

Zebra Pitch 2025

Official Participant's Handbook

Welcome to Zebra Pitch 2025!

Ready to dive into the world of innovation? Welcome to Zebra Pitch 2025, Thailand's premier International Innovation & Entrepreneurship Competition for young minds aged 7 to 22. Whether you're already buzzing with ideas, a passionate dreamer, or just curious about what's possible, you've found your perfect starting line.

This handbook is your essential companion, designed to guide you through every exhilarating step of this journey. From the moment you register right up to the Grand Finale, we'll show you how to jump in, what incredible experiences are waiting for you, and why Zebra Pitch is so much more than just a competition – it's a powerful launchpad for your future. Let's stop dreaming and start doing!

What is Zebra Pitch?

Imagine, Create, Pitch – No Matter How Young You Are.

Think of Zebra Pitch as more than just a contest; it's a true adventure of innovation and discovery. As you move through it, you'll tackle real-world challenges, craft ingenious solutions, and watch your confidence soar, step by step. Whether this is your very first spark of an idea or you're an experienced young entrepreneur, Zebra Pitch arms you with the tools, guidance, and a dynamic platform to transform your boldest thoughts into tangible action. This is your stage to imagine, create, and pitch like never before. Let's shape a future that's bold, thoughtful – and uniquely yours.

Who Can Join?

Zebra Pitch welcomes young innovators aged 7 to 22 from every corner of the globe. While our Grand Finale lights up Bangkok, aspiring participants from anywhere are encouraged to join.

You can participate:

- As an individual
- As part of a team (2–3 members)

Four Age-Based Tracks:

To ensure fair competition, Zebra Pitch is meticulously structured across Four Age-Based Tracks to cater to diverse developmental stages. If a team member needs to withdraw during the competition, please inform the Zebra Pitch organisers immediately to understand how this might affect your participation.

- **Zebra Cubs** (Ages 7–10) – Creative exploration and idea development
- **Zebra Explorers** (Ages 11–13) – Foundational innovation and collaboration
- **Zebra Founders** (Ages 14–18) – Real-world business building and pitching
- **Zebra Catalysts** (Ages 19–22) – Advanced innovation, venture creation & leadership

Please note: To ensure the most appropriate platform and feedback, some projects may advance beyond their designated age group if their business maturity, development stage, or execution potential aligns more closely with a higher-level track.

Your Innovation Pathways

Zebra Pitch welcomes a wide range of entrepreneurial ventures, allowing participants to explore diverse industries and innovative solutions. Participants can choose to pitch their ideas within, or at the intersection of, the following categories:

- Entrepreneur – Traditional and tech-driven business ventures.
- Influencer – Personal branding, content creation, and digital influence.
- Hospitality & Tourism – Food, tourism, and service-based entrepreneurship.
- AI & Technology – Cutting-edge ideas that challenge the status quo.
- Artpreneur – Creative enterprises in design, fashion, media, and the arts.
- Sciencepreneur – Innovations in science, sustainability, and technology.

Why Join Zebra Pitch?

Being part of Zebra Pitch isn't just about competing; it's about investing in yourself and your future. Here's why you won't want to miss this experience:

1. Build Your Idea with Expert Help

Get special online lessons and guidance from experienced mentors. They will help your ideas become real plans

2. Command & Take the Stage

Get an exciting chance to show your best ideas at a big event. This helps you be seen and recognised.

3. Improve Your University Application Profile

Win important certificates and awards. These show your new ideas, how you solve problems, and your business spirit, making your applications much stronger for top universities around the world.

4. Solve Real Problems with Business Experience

Learn by doing! You'll get practical experience with real companies. Understand real challenges and create solutions that truly help.

5. Learn Key Skills for Life and Work

Grow your confidence, learn to speak clearly and well, and get better at solving problems and thinking creatively. These skills will help you always.

6. Expand Your Global Network

Connect, collaborate, and grow alongside a diverse group of young thinkers and leaders from all over the world

The Unique Zebra Compass™ Scoring System

Each pitch or business is evaluated based on the ZEBRA Scoring System with the following criteria:

Z - Z-Edge (Zebra Edge)

- This looks at the unique spark and newness of your idea.
 - Passion & Confidence
 - Creativity & Innovation

E - Engagement

- This measures how well you connect with your audience and present your idea.
 - Presentation & Storytelling
 - Q&A & Adaptability (how well you answer questions and adjust)

B - Business Model

- This assesses the plan for how your idea will work and be successful as a business.
 - Feasibility & Market Potential (can it be done, and is there a market for it?)
 - Prototype & Market Readiness (is there a working model, and is it ready for the market?)
 - Financial & Growth Strategy (how will it make money and grow?)

R - Relevance

- This focuses on how important and impactful your idea is for a real problem or need.
 - Target Market (who is your idea for?)
 - Problem-Solution Fit (does your idea truly solve the problem?)
 - Impact & Sustainability (what positive change will it bring, and can it last?)

A - Attitude & Ability

- This looks at your personal drive and potential to bring your idea to life.
 - Coaching & Collaboration (how well you work with others and take advice)
 - Self-Reflection & Growth (your ability to learn from experiences and improve)

The Zebra Journey: Your Step-by-Step Guide

Ready to start? Your journey begins here:

Phase 1: Begin Your Journey & Submit Your Idea

1. Register

Use the following link or scan the QR code on the last page to register and gain instant access to our official Zebra Learning Platform!

Link: <https://forms.gle/vkQ1x5uzHMGPhbLo6>

2. Log in to your personalised dashboard

Once registered, this dashboard will become your central hub. It's where you'll submit your video and where all future competition announcements, learning resources, opportunities for additional workshops, and details on 1-on-1 mentoring will be shared as they become available.

3. Prepare your Introduction Video

This short video is your first step and your gateway to Phase 2! Focus on sharing your unique perspective and passion.

- Length: Maximum 3 minutes.
- Content:
 - Who are you?
Tell us a bit about yourself and your background.
 - Why Zebra Pitch?
What are you hoping to gain from this incredible experience?
 - What sparks your curiosity or passion?
Share what excites you or a real-world problem you're passionate about tackling.
- Format: MP4 is preferred. You'll upload it directly to your dashboard on the learning platform.
- Complete and submit your video by 31 July, 2025.

Phase 2: Feedback & Finalist Selection

1. **Your Video Review:** Our expert judges will carefully watch your introduction video. They will use our special Zebra Scoring Guidelines to review it.
2. **Selection for Bangkok:** We will then announce the selected participants who are invited to Bangkok! These young innovators and entrepreneurs will join our exciting Zebra Pitch event happening live in Bangkok, Thailand. There will be a Learning Module, Marketplace Showcase and a Live Final Pitch Showdown for participants.
3. **A Chance for Everyone:** Even if you're not chosen for the Bangkok events after Phase 1, you still have a special opportunity to join us at the Learning Module and Marketplace Showcase! This is a great way to continue learning, connect with others, and even get a chance to become a "Wildcard Disruptor" to join the Live Final Pitch Showdown.

Phase 3: Zebra Pitch Live in Bangkok (29-31 August 2025)

If you're chosen for the Bangkok events, get ready for an exciting experience in Thailand's vibrant capital!

1. Where it happens: Bangkok, Thailand.
2. When it happens: 29-31 August, 2025
3. The tentative event rundown is attached at the end of this handbook.
4. **Day 1: Learning & Inspiration**
 - **Company Visits & Talks:** Get an inside look at real businesses and hear inspiring stories from startup founders and business leaders.
 - **Workshops:** Join fun, hands-on activities to boost your creativity, teamwork, and ability to overcome challenges.
 - **Networking Dinner:** Connect with fellow participants, mentors, and special guests in a relaxed setting.
5. **Day 2: Marketplace Showcase**

All participants at the Bangkok events will:

 - Design a table area to show off their idea.
 - Creatively decorate their table area: A table will be provided for your display. Participants are responsible for designing and setting up their own creative display, including preparing posters, display stands, and any other elements in advance to showcase their idea effectively.
 - Table Area: The specific size of the table area will be communicated closer to the event date.
 - Be encouraged to bring and demonstrate their prototype or working model.
 - Present their new idea to the public, mentors, and judges.
 - Language: You may speak to visitors to your table area in English or Thai.
 - Have the opportunity to sell their products or solutions directly to attendees.
 - Get immediate feedback on their concepts.
 - Your ideas will also be judged using the official Zebra Scoring Criteria.

For those who weren't selected for the Bangkok events in Phase 1, this is your special chance to shine! You might even be chosen as a "Wildcard Disruptor" to join the final pitch showdown!

6. **Day 3: Final Pitch Showdown**

The very best – our Top 14 Grand Finalists (likely to be 2 from each of the six pathways, including any Wildcard Disruptors) – will take the main stage for an exciting Final Pitch Showdown. Here's what you need to know:

- Preparation: You will need to create a compelling slide deck.
- Pitch Time: You will have 3 minutes to pitch your best idea.
- Pitch Language: All pitches must be conducted in English.
- Q&A Session: This will be followed by a 5-7 minute Q&A session with the judges.
- Q&A Language: For the Q&A, participants may answer questions in either English or Thai, as a translator will be provided.
- Judges will include investors, business leaders, and famous entrepreneurs.
- Judging Criteria: Your final pitch will be judged using the same comprehensive Zebra Scoring Criteria.

7. **Awards & Recognition**

The top participants will receive important awards, be recognised in Thailand and around the world, and get amazing chances like internships and continued mentorship. These will help you grow your ideas and your future career.

Important Dates & Deadlines

To help you plan your journey, here are the key dates for Zebra Pitch 2025:

- Registration Deadline: 15 August, 2025
- Introduction Video Submission Deadline: 15 August, 2025
- Phase 2 Selection Notification (Bangkok Event Invitations): 31 July to 20 August, 2025
- ZEBRA PITCH Live in Bangkok: 29–31 August, 2025
 - *The tentative event rundown is attached at the end of the handbook*

Important Considerations

Intellectual Property (IP) & Your Ideas

Your ideas are yours! Participants retain ownership of their intellectual property.

- By submitting your idea, you give Zebra Pitch limited rights to use your idea for competition purposes only (for example, showcasing it on our platform, at events, or in promotional materials related to Zebra Pitch).
- We encourage you to think about protecting your idea. If your idea is highly sensitive or you plan to pursue it commercially, you might want to learn more about intellectual property rights before sharing too many specific details in public.

Visas & Travel Documents (for International Participants)

International participants are responsible for obtaining all necessary travel documents, including valid passports and any required visas for entry into Thailand. If necessary, Zebra Pitch will provide official invitation letters upon selection for the Bangkok events to support your visa application process. Please apply for your visa well in advance, as processing times can vary.

Zebra Values & Code of Conduct

At Zebra Pitch, we believe in:

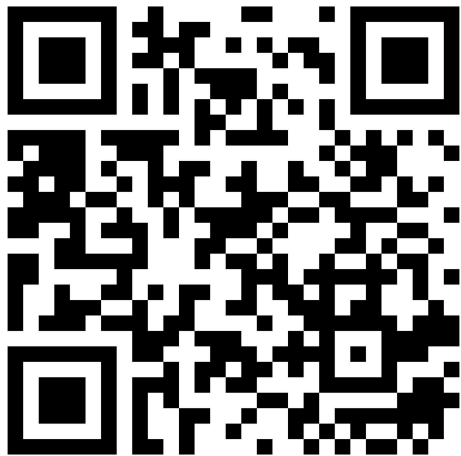
- Celebrating creativity over chasing perfection.
- Respecting every idea, every voice, and every perspective.
- Supporting each other through every challenge.
- Taking bold, thoughtful action.

All participants are expected to:

- Be kind and inclusive.
- Stay curious and committed.
- Represent themselves and their communities with integrity.

Ready to Start your Zebra Journey?

Scan the QR Code below to register and begin your journey.



This is your moment — let's build something bold together.

We can't wait to see what you create.

ZEBRA PITCH EVENT RUNDOWN

29–31 August 2568

Bangkok, Thailand

Day 1: Friday, 29 August 2025

Venue: JIB Computer

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|------------|--|
| 8:00 a.m. | Registration <ul style="list-style-type: none"> Idea Wall/Brainstorming Board |
| 9:00 a.m. | Official Opening Ceremony <ul style="list-style-type: none"> Opening Remarks
 <i>"Setting the Stage for Future Innovators."</i> by Kaewkhwangunn Chantamunee, Founder of Zebra Pitch Thailand |
| 9:30 a.m. | Welcome Remarks by CEO of JIB Computer Group |
| 10:00 a.m. | Company tour |
| 10:45 a.m. | Morning break |
| 11:00 a.m. | Mentor Spark: Guiding Tomorrow's Entrepreneurs, Innovators & Leaders <ul style="list-style-type: none"> Masterclass / Deep-dive workshop |
| 12:30 p.m. | Lunch |
| 1:30 p.m. | Parallel events <ul style="list-style-type: none"> [Children & Youths] Meet & Greet with a Local Celebrity/Influencer [Biz Connect] Panel session
 <i>"Future Forward: Understanding Thailand's Emerging Talent & Consumer Trends from the Youth Perspective."</i> |
| 2:20 p.m. | Address by Guest Speaker
<i>"Bridging Generations: How Youth Entrepreneurs and Legacy Leaders Build the Future Together."</i> |
| 3:00 p.m. | Closing Remarks |
| 3:30 p.m. | Depart from the company |

Day 1: Friday, 29 August 2025

Venue: TBA

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|-----------|---|
| 6.00 p.m. | Travel to Networking Dinner Venue |
| 7:00 p.m. | [Optional activity for children, youths, and adults] Dinner and Networking
<i>Evening of Inspiration: A Cross Generational Exchange.</i> |
| 9.30 p.m. | Depart from the Dinner Venue / End of Day 1 Activities |

Project
Initiator



Hosting
Chapter



Co-hosting
Chapter



Strategic Partners



ZEBRA PITCH EVENT RUNDOWN

29–31 August 2025

Bangkok, Thailand



Day 2: Saturday, 30 August 2025

Venue: EmQuartier

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|------------|--|
| 8:00 a.m. | Depart for Marketplace Venue |
| 8:30 a.m. | Market setup & Final Preparations |
| 10:00 a.m. | Opening Remarks |
| 10:30 a.m. | Parallel events <ul style="list-style-type: none">• Market opens & Judges Initial Round• <i>[Biz Connect]</i> Impact Investment & Strategic Partnerships Showcase |
| 12:00 p.m. | Lunch |
| 1:00 p.m. | Marketplace continues with: Spotlight Pitches |
| 1:30 p.m. | Coaching Clinics with Industry Experts (Biz Connect mentors) |
| 4:00 p.m. | Judges Deliberation & Marketplace Cleanup |
| 4:30 p.m. | Announcement for Finalist |
| 5:00 p.m. | Children & Youth's programme concludes
Depart from Marketplace Venue |

Day 2: Saturday, 30 August 2025

Venue:

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|------------|---|
| 6.30 p.m. | <i>[Biz Connect]</i> Pre-dinner Networking / Registration |
| 7:30 p.m. | Local experience with dinner |
| 10:30 p.m. | End of Day 2 Activities |

Day 3: Sunday, 31 August 2025

Venue: EmQuartier

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| 8:00 a.m. | Depart for Final Pitch Venue |
| 10:00 a.m. | Event Opening |
| 10:15 a.m. | Event Opening Grand Final Pitching |
| 1:00 p.m. | Lunch & Networking |
| 2:00 p.m. | Keynotes by Guest speakers |
| 2:45 p.m. | Demo Pitch by Industry Experts |
| 3:15 p.m. | Awards Ceremony & Closing Remarks |
| 4:30 p.m. | Reception & Networking |
| 5:00 p.m. | Depart Final Pitch Venue / End of Day 3 Activities |

Project
Initiator



Hosting
Chapter



Co-hosting
Chapter



Strategic Partners



Quick Guide: What to Prepare

To ensure a fair and well-resourced competition experience, please guide your participating students in preparing the following:

1. Pre-Event Video Introduction

- **Purpose:** A simple, engaging introduction to help us get to know the students and their initial ideas.
- **Length:** Maximum 3 minutes.
- **Content:**
 - Who are you?
 - Why they want to join Zebra Pitch.
 - What sparks their curiosity or passion?
 - A brief overview of their idea/business concept.
- **Production Note:** Students can easily record these videos using their smartphones. Heavy editing is not required; we're interested in their ideas and personalities, not so much professional production quality.

2. Marketplace/Showcase Component (Day 2)

- **Purpose:** To allow students to test their concepts, gather feedback, and potentially make sales/take pre-orders.
- Students are encouraged to **bring a prototype and/or products to sell/sample**. They may also consider taking pre-orders to minimize items to transport to Thailand.
- Each participating team will be provided with a shared table. Two teams/business ideas per table, so students should plan their display accordingly.
- Please note, there will be no walls provided. **Students will need to think of creative ways to decorate and set up their assigned area.**
- **Table Dimensions:**
 - Width: 1.8m
 - Depth: 0.75m
- **Tablecloth:** A black tablecloth will be provided.
- **Prepare a 2-3 minute pitch.** Students will have the opportunity to pitch on a stage.

3. Coaching Clinic & Stage Pitching (Day 2)

- **Purpose:** Students will pitch their ideas on stage as well as to expert coaches to receive constructive feedback and refine their concepts.
- **Pitch Duration:** 3 minutes (this is the same pitch you will present on stage)
- **Preparation:**
 - Students should have their pitches ready.
 - **Visuals:** Prepare slides to be displayed on their own laptop or tablet.
- **Assessment & Feedback:** Pitches will be assessed using the Zebra Compass scoring criteria, which will then be used to provide targeted feedback.

4. Pitching Finals (For Selected Teams on Day 3)

- **Purpose:** Finalists will **present their refined business concepts on stage** to a panel of judges and a live audience.
- **Preparation:**
 - Finalists will need a complete **pitch deck** and a polished **verbal pitch** for the stage presentation.
 - Refine your 2-3 minute pitch
- **Assessment & Feedback:** Pitches will be assessed using the Zebra Compass scoring criteria, which will then be used to provide targeted feedback.