



We support the Sustainable Development Goals

COMPETITION HANDBOOK

GYEC CROATIA • ZAGREB
JULY 14 – 27

2025

We, together, make the world a better place!



Organizer: Global Youth Entrepreneurship Zone (GYE Zone)

Academic Support: Zagreb School of Economics and Management (ZSEM)



Final Round Venue: Hotel Dubrovnik (Address: Gajeva ul. 1, 10000, Zagreb, Croatia)



HI GYEC FINALISTS!



Welcome to the 2025 Global Youth Entrepreneurship Challenge (GYEC) – Croatia Final Round!

Since its launch, the 2025 GYEC has received enthusiastic applications from high school students across seven countries, including the United States, Canada, China, Australia, the United Kingdom, South Korea, and more, representing 35 schools in total. From the Asia-Pacific region alone, over 130 outstanding students applied in the preliminary round, and 50 finalists have been selected to compete in the Croatia Final Round!

The 2025 GYEC Croatia Final will take place in Zagreb, Croatia, from July 14 to July 27. Over the course of two transformative weeks, finalists will engage in a journey of innovation, collaboration, and global exchange. During the program, participants will receive entrepreneurship courses delivered by the Zagreb School of Economics and Management (ZSEM) and earn 5 ECTS (European Credit Transfer and Accumulation System) credits upon completion. Finalists will also have the opportunity to interact with accomplished entrepreneurs, gain hands-on experience, take part in outdoor challenges themed around the United Nations 17 Sustainable Development Goals, and collaborate with talented peers from around the world.

As the organizing committee of the 2025 GYEC Croatia Final, we are committed to creating an outstanding competition experience for each participant. We look forward to witnessing your passion, creativity, and growth throughout this journey.

Entrepreneurship is not just a goal—it's a powerful life experience. While competitions may have winners, those who dare to challenge themselves are already champions. As you transition from high school to university and beyond, we hope this experience helps you better understand yourself, clarify your path, and grow into a global citizen and future leader—one who is wise, visionary, compassionate, and courageous.

We, together, make the world a better place!

We wish you an unforgettable 14-day journey and look forward to seeing you in the 2025 Global Final this October!

2025 GYEC Croatia Final Organizing Committee
July 1, 2025

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COMPEPTITION SCHEDULE

Date	Time	Schedule
DAY 1 (7/14)	Morning	Arrive in Zagreb, Croatia
	12:00 PM - 14:00 PM	Check-In
	14:00 PM - 16:00 PM	Rest/Get Ready for the Evening Events
	16:00 PM - 18:00 PM	Zagreb City Walking Tour
	18:00 PM - 20:00 PM	Welcome Dinner (Restaurant Pivana)
	20:30 PM - 21:30 PM	Ice-breaking Activities
	22:00 PM -	Quiet Hours
DAY 2 (7/15)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course: Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatian Study Course
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 3 (7/16)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course: Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatian Study Course
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 4 (7/17)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	A1 Hrvatska Company Visit
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatian Study Course
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 5 (7/18)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course: Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	BYD Company Visit
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours

COMPEPTITION SCHEDULE

Date	Time	Schedule
DAY 6 (7/19)	All Day	Explore Croatia: National Park Krka
DAY 7 (7/20)		
DAY 8 (7/21)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course : Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatia Visit
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 9 (7/22)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course : Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatian Study Course
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 10 (7/23)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course : Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatian Study Course
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours
DAY 11 (7/24)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	College Course : Entrepreneurship (Global Business Series)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Croatia Visit
	16:00 PM -18:00 PM	Group Discussion/Lecture Review
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Group Discussion/Lecture Review
	22:00 PM -	Quiet Hours

COMPEPTITION SCHEDULE

Date	Time	Schedule
DAY 12 (7/25)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	Course Completion Ceremony
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Final Pitch Rehearsal
	16:00 PM -18:00 PM	Final Pitch Preparation
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Final Pitch Preparation
	22:00 PM - 23:59 PM	Quiet Hours Submit Final Pitch (8 slides)
DAY 13 (7/26)	7:00 AM - 8:00 AM	Breakfast
	8:00 AM - 11:00 AM	Final Pitch (Each team will have 8 minutes for the pitch and 5 minutes for the Q&A.)
	11:00 AM - 12:00 PM	Lunch
	12:00 PM - 15:00 PM	Award Ceremony (Formal Dressing)
	16:00 PM -18:00 PM	Rest/Networking
	18:30 PM -20:00 PM	Dinner
	20:00 PM -21:30 PM	Moive Night
	22:00 PM -	Quiet Hours
DAY 14 (7/27)	All Day	Return Home



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COURSE INTRODUCTION



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Course 1: Entrepreneurship



Introduction:

Students will be given tasks to help them attain key competencies needed for entrepreneurial approaches to management and enterprise creation, such as creativity, innovation, risk-taking, initiative, social and/or commercial opportunity recognition, research, customer focus, communication, team building and value(s) among others. These competencies are exercised through individual and group work in and outside of class with the guidance and support of the teaching team and online and community experts in our collective networks.

Create and manage an intrapreneurship/entrepreneurship project known as a business plan. While students will complete a business plan, the emphasis is on experiential learning through all stages of the business planning process.

Goals and Objectives:

- **KNOWLEDGE:** Students will be able to apply the acquired knowledge in new and unknown circumstances through a conceptual understanding of the entrepreneurial landscape. Students will be able to create and assess business plans for a variety of purposes
- **ETHICS & RESPONSIBILITY:** Students will exercise their judgment and align their personal values with their business decisions. Students will investigate how social entrepreneurs and innovators are meeting the world's greatest challenges. Attention will be given to addressing the UN's 17 Strategic Development Goals as inspiration for projects this semester. Their own personal values will be reflected in the appropriate selection of industries and markets they research and discuss in class, through the course blog and examinations.
- **GLOBAL ENVIRONMENT:** Students will be able to explore and understand the role of entrepreneurship, enterprises, and entrepreneurs in various international settings.
- **COMMUNICATION:** Students will be able to communicate their ideas effectively to both peers and professionals and improve their oral and written communications in English and Croatian.

Grading System:

- Participation (individual) 15%
- Activities – short assignments 25%
- Submitting the final presentation 30%
- Pitch 30%



COURSE INTRODUCTION



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Course 2: Croatian Studies



Introduction:

This interdisciplinary course offers students a comprehensive introduction to Croatia's history, culture, politics, and economy. Structured across two weeks, the curriculum blends lectures, discussions, workshops, and site visits to provide a deeper understanding of Croatia's past and present. Key topics include the historical evolution of Croatia, its cultural identity, and its role in the global community. Students will participate in guided visits to major institutions such as the Croatian History Museum, the Croatian Parliament, and the Croatian Chamber of Economy. The course concludes with student presentations, encouraging reflection and synthesis of their learning experience.

Goals and Objectives:

- **Students will acquire basic general knowledge about Croatia:** By attending lectures and fieldtrips, students will be familiarized with and will acquire the basic knowledge on Croatia.
- **Students will be effective communicators and have the presentation and communication skills:** Inspired by the lectures, assignments and up to date experience of their staying in Croatia, students will prepare series of reports about fieldtrips and a presentation on the topic of their choice.

Grading System:

- **Written reports:** students will prepare a report on each fieldtrip (up to 2 pages per report) – 25% per each report
 - The rules of writing a professional paper/case/essay/report (structure, methodology, grammar, spelling, etc.) (5%)
 - Clear and well-structured presentation of the facts learned during the fieldtrip (10%)
 - Critical approach to the discussed topic (5%)
 - Comparing the topic from the Croatian and students' country of origin aspect (5%)
- **Presentation:** students will prepare a presentation on the topic of students choosing related to Croatia and present it in class (up to maximum 10 minutes) – 25%
 - PPT presentation by the rules of presentation (5%)
 - Clear presentation of the content (5%)
 - Communication with listeners (5%)
 - Respond to questions from the audience (5%)
 - Summary at the end (5%)
- **Additional elements:** (ANY WEEK)
 - Written response to the presentation of other groups (up to one page) (5%)
 - Active participation in discussions (5%)
 - Preparing a short PowerPoint presentation (10 min) (5%)



COURSE INTRODUCTION



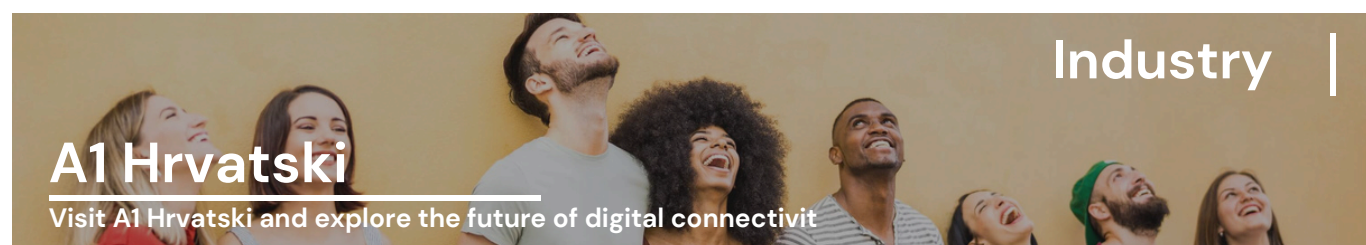
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RIMAC

Discover Rimac — the “Tesla of Europe.”

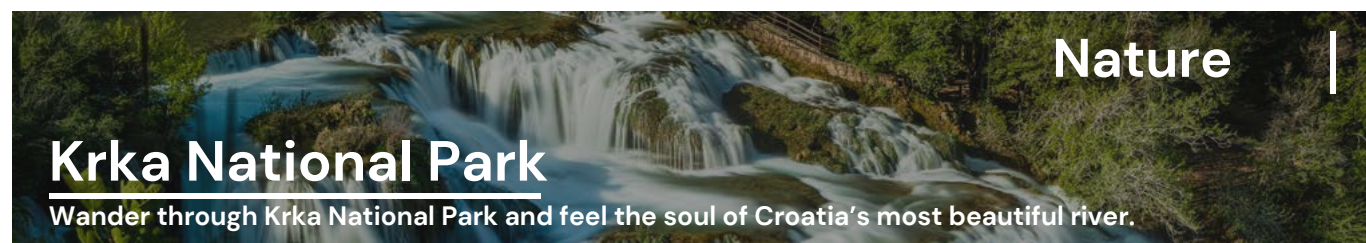
Industry |



A1 Hrvatski

Visit A1 Hrvatski and explore the future of digital connectivity

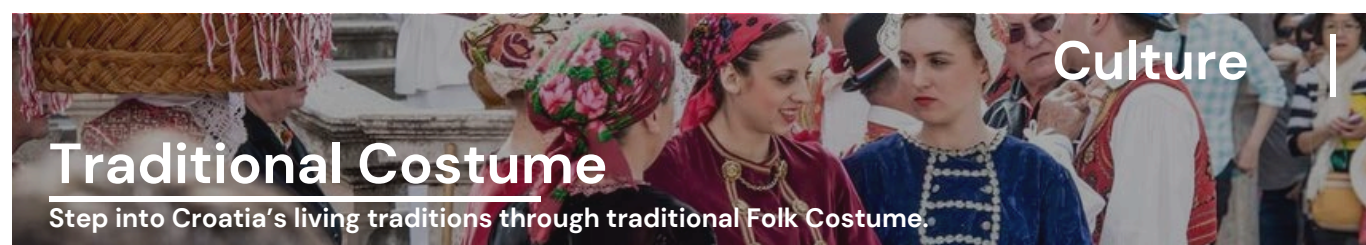
Industry |



Krka National Park

Wander through Krka National Park and feel the soul of Croatia's most beautiful river.

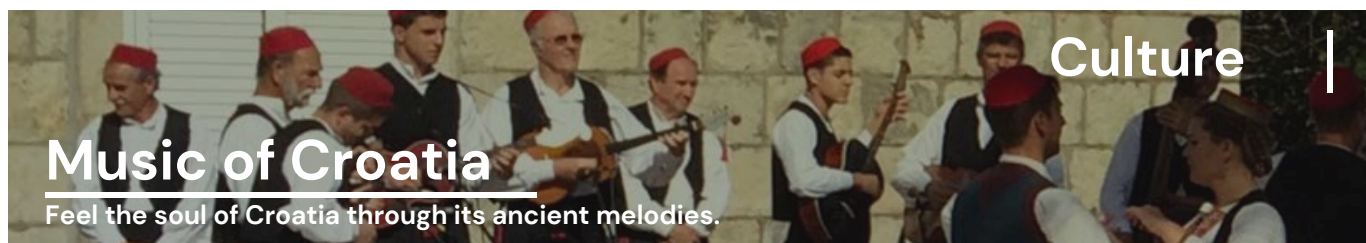
Nature |



Traditional Costume

Step into Croatia's living traditions through traditional Folk Costume.

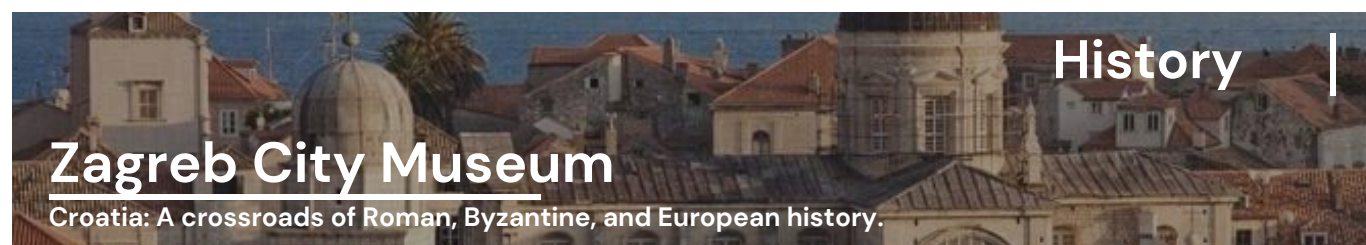
Culture |



Music of Croatia

Feel the soul of Croatia through its ancient melodies.

Culture |



Zagreb City Museum

Croatia: A crossroads of Roman, Byzantine, and European history.

History |

*All itinerary arrangements are subject to final interpretation by the GYEC Committee.

PITCH RUBRIC



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The final pitch consists of two parts: the Presentation Deck and the Live Pitch Delivery.

Part 1 – Presentation Deck: Each team must submit their project presentation deck **by 11:59 PM on July 25**.

Part 2 – Live Pitch Delivery: Each team will have **8 minutes to deliver** their pitch, followed by **5 minutes of Q&A** with the judges. The presentation order will be randomly assigned on-site.

PART 1: PRESENTATION DECK RUBRIC

PITCH CONTENT		
Hook/Intro The problem, need, or opportunity is clearly explained; (video) the speakers' names and faces are presented clearly.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Problem/Need/Opportunity <input type="checkbox"/> Speaker Introduction Comments:
Goals for Solution A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Solution <input type="checkbox"/> Value Proposition Comments:
Target Market The intended audience is well defined/identified and the market or user base is quantified.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Target Market(s) <input type="checkbox"/> Demonstrated Demand Comments:
Competitive Advantage Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and qualifications of the team indicate strong potential for success.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Competition Recognition <input type="checkbox"/> Advantage (e.g., niche, process, etc.) Comments:
Ending Cost of next step; how the idea could develop sustainably, and how it can contribute to 17 UN SDGs (the vision of the future).	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Costs <input type="checkbox"/> Pricing <input type="checkbox"/> Conclusion/Final Takeaway Comments:

PART 2: PITCH DELIVERY RUBRIC

PITCH DELIVERY		
Effectiveness & Efficiency Speakers are polished and delivery techniques make the presentation understandable and engaging within time limits.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Organization/Length <input type="checkbox"/> Grammar/Pronunciation Comments:
Impact The presentation inspires and holds attention; the pitch is persuasive, informative, and makes the audience interested to act or learn more.	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	Needs Improvement: <input type="checkbox"/> Enthusiasm <input type="checkbox"/> Creativity <input type="checkbox"/> Compelling story <input type="checkbox"/> Team participation Comments:

RECOGNITION & AWARDS



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GROUP PRIZE & AWARDS

- Grand Prize: Scholarship \$1,000
- First Prize: Scholarship \$750
- Second Prize: Scholarship \$500
- Third Prize: Scholarship \$300
- Most Impactful Team Award
- Most Popular Team Award
- Most Innovative Team Award
- Companies' Choice Team Award
- Universities' Choice Team Award

INDIVIDUAL PRIZE & AWARDS

- Best Team Player Individual Award
- Best Presenter Individual Award
- Certificate of Participation Individual Award
- Certificate of Course Completion Individual Award
- ZSEM Transcript and Certificate (only for summer program participants)

ON-SITE GUIDELINES



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To ensure a smooth and safe experience during the 2025 GYEC Croatia Final Round, please carefully review the following on-site guidelines:

- **Meals**

- Three meals and tea breaks provided daily; vegetarian and meat options included.
- No food delivery allowed on-site. Please notify us of any allergies in advance.

- **Accommodation**

- Twin rooms (2 participants); roommate requests allowed, or randomly assigned.
- Single rooms available upon request (extra fee).
- Daily cleaning and evening room checks; laundry service available (extra fee).

- **Supplies Provided**

- Rooms include towels, comb, hair dryer, and basic toiletries.
- Each participant receives a welcome pack: 1 tote bag, 2 T-shirts, 1 notebook, 1 pen, 1 water bottle.

- **What to Bring**

- Valid passport (6+ months) and Schengen visa (apply at least 14 working days in advance).
- Laptop, headphones, and stationery.
- Business casual outfit, sportswear, travel shoes, and several changes of clothes. Light jacket recommended.
- Personal items (skincare, medications, toiletries).

- **Dress Code**

- Summer attire (22–33°C); light and breathable clothing suggested.
- No tank tops or flip-flops.
- Formal wear required for the pitch and gala dinner.

- **Internet Access**

- Free Wi-Fi available for all academic and project activities..

If you have any questions or concerns, feel free to approach the organizing staff at any time.

Let's work together to make this a safe, enriching, and inspiring experience for everyone!

ON-SITE GUIDELINES



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1. Competition Rules

- Follow the official schedule and complete all assigned tasks on time.
- Be punctual for all sessions and activities.
- Follow instructions from mentors and staff; violations of rules may result in disqualification.

2. Safety Guidelines

- Students must be accompanied by their designated group leader when leaving the venue.
- Obey traffic laws and stay aware of your surroundings.
- Do not engage with strangers or accept invitations from unfamiliar individuals.
- In case of emergency, contact your group leader or staff immediately.

3. Off-Site Activities

- All off-site visits will be arranged and supervised by the organizers.
- Stay with your group at all times and return as scheduled.
- Cooperate with your teammates and prioritize group safety.

4. Emergency Protocols

- Stay calm in emergencies (e.g., fire, earthquake) and follow staff instructions.
- Know the nearest evacuation routes and designated assembly points.

5. General Conduct

- Follow all codes of conduct and etiquette.
- Dangerous or prohibited items are not allowed at the venue or during off-site activities.
- Show respect to peers, staff, and local residents. Maintain a positive and cooperative attitude.

In case of emergency, please contact our on-site staff immediately!

HOTEL INFORMATION



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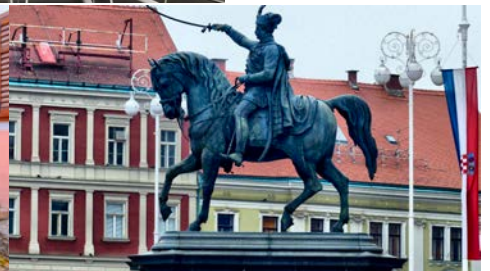
Hotel Name: Hotel Dubrovnik

Address: Gajeva ul. 1, 10000, Zagreb, Croatia

Hotel Description:

Located in the heart of Zagreb, Hotel Dubrovnik sits on the city's main square, Ban Jelačić Square, and has been a landmark since its opening in 1929.

With a prime location, the hotel offers convenient walking access to many of the city's key attractions, including Zagreb Cathedral, Dolac Market, Ilica Shopping Street, Zrinjevac Park, and the historic Upper Town.





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