

# YOUTH TOPIA

Smart Youths, Smart Innovations

Preliminary  
Booklet



FINANCE INTERNATIONAL

SENAYAN CAMPUS



Faculty of Economics and Communication  
Finance

# TABLE OF CONTENTS

**01**

INTRODUCTION

---

**02**

REGISTRATION

---

**03**

SUBMISSION GUIDELINES/RULES

---

**05**

DETAILS OF THE VIDEO

---

**07**

PRIZE

---

**08**

TIMELINE

---

**09**

CONTACT PERSON

# Introduction

---

AN INDIVIDUAL WHO HAS THE PASSION TO CREATE, THE ABILITY TO PERSIST IN THEIR IDEAS, AND TO SEE THE NEEDS OF OTHERS IS THE CHARACTERISTIC OF AN ENTREPRENEUR. FORTUNATELY, YOUNG PEOPLE NOWADAYS ARE MORE CONNECTED, MORE CREATIVE, MORE INFORMED, AND MORE PERSUASIVE. THEY RESPOND TO CHALLENGES BY INNOVATING NEW TOOLS, CONTRIBUTING FRESH IDEAS, AND DRIVING HUMAN DEVELOPMENT FOR THEMSELVES AND THEIR SOCIETIES.

In light of this, Finance International Program of Bina Nusantara (BINUS) International University and other partners are convening a summit that aims to empower youth led-entrepreneurship and accelerate the implementation of Sustainable Development Goals. With this collaboration, we offer you: Youthtopia.

Youthtopia intends to cultivate an enabling environment where young change-makers can finally have access to the space and resources they need to drive social change in their communities and societies. .

In response to these efforts, Finance International Program of BINUS International and its partners will encourage Indonesian youth in accessing information, mentors, and support to build their social enterprises. Building upon each stakeholder's expertise and experience, we aim to increase economic independence while also providing a supplemental source of information and outlet for pitching their innovative and creative ideas.

In Indonesia, the labor market for youth is an area that should be addressed in greater detail, as it is complex with many factors for consideration. The challenges facing young people are multidimensional, ranging from informal work, inactivity, and long-term unemployment. Entrepreneurship among youth is not seriously considered a viable career path and is discouraged by parents because they expect their children to finish their studies first. In addition, youth are generally not targeted in Indonesia's national development framework but are assumed to benefit indirectly.

# REGISTRATION

starts from: June 1st – July 29th

FOR HIGH SCHOOL AND UNIVERSITY STUDENTS



Scan me to register!

Bank account details:

Beneficiary :  
S1 International Binus  
Account:  
5270298071

Registration Fee: Rp. 100,000

<https://bit.ly/BinusYouthtopia2022>

## **VIDEO SUBMISSION DEADLINE**

---

- Deadline: **June 29th**
- Selected teams that passed the preliminary will be notified by August 5th, 2022

## **SUBMISSION DETAIL**

---

- Only one work is collected in one group. NO resubmission is allowed
- Submissions by a person other than the registered team will be considered unqualified.
- The work can be done in either English OR Indonesian, although English is the suggested language. Please stick to one language for the entire duration of your video.
- Video should be submitted in the form of a YouTube link and Instagram link.

# **SUBMISSION DETAILS - GUIDELINES/ RULES**

Please read the below information carefully so you can successfully craft your submission documents.

## **YOUTUBE VIDEO SUBMISSION**

---

Uploaded Video must comply with the following format:

- Title: **Youthtopia\_Title\_GroupCode**
  - GroupCode will be informed to participants after they fill in the registration link through email.
- Description: **School name, Leader & Members Name**
- It is not mandatory for the video to be public, and participants can submit an unlisted video link instead.

# INSTAGRAM VIDEO SUBMISSION

- It is **MANDATORY** for all group members to publish their video on the social media platform Instagram, with the following caption:
- All team members **MUST** follow & tag **@binusuniversityofficial**, **@binusinter** and **@binusinteriaf**
- Prior to the announcement of the preliminary round, participants must make their **Instagram accounts public**.
- Link of the video posted on Instagram & YouTube can be submitted through one link that can be found in the **submission link** part of the booklet

# INSTAGRAM CAPTION


Hello fellow YouthtoPreneurs, my name is (name), I'm from (group number), (school name).

Our generation is the future leader of the world. With Youthtopia, we are fortunate enough to have the platform to innovate & develop our idea on sustainable development and given the opportunity to present our concept. If you believe in (video title), kindly support us by liking and commenting on our group innovation videos for the Start-up Youthtopia Challenge 2022.

Reaching Youthtopia: Innovation From The Youth  
#YouthtopiaChallenge2022 #ReachingYouthtopia



- 1. “Elevator Pitch” Video should NOT be less than 2 minutes and more than 5 Minutes**
  - Video less than 2 minutes and longer than 5 minutes will be considered unqualified (eliminated).
  - Video should at least be in 720p resolution.
- 2. It is MANDATORY to show all the faces of group members in the video.**
- 3. The video should ONLY include members of the registered team.**
- 4. All visual and audio props ARE allowed (slide deck, voice-overs, graphic effects, animations, and etc.).**
- 5. Presenter(s) may show any physical product or prototype in their video. If the product is digital (apps, etc.), the presenter(s) may show screenshots or a walk-through video to show app usage.**
- 6. One static digital background image during your presentation (i.e. Zoom Background) to limit background distractions. The image may contain a team’s logo or participant’s names but otherwise must provide a neutral backdrop to the presentation. Use of slide decks (PowerPoint), is not allowed. (background not mandatory but recommended)**
- 7. Make your points crystal clear, succinct, and most importantly, memorable to the panel of judges!**



Groups that passed the preliminary will receive another booklet for their final round preparation. Booklet will be sent through email after the announcement.

**8.**

**A video cover MUST be included at the beginning of the video.**

- **Video cover must include:**
  - **Youthtopia Logo**
  - **Title of the video**
  - **All the participant's names**
  - **School Name**

**9.**

**The video cover must comply with the following format:**

- **Youthtopia's logo must be placed in the top center of the cover.**
- **The title, school name, and member's name must be center-aligned and placed in the middle of the cover.**
- **Font size should at least bigger than 12 pt**
- **Any types of fonts are allowed**
- **The cover is yours to design as you see fit**

Youthtopia's Logo and the Video Cover Template can be found here:

<https://bit.ly/3vjnqoH>

**Submission  
Link**

Youtube and Instagram links should be submitted through the link below:

<https://bit.ly/Ytph2022video>



**Get a chance to win**

**Scholarship in BINUS University  
Finance International Program**

**+ Prize money**



# Timeline

<b>Date</b>	<b>Description</b>
Wednesday, 1 June 2022	Start of Registration Period
Friday, 29 July 2022	End of Registration Period
Friday, 5 August 2022	Preliminary Round Winner Announcement
Friday, 20 August 2022	Reaching Youthtopia: Innovations from the Youth Day

## CONTACT US

Contact Email:

**[youthtopia@binus.edu](mailto:youthtopia@binus.edu)**

Contact Person:

**Princessa +62 812-8322-7328 (WhatsApp Only)**

**Reynard +62 818-0777-7289 (WhatsApp Only)**



Date	Description
Wednesday, 1 June 2022	Start of Registration Period
Friday, 29 July 2022	End of Registration Period
Friday, 5 August 2022	Preliminary Round Winner Announcement
Friday, 20 August 2022	Reaching Youthtopia: Innovations from the Youth Day