreneurship Association Membership;
- Global Youth Entrepreneurship Competition @ Silicon Valley;
- Global Youth Entrepreneurship Summer Camp.



### GYE Competition Roadmap

# Competition Statistics

07

Candidates and mentors from 7 different countries across the world

50+

More than 50 mentors from different industries

250+

More than 200 high schools participated across the world

600+

More than 600 hours courses and workshops offered during competition

40000+

More than \$40,000 scholarships provided for candidates



# Competition Takeaways

## Academic Resources from TOP Universities

Academic resources from UPenn (Graduate School of Education, Wharton Business School, and School of engineering) and UCSB provide GYEC with full solid academic foundation. Participants will learn about entrepreneurship and innovative practice courses taught by professional instructors from UPenn & UCSB and well prepare for the competition.



## Breaking Boundaries and Cross-Cultural Discussions

Through the most authoritative and prestigious entrepreneurship program, participants will have direct dialogues with Silicon Valley elites and Ivy League professors. The winning team in the US finals will be invited to compete with other winning teams in the global finals where they can meet outstanding young entrepreneurs from all over the world!



## Mentoring by Elite Executives from Silicon Valley Companies

Participants will independently complete sustainable development projects and complete the final pitch under the guidance of professional mentors from Silicon Valley. Participants will discuss the various problems encountered in the project and product design process with the Silicon Valley elites and learn the most feasible practical experience.



## True Journey of R&D and Product Design

Participants will start from the UN 17 Sustainable Development Goals and discover the various problems that exist in the real world. They will work together in the form of a team, use their respective strengths, and finally find an effective solution; then, transform the solution into a feasible and sustainable entrepreneurial innovation project.

# Competition Achievements

01



## Entrepreneurship Mindset

During the competition, participants will directly learn from real-world business leaders and academic elites. Through an authentic learning approach, participants will be equipped with entrepreneurial mindsets: decisiveness, responsibility, self-confidence, humility, and optimism.

02



## Transferrable College Credits

Participants will enroll in UCSB Entrepreneurship Pre-college Program. After completing the program, participants will receive two transferrable college credits, an official transcript, and recommendation letters from UCSB professors.

03



## Theory and Practice

Throughout the competition, participants will finally design and build a feasible and sustainable business plan to contribute to the UN 17 Sustainable Development Goals. Through the experience of combining theory and practice, participants will realize self-knowledge and surpass themselves!

04



## Official Certificate and Scholarship

After completing the competition, the participants will receive authoritative certificates of participation provided by the GYEC Committee. The winning teams will receive an entrepreneurship scholarship of up to 10,000 US dollars!

# Our Students go to...



## Our Participants Testimonial

"I was deeply inspired by GYEC's vision for young individuals like myself. The motto, "WE, TOGETHER, Make a Better World," resonated with me, highlighting the mission and responsibility bestowed upon us by the world. It's not just about fulfilling personal tasks; we all have a duty to contribute to a better world. While my ultimate aspiration might not be to become a renowned entrepreneur, I aim to embrace the spirit, mindset, and approach of successful entrepreneurs. I want to glean insights from their journeys and apply them to my own life."

"We aspire to be entrepreneurs. Though we arrived at GYEC with diverse ideas, our common goal is to create value for society. 'Me' signifies my confidence in my project, while 'us' embodies my hope that our innovative ideas will one day materialize for the betterment of our community."

"Before this experience, I hadn't truly grasped the concept of collaboration. Through this activity, I realized that for an entrepreneur, competition and collaboration are equally vital to fostering growth and progress. This event implemented part of the Upenn GSE and Wharton entrepreneurship curriculum, and the insights I gained from this course were invaluable."

"I was deeply moved by the competition's focus on enhancing the world we live in. We were prompted to address tangible issues in our surroundings, considering the challenges faced by many. My initial attraction to GYEC was its strong emphasis on social entrepreneurship. I was inspired by past students who devised solutions like packages for the homeless, aiming to make a positive impact."

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# Competition Instruction

## 01 — Apply for Preliminary Round and Form a team

- The Preliminary Round Application fee is \$100 per person, including GYEC platform usage and other competition-related materials. If you already have a team, please include your team name in the application form (the team name can be changed during the competition).
- All participants will be invited to GYEC platform to access to all competition information.

## 02 — Submit Preliminary Round Materials

- Individual Submission Requirements:
  - Short Essay Question (Maximum 100 words)
  - A profile picture
  - Self-introduction video (30 seconds)
  - Biography
- Team Submission Requirement:
  - Team Project Proposal (8-pages slides)

### Deadlines:

**Priority Deadline: Jan. 15, 2024**

**2nd Round Deadline: Mar. 15, 2024**

**Final Deadline: May 31, 2024**

**\*The application is on rolling basis.  
We recommend all candidates submit  
all materials as early as possible.**

## 03 — Register for Division Final Round (July 21 - July 31)

- Our jury team will make the decision according to the Preliminary Round Rubric.
- After all the semi-finalists are announced, the comments and feedback from the jury will be sent to each team.
- All semi-finalists can apply for the University of California, Santa Barbara (UCSB) Entrepreneurship program without submitting standardized tests (such as TOEFL, IELTS, etc.)

## 04 — Submit Final Round Materials and Live Pitch on July 30

- All teams must submit final pitch slides no later than July 29 at 11:59 PM PST.
- All teams will have 8 minutes to pitch and 5 minutes for Q&A on July 30.
- All teams will attend the Award Ceremony on July 31.

## 05 — Attend Global Final Round on October 12

- All Division Winning Teams will be invited to the Global Final Round to compete globally.
- The Global Final Round will be held virtually on October 12.

## COMPETITION ELIGIBILITY

- GYEC opens to all High School students (Grade 9~12)
- Participants need to form a 2-4 people team for the competition
- Note: If you do not have a team, please indicate your interests when filling out the application form and the competition committee will help you find your team!

## COMPETITION TIMELINE

**PRELIMINARY ROUND**  
*JANUARY ~ MAY*

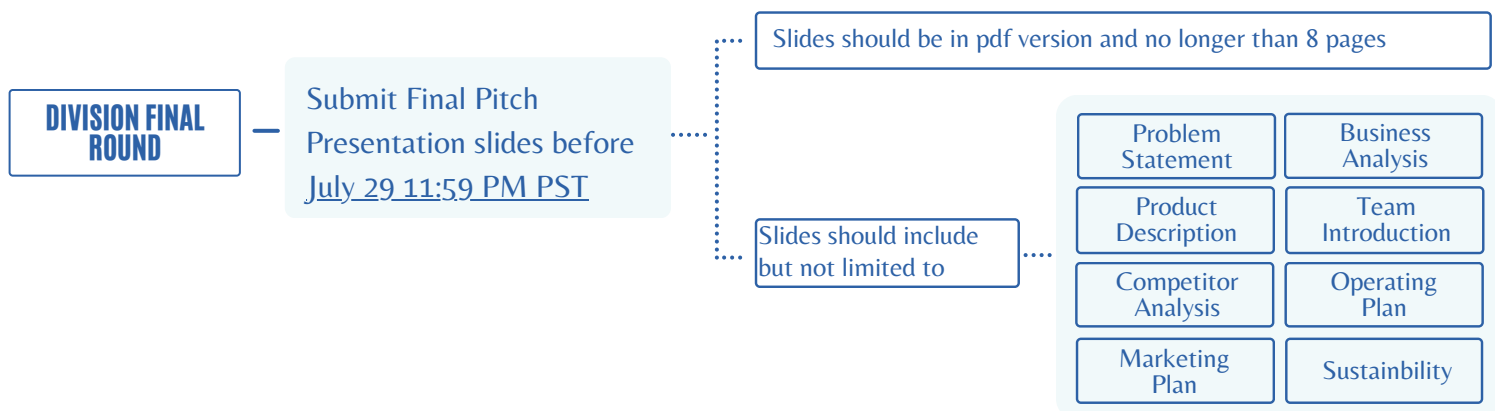
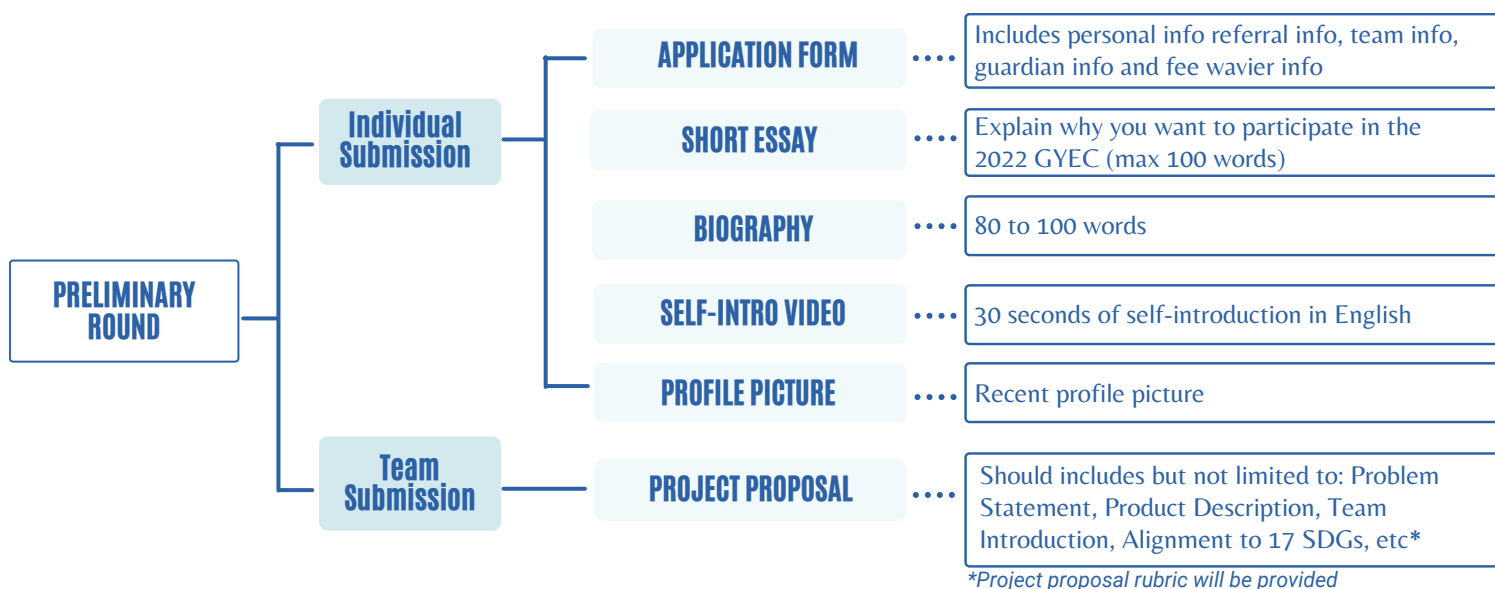


**DIVISION FINAL ROUND**  
*JULY 21 ~ 31*



**GLOBAL FINAL ROUND**  
*OCTOBER 12, 2024*

## COMPETITION MATERIALS



# Competition Setting



## Prize & Awards

### Preliminary Round Awards

- Individual Certificate of Participation
- Individual Semi-Finalist Award

### Division Final Round Prize & Awards

- Grand Prize: Scholarship \$1,000
- First Prize: Scholarship \$750
- Second Prize: Scholarship \$500
- Third Prize: Scholarship \$300

### Global Final Round Prize & Awards

- 2022 GYE Award: Scholarship \$5,000

- Most Impactful Team Award
- Most Popular Team Award
- Most Innovative Team Award
- Companies' Choice Team Award
- Universities' Choice Team Award

- Global Finalist Individual Award
- Certificate of Global Final Participation

- Best Team Player Individual Award
- Best Presenter Individual Award
- Certificate of Participation Individual Award
- Certificate of Course Completion Individual Award



# GYEC Curriculum

- Our classes will be provided by scholars and executives from UPenn, Silicon Valley companies, and UCSB.
- Participants who enter the Division Final Round can apply for the UCSB program **without submitting standardized tests** (such as SAT/ACT, TOEFL, IELTS, etc.)
- After completing the whole GYEC Curriculum, participants will receive **TWO transferrable college credits, authorized certificates, an official transcript from UCSB, and recommendation letters from UCSB professors/GYEC Committee.**



## COLLEGE READINESS – ENTREPRENEURSHIP CORE

GYEC's **Entrepreneurship Core** consists of 6 modules each with foundational knowledge and skills common to the 2022 GYEC and readiness for college studies.

### 01 — **Entrepreneurial Mindset**

- Entrepreneurial Mindset
- Entrepreneurial Mindset - An entrepreneurial perspective
- Management of Entrepreneur

### 02 — **Opportunity and Design Thinking**

- Understanding Opportunity
- Understanding Customers
- Value Proposition
- Design Thinking

### 03 — **Understanding Markets and Sustainability**

- Understanding Markets
- Understanding Industries
- Competitive Sustainability
- Economic Sustainability

### 04 — **Entrepreneurial Motivation and Teams**

- Personal Aspiration
- Risk Propensity
- Creating Teams
- Team Roles

### 05 — **Pre-launch and Business Model**

- Feasibility Study
- Feasibility Study Part 2
- Creating a Business Model
- Money Matters All

### 06 — **Pitch Skills and Grit Education**

- Public Speaking and Pitch
- Courage and Conscientiousness
- Long-term Goals and Endurance
- Excellence versus Perfection

# GYEC Faculty Advisors



**Barbara Kurshan**

- Senior Innovation Advisor, UPenn GSE
- Expert in Entrepreneurship, Open Educational Resources (OER), Innovation ecosystems in education, and Education Technology
- Virginia Tech University Ed.D. in Curriculum and Instruction
- Virginia Tech University M.S. in Computer Science



**Jenny Zapf**

- Faculty Director, UPenn Certificate in Global Education Innovation
- UPenn Education Entrepreneurship Program Director
- Expert in Evaluation for Innovation, Adaptive Rapid-Cycle Research Design, Non-Profit Management
- University of Virginia Ph.D. in Educational Evaluation and Research
- Stanford University M.S.Ed. in Educational Administration and Policy



**Liza Herzog**

- Director of Academic Research and Assessment at Drexel University's Charles D. Close School of Entrepreneurship
- UPenn GSE Education Entrepreneurship Program Instructor
- UPenn Ph.D. in Higher Education/Higher Education Administration
- Juris Doctor from Temple University–James E. Beasley School of Law



**Harvey Koeppel**

- Director, Instructor & Mentor, UPenn Education Entrepreneurship Capstone
- Founder and President of Pictographics, Inc.,
- Advisory Boards Members for Fortune 500 Companies
- Featured guest lecturer at prominent colleges and universities



**Sarah B. Steinberg**

- Chief of Staff at Office of the President at University of Arizona
- Former Executive Vice Provost, Johns Hopkins University
- Founder and CEO of Frogstone Strategies
- Adjunct Faculty member, UPenn Education Entrepreneurship Program
- UPenn Ph.D. in Higher Education Management



**Brett Taylor**

- UCSB Entrepreneurship Professor
- Ed.D. in Educational Administration from the University of the Pacific
- MBA from Babson College
- MA in Education from UC Davis

# GYEC Academic Mentors (Partial)



**Roger Osorio**

- A learning strategist, executive coach, and speaker
- Focused on the neuroscience and psychology of learning, peak performance, and expertise development
- Executive coach and program leader at IBM
- M.S. in Psychology



**Luis Liu**

- Certified Management Accountant in British Columbia
- Years of working experience in junior mining, venture capital, and investment banking
- Lecturer at University Canada West
- MBA in Finance from Schulich School of Business



**Riley Jones**

- Forbes 30 Under 30 Social Entrepreneur and Change Maker
- Co-founder and CEO of BLOC
- President of Black Alumni Council of Columbia University
- New York University School of Law J.D.
- UPenn M.S. Ed in Education Entrepreneurship



**Izer Martinez**

- Founder of Dyslequity
- Co-founder of Venture Beyond Comfort
- Gates Millennium Scholarship
- Top 25 Most Impressive High School Graduates in 2013
- UPenn M.S. Ed in Education Entrepreneurship



**Miyuki Nakagawa**

- Education Director of Nakagawa Musical Instrument Corporation Japan
- UPenn M.S. Ed in Education Entrepreneurship
- UPenn GSE Project-Based Learning Certificate
- Okayama University B.A. in English Language and Literature



**Jessica Alvarez**

- Executive Founding Director of Scholas Occurrentes USA
- UPenn M.S. Ed in Education Entrepreneurship
- Harvard University, Leadership, Organizing and Action Certificate and Research (Marshall Ganz)



**Crysti Chen**

- Co-founder and Managing partner at UniWill Ventures
- Co-founder of International non-profit organization
- UPenn M.S. Ed in Education Entrepreneurship
- University of Washington B.A. in Political Economy



**Emily Carlson**

- Founder of American Private High School
- Committed to educational technology and interdisciplinary STEM teaching software
- UPenn M.S. Ed in Education Entrepreneurship



**Xin Lin**

- Founder of VisionaryEdu
- Initiator of Sam's Bookclub Sanjin English Reading Club
- Master of Science in Educational Entrepreneurship, University of Pennsylvania
- BA, School of Journalism, University of Missouri



**Chau Bui**

- Experienced educator and instructional designer
- Focus on researching and curating visible thinking and authentic learning approaches in global education context
- UPenn M.S. Ed in Education Entrepreneurship
- Goshen College B.A. in Broadcast Journalism

# Special Thanks

## Academic Support



UC SANTA BARBARA  
International Programs



## Professional Support



CAREERQUO



dyslequity



# HOW TO APPLY

## 2024 GYEC Preliminary Round Application

### Deadlines:

Priority Deadline: Jan. 15, 2024

2nd Round Deadline: Mar. 15, 2024

Final Deadline: May 31, 2024

\*Rolling admissions thereafter as space permits. We recommend all candidates submit all materials as early as possible.

## 2024 GYEC Application Form



- Scan the QR code to fill out the 2024 GYEC application form and submit the preliminary round application fee.
- Visit [www.gyezone.com](http://www.gyezone.com) for more information!

## Contact Us



- WeChat: Please scan the QR code
- Email: [competition@gyezone.org](mailto:competition@gyezone.org)
- Phone: +1 718-664-8915 or +1 408-759-3922

## Competition Fee

### Preliminary Round Application Fee: \$100/participant

Includes:

- GYEC Authorized Platform
- GYEC Learning Materials
- GYEC Certificates

### Final Round Application fee: \$2,499/participant

Includes

- UCSB and GYEC Entrepreneurialship Course
- Mentoring Services with GYEC Mentors
- GYEC Authorized Platform and Learning Materials
- 80+ hours of classes provided by UCSB professors and working professionals
- TWO transferrable college credits, an official transcript, and an official certificate from UCSB
- Recommendation letters from UCSB/GYEC Committee

Follow GYE Zone Website  
for more competition  
information!



# 2024 GYEC



## We, together, make the world a better place!

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### Contact Us

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