

# Greenpreneur Sustainability Innovation Competition (GSIC)



# Introduction



**Greenpreneur Sustainability Innovation Competition (GSIC)** is a competition focused on innovators who create innovative solutions in the field of sustainability. This event is designed to encourage business ideas that have a positive impact on the environment, as well as promote initiatives that contribute to the preservation of natural resources, reduction of carbon emissions, and other environmentally friendly solutions.



# General Provision

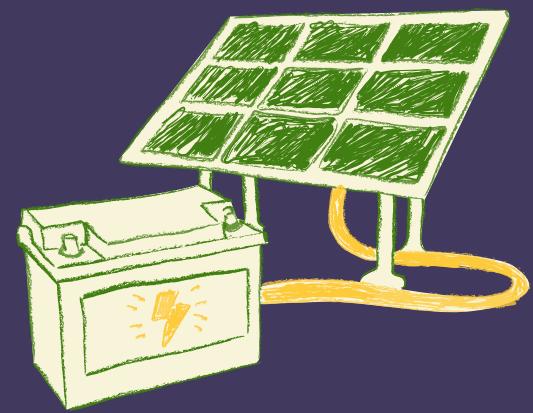


- The competition is open to Elementary and Secondary school students who are currently enrolled in a recognized educational institution, with the following age details:
  - Elementary School: Ages 7-13 years old.
  - Secondary School: Ages 14-18 years old
- Participation can be individual or in teams of up to 3 students.

# Category



Environmental



Renewable  
Energy



Waste  
Management



Sustainable  
Agriculture



Convenient  
Design For Daily  
Life

# Assessment Criteria

Feasibility and Practicality

Presentation Quality

Scalability and Potential for Growth

Innovation and Creativity

Environmental Impact  
and/or Social Impact



# Activity Stages

01

**Preliminary Round:**  
Participants submit their business plans in a business model canvas format.

02

**Semifinals:** Selected participants present their business plans in a pitch deck format to a panel of judges.

03

**Finals:** Finalists compete in a live pitch competition

04

**global final round (offline competition):** to reach the global final, teams must win the virtual final



# Awards



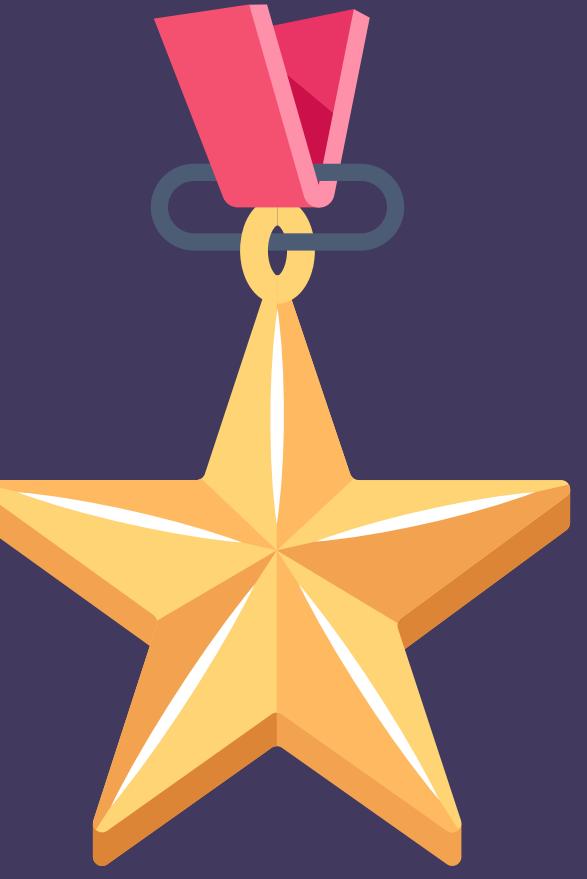
Gold Medal



Silver Medal



Bronze Medal



Honorable  
Mention

# How to Register?



Register on the website:  
<https://citainovasi.com/homepages/gsic>



LOA and invoice will be sent to  
your email



Please complete your payment before  
the specified deadline.



All information about  
competition will be  
communicated through the  
leader email.



Participants can choose round 1 or 2 to present  
their research results.



Participants confirm their participation  
in the global final round (offline  
competition).



The results of rounds 1 and 2 will be sent via the  
team leader's email.



Prepare yourself as best as you can  
for the competition

# Tentative Schedule



**Registration Deadline**

**August 30, 2025**

**Payment Deadline**

**August 30, 2025**

**Submission Deadline**

**September 2, 2025**

**Live Presentation Session**

**Round 1 (Zoom Presentation)**

**August 12, 2025**

**Round 2 (Zoom Presentation)**

**September 7, 2025**

**global final round (offline competition)**

**October 17-19, 2025**

# Registration Fee

## Indonesia Participant

The participation fee for the Greenpreneur Sustainability Innovation Competition (GSIC) is set at Rp. 500.000 per group for the online phase of the competition.

For those participants who achieve a winning position in the final round and consequently qualify for the global stage, a distinct and tiered registration fee will apply, determined by the medal secured in the final round, as detailed below:

- Gold Category: IDR 1,500,000
- Silver Category: IDR 1,750,000
- Bronze Category: IDR 2,000,000
- 

Furthermore, participants progressing to the global round will be entitled to the following provisions:

- One (1) meal during the judging session.
- Two (2) snack(at the opening and awarding ceremonies).
- A commemorative T-shirt.
- Provision of a booth.

Payment of the applicable registration fee can be remitted to the following bank account

# Registration Fee

## International Participant

The registration fee for the Greenpreneur Sustainability Innovation Competition (GSIC) is \$50 (USD) per group for participation in the online competition.

Participants who successfully become winners in the final round and qualify for the global final round (offline competition) will be subject to a different and tiered registration fee, contingent upon the medal obtained in the final round, as follows:

1. Gold Category: \$325 (USD)
2. Silver Category: \$350(USD)
3. Bronze Category:\$375 (USD)

In addition, participants advancing to the global round will receive the following provisions:

1. Meals
2. Hotel accommodation for four (4) nights.
3. Ground Transportation
4. Registration fee for the global round.
5. Excursion program.
6. T-Shirt

# Registration Fee

Payment of the registration fee can be transferred to the following bank account:

- Bank : BRI
- Branch : 2286
- Bank Code : 002
- Bank Address : JI Raya Sawangan no 33f Depok
- Phone Bank : +622122910192
- Postal Code : 16433
- Swift Code : BRINIDJA
- Name of account : Cita Inovasi Indonesia
- Number of account : 228-6010-0060-9565
- Address Beneficiary : Jl. Keadilan Gg Makam (Pule) Rt02 Rw 02 no 75 Rangkapan jaya baru depok

16434

# Document Requirement (for online)

- Business Plan Format
- Slide

# Document Requirement (Global final round, offline competition )

- Extended abstract
- Poster
- Product

# Business Plan format

Title of Your Project

1<sup>st</sup> Author, Faculty/ Name of University, Email  
2<sup>nd</sup> Author, Faculty/ Name of University, Email

**Abstract**

An abstract is a concise summary of a research paper, article, or project. It provides an overview of the key points, including the objective, methods, results, and conclusions of the work, typically in a single paragraph. The purpose of an abstract is to give readers a quick preview of the content, allowing them to determine whether the paper is relevant to their interests before reading the entire document... (maximum 300 words)

**1. Background** (maximum 200 kbar)

The background section of a business plan should clearly describe the specific issue or challenge that the business idea is designed to address. It is essential to provide a detailed explanation of why this problem is significant, outlining the impact it has on the target market or society. To strengthen the argument, this section should include relevant data or evidence, such as statistics, case studies, or research findings, that highlight the urgency and scale of the problem. By doing so, it not only justifies the need for a solution but also demonstrates a thorough understanding of the problem's scope and potential consequences if left unresolved. Moreover, this section should highlight the unique value proposition—the distinguishing qualities that set the solution apart from existing alternatives in the market. This could include factors such as better performance, affordability, ease of use, or innovative technology. Emphasizing these competitive advantages helps to demonstrate why the solution is more effective or beneficial than others, and why it is likely to succeed in addressing the problem more efficiently than existing products or services. This combination of clear problem-solving ability and unique value is key to convincing investors, stakeholders, or customers of the solution's potential.

**2. Target Market**

The target market section of a business plan focuses on identifying the specific segments of the market that the business intends to reach. This includes defining the demographics (age, gender, income level, education), geographic location (local, national, or international), and consumer behavior (buying habits, preferences, and needs) of the intended customers. It is essential to provide an estimate of the potential market size by using data such as market reports or industry analysis, indicating the number of potential customers and the revenue opportunity. Additionally, this section should highlight any relevant market trends, such as growing demand for eco-friendly products or digital services, that could positively impact the business. By clearly identifying and understanding the target market, the business can tailor its marketing strategies and product offerings to meet the needs of its potential customers, ensuring a better chance of success.

**3. Marketing strategy**

The marketing strategy section outlines a comprehensive plan for promoting and selling the product or service to the target audience, detailing the various approaches that will be employed. This includes digital marketing tactics such as social media campaigns, search engine optimization (SEO), and email marketing, alongside direct marketing efforts and potential partnerships that could enhance visibility and reach. It is essential to set clear sales targets for the initial phase, accompanied by specific actions to achieve these goals, such as promotional offers or targeted advertising.

**4. Methodology**

The methodology section explains the systematic approach used in conducting research, detailing the specific methods and techniques applied to collect and analyse data. This includes a description of the research design—whether qualitative, quantitative, or mixed methods—as well as the tools and instruments used for data collection, such as surveys, interviews, experiments, or observational studies. If the research focuses on the development of a scientific product, the methodology should also include the experimental procedures and laboratory

testing conducted to evaluate the effectiveness and safety of the product. Additionally, the analysis of product trial results, including performance measurements and user feedback, should be outlined to ensure that the resulting product meets the expected standards and provides benefits in line with the research objectives.

**5. SWOT Analysis**

SWOT analysis is a strategic planning tool that helps organizations identify and evaluate their Strengths, Weaknesses, Opportunities, and Threats to better understand their internal and external environments. Strengths refer to internal attributes that give the organization a competitive edge, such as a strong brand reputation or a skilled workforce, while weaknesses highlight internal limitations that may hinder performance, such as resource constraints or a lack of expertise. Opportunities represent external factors that the organization can exploit for growth, such as emerging market trends or technological advancements, while threats are external challenges that could harm the organization's performance, such as competitive pressures or regulatory changes. By conducting a SWOT analysis, organizations can develop effective strategies that leverage strengths and opportunities while addressing weaknesses and mitigating threats, thereby enhancing their chances of success.

**6. Financial Plan**

The financial projections section provides a forecast of the company's expected revenue and profits over the next 3 to 5 years, offering a clear picture of its financial trajectory. This includes detailed estimates of operating costs, such as production, marketing, salaries, and administrative expenses, as well as initial start-up costs and the total capital required to launch and grow the business. It should also highlight the break-even point—the stage at which the business's revenue equals its expenses—indicating when the company is expected to become profitable. Additionally, cash flow analysis is crucial for understanding how money will move in and out of the business, ensuring it has sufficient liquidity to cover expenses and sustain operations. These projections help investors and stakeholders assess the financial viability and potential for growth of the business.

**7. Conclusion**

**8. References**

# Extended abstract Format

## EXAMPLE OF EXTENDED ABSTRACT

Type your paper title here (**ABSTRACT, Bold, 34**)

Author1, Author2, Author3 and co-authors (**Times, 10**)

1) 1st Author Affiliation, Faculty, University/Institution, City, Nation (author1@university.ac.id);

2) 2nd Author Affiliation, Faculty, University/Institution, City, Nation (author2@institution.go.id);

3rd Author Affiliation, Faculty, University/Institution, City, Nation (author3@institution.go.id).

(Times New Roman, 10, the presenter's name should be underlined)

Affiliation (bold, Times, 10)

*Abstract should be written in proper academic English, Times, Times New Roman (TNR), 10. The abstract should be no more than 200-250 words, written systematically in one paragraph from objective, method used and conclusion. The page setup: paper size A4, all margin 2.5 cm. The maximum allowable pages of full paper are 10-12 (including 1-10 and file is saved in doc or rtf format only). If necessary, it can be compressed from 1-10 to redouble file size.*

*Keywords:* keyword 1, keyword 2, and keyword 3 (*Italic, maximum five*)

### 1. Introduction (**TNR, 11, Bold**)

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(Times New Roman, 10) References are written after sentence in ordering number i.e. [1] or [1-3] or [1,2,5,7], etc.

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(Times New Roman, 10).

### 4. Conclusion (**TNR, 11, Bold**)

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(Times New Roman, 10).

### 2. Method and Experimental Details (**TNR, 11, Bold**)

[1]

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(Times New Roman, 10)

### 5. Acknowledgements (**TNR, 11, Bold**)

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(Times New Roman, 10).

### 3. Result and Discussion (**TNR, 11, Bold**)

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XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

### 6. References (**TNR, 11, Bold**)

(Times New Roman, 10)

[1] XXXXXXXXXXXXXXXXXX

[2] XXXXXXXXXXXXXXXXXX

[3] XXXXXXXXXXXXXXXXXX

# Poster Format

## RESEARCH POSTER



### AUTHORS

List the full names and titles of the research authors from the studies.

### AFFILIATIONS

List the universities, organizations, and institutions where the research was conducted.

#### INTRODUCTION

Use this section to give a brief overview of the research. This may include background information of the topic. How is this research important to the industry? You may include a hypothesis if it is relevant to your research.

#### OBJECTIVE

The objective is the purpose of the study and your research. There may be more than one goal you aim to achieve in this research.

#### METHODOLOGY

The methodology explains how you conduct your research. Be sure to include any materials or equipment that is needed.

#### RESULTS

What are the outcomes of your research? Are you able to support or reject your hypothesis? This section will explain your findings.

#### ANALYSIS

Use this section to give a visual representation of your research. Use bullet points, graphs, tables, and graphics that support your study.



#### CONCLUSION

Include 2-3 key findings from your research. What can be learned from the project?

References: Site your key sources here.



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