

- Korea-ASEAN AI Development/Startup Competition -

「AI Youth Festa 2025」 Startup Application Notice

The National IT Industry Promotion Agency (NIPA) is pleased to announce a call for AI startups to participate in the AI Youth Festa 2025. This initiative aims to foster the growth of the AI startup ecosystem across the ASEAN region and contribute to the achievement of the Sustainable Development Goals (SDGs). We sincerely look forward to your valuable interest and active participation.

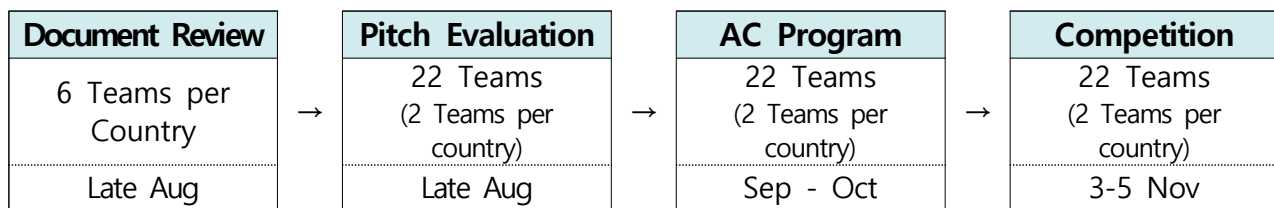
16 July 2025

President of National IT Industry Promotion Agency

1. Introduction

- ☐ **(Objectives)** Promote the growth of the AI startup ecosystem across the ASEAN and contribute to the achievement of the SDGs
- ☐ **(Target Applicants)** A total of 22 teams will be selected, with 2 teams from each country*. Eligible teams are startups less than 7 years old** or pre-startups***, whose representatives hold ASEAN or Korean nationality.
 - * Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam and Republic of Korea
 - ** Startups that are less than 7 years old : startups established (sole proprietorship or corporation) after August 21, 2018.
 - *** Pre-startups : individuals who have not been registered as business proprietors(regardless of business type) as of the date of the recruitment announcement.
- ☐ **(Application Sector)** AI Tech (aligned with the SDGs)

□ Program Components and Schedule



- Final Competition Venue/Date : Kuala Lumpur, Malaysia / 3-5 Nov

2. Application Details

□ Participation Benefits (22 Teams / 1 Sep – 5 Nov)

- ① **(8-Week Accelerating Program)** The Korean accelerator, Y&ARCHER, will provide a customized online accelerating program lasting approximately 8 weeks to 22 selected startup teams.
 - **(22 Teams)** Business infrastructure support such as cloud services and payment gateway (PG) systems will be provided (e.g., Google Cloud, Naver Cloud, Amazon Web Services, etc.).
 - **(Awarded Teams)** Market research consulting for target regions will be offered on a team-by-team basis.

- ▶ **(Accelerating)** Customized accelerating programs tailored to each team's needs, utilizing network infrastructure and providing IR enhancement.
- **(1:1 Expert Mentoring and Consulting)** Identify key needs through one-on-one diagnostic consulting and dedicated mentoring, followed by demand-driven expert consulting in areas such as business model development, practical skill enhancement, and overseas expansion.
- **(IR Apealing)** Provide written feedback on IR decks, pitching consulting, and Practice IR session targeting Korean and Southeast Asian investors.
- **(Seminar)** Offer seminars on global expansion & investment, ASEAN AI trends, English IR pitching skills, and Korean market entry for ASEAN teams.
- **(Follow-up Support)** Connect with overseas partner programs, recommend participation in relevant overseas expansion programs hosted by affiliated organizations, and support follow-up meetings.

- ② **(Pitch Competition Travel Support)** Hotel accommodations and round trip flight tickets will be covered (based on a 4-day, 3-night schedule in Kuala Lumpur, Malaysia).
- ③ **(Networking Opportunities)** A networking event will be held during the pitch competition, providing opportunities for meetups with interested VCs, accelerators, and companies.
- ④ **(Prizes for Awarded Teams)** Prizes will be awarded to the top 3 teams selected as outstanding teams :
 - 1st Place KRW 28 million(approx. USD 20,000)
 - 2nd Place KRW 14 million(approx. USD 10,000)
 - 3rd Place KRW 7 million(approx. USD 5,000)

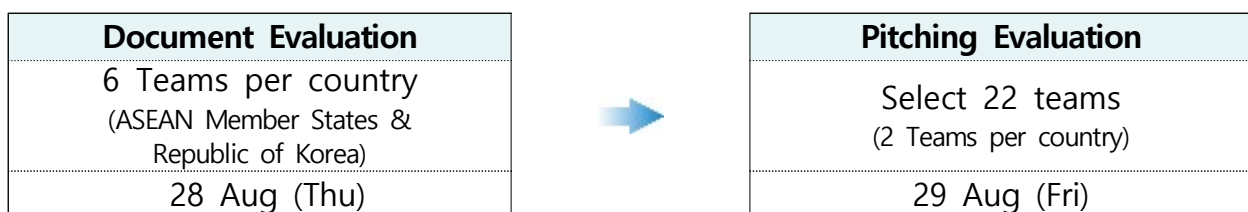
3. Exclusion and Restriction

- ☐ In cases of copying or stealing others' ideas and/or technologies
 - Participants (companies) are responsible for all civil and criminal liabilities arising from the copying or theft of others' ideas or technologies.
- ☐ Individuals(or companies) subject to sanctions, such as restrictions on participation in government-supported programs by NIPA, etc.
 - Violations of contracts, non-payment of adjustment refunds or royalties, etc.
- ☐ Individuals(or companies) confirmed by members of the ASEAN Committee on Science, Technology, and Innovation(COSTI), etc., to have grounds for participation restrictions
 - Individuals(or companies) whose representatives or participants are currently subject to participation sanctions.
- ☐ Companies unable to enter Malaysia due to personal circumstances, visa issuance issues, etc.

4. Evaluation Process and Criteria

□ Evaluation Process

- Selection procedure : 2-Step Evaluation (documents, pitching)
- Evaluation committees will be composed of experts from corporates, investors, startups, the relevant industry sectors, and related fields.



- ※ Selection may be cancelled in case of confirmed (or occurring) disqualification even after the final selection, or if the applicant is unable to enter Malaysia within the scheduled period.
- ※ Applicant teams with the highest scores from document and pitching evaluations within each country will be selected based on their scores.
- ※ Pitching will be conducted via video submission for applicants who pass the document screening. Evaluators will review and assess the submitted videos.

□ Evaluation Criteria (Document and Pitching Evaluation)

- Application of AI/Machine Learning Technology
- Relevance to UN SDGs
- Business Feasibility
- Market Expansion and Regional Impact
- Team Competency

5. Application and Schedule

☐ How to Apply

- **(Program Announcement)** Refer to the Startup ASEAN website (<https://startup-asean.org/>)
 - Application period : **16 Jul 2025 (Wed) - 20 Aug 2025 (Wed), 16:00 (Malaysian Standard Time)**
 - ※ We advise applicants to complete their applications 2 to 3 days before the deadline, as network congestion may cause delays on the final day. **Only applications submitted before the deadline will be accepted.**
- **(How to Apply)** Online application through the program website (1. Visit <https://startup-asean.org> → 2. Click the [Events & News] menu → 3. Click the post titled “AI Youth Festa 2025” → 4. In the post, click the “Register” button → 5. Log in to your account → 6. Fill out and submit the application form)
 - **Please upload your pitching video to Google Drive, and submit the shareable link** in the video field of the application form
 - ※ Refer to the program website for application details.
 - ※ Applicants are assumed to have fully understood the details stated in the announcement and on the website prior to applying. Any responsibility arising from failure to familiarize themselves with these details rests with the applicant.
 - ※ Additional documents, participation pledges, and supporting materials may be requested at a later date.

☐ Important Dates

- ※ The evaluation and program schedules are subject to change due to unforeseen circumstances.
- Application deadline : **20 Aug (Wed), 16:00 (Malaysian Standard Time)**
- Document evaluation : Scheduled 28 Aug (Thu)

- Pitching evaluation : Scheduled 29 Aug (Fri)
- Final result announcement : 3 Sep (Wed)
- Program participation : 8 Sep (Mon) - 5 Nov (Wed)

6. Notice

- ☐ All participating startups and teams are obligated to participate in the entire AI Youth Festa in good faith
- ☐ All participating startups and teams are responsible for familiarizing themselves with this application notice and any additional announcements from the AI Youth Festa Secretariat
- ☐ All participating startups and teams must actively cooperate with information requests related to business performance analysis and growth trends from the ASEAN Secretariat and NIPA, both during and after the program
- ☐ In the event of disqualification due to the submission of false information after selection, actions such as cancellation of participation, recovery of funds, and restrictions on future participation may be taken, even after final confirmation of participation
- ☐ Application details and/or schedules are subject to change in the event of natural disasters, emergencies, outbreaks of contagious diseases, etc.

7. Related Regulations and Contact Information

☐ Applicable Regulations

- ASEAN-ROK Cooperation Fund Manual
- National finance act [Enforcement Date 31. Dec, 2024.]
- Enforcement decree of the act on prohibition of false claims for public funds and recovery of illicit profits [Enforcement Date 27. Sep, 2024.]

☐ Contact Information

- Program Information : AI Youth Festa Secretariat
 - *Office Hours : 9:00~18:00 (Mon - Fri, KST)
 - e-mail : aiyouthfesta.official@gmail.com
 - phone : +82 10-8647-7444(Whats app)
- System error inquiry
 - *Office Hours : 9:00~18:00 (Mon - Thu, MST)
 - e-mail : amir.asyraf@cradle.com.my
 - phone : +60-182-277-909