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WYEC

**WORLD YOUTH
ENTREPRENEURSHIP CHALLENGE**

NOVEMBER 20, 2025

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URROUND Inc – Korea, Republic of
Western International School – Honduras
Youth Entrepreneurship Initiative – Bermuda
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Welcome to the 2025 World Youth Entrepreneurship Challenge

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NFTE Global Programs Staff:

Stephanie Alvarado, Director, Global Programs
Gaby Andrews, Senior Manager, Special Projects and Global Operations
Cheyanne Ornelas, World Series of Innovation Program Manager
Hicham Zemmahi, Global Programs Success Manager

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What matters to
you matters to us.**

At EY, we're proud to support the Network for Teaching Entrepreneurship. It's one of the ways we're helping to make our community a better place to work and live. A better and brighter future starts with all of us.

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■ ■ ■
The better the question.
The better the answer.
The better the world works.

Alumna Host

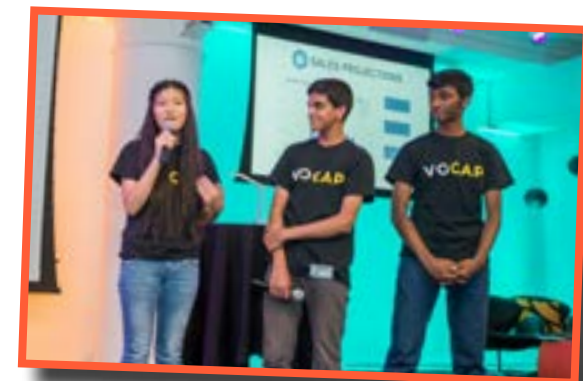


Angela Zhou
Technical Product Manager,
Rakt
NFTE Class of 2014

Angela is a Technical Product Manager at Rakt, a global leader in eCommerce technology that helps brands create more relevant and engaging digital experiences. In her role, she operates at the intersection of technology, business strategy, and user experience- translating complex technical challenges into impactful, data-driven products.

Angela's journey in tech entrepreneurship began in 2014 through NFTE's GenTech program, where she first discovered how innovation and business can come together to solve real-world problems. Her language learning app won 2nd place at the annual GenTech competition. This early exposure to NFTE's entrepreneurial mindset inspired her to pursue a degree in Computer Science at Brown University, which later launched her career as a software engineer at Bloomberg and Wunderkind.

Today, Angela combines her technical expertise and entrepreneurial spirit to drive meaningful digital transformation at scale. Beyond her work in tech, she serves on the boards of the Brown University Club of NYC and the Futures and Options Junior Board. She remains deeply connected to NFTE's mission of empowering young innovators and is passionate about expanding access to technology and entrepreneurship education worldwide.



Angela and her team pitching (c) Margaret Fox Photography

Judges



Stephen Ho

Partner
Media and Entertainment
EY- Parthenon

Steve is a partner leading the EY-Parthenon Media and Entertainment (M&E) industry. He strategically helps M&E clients navigate complex transactions with clarity and confidence.

Steve advises corporate and private equity clients on buy-side and sell-side transactions across the technology, media and telecommunications (TMT) sector. With more

than 20 years of experience in public accounting, he leads multidisciplinary teams to deliver strategic insights and cohesive diligence experiences that empower clients to make informed decisions and unlock long-term value.

Within TMT, Steve focuses on the M&E industry, including all elements from music to social media, broadcast and streaming video, cable, gaming, agencies, sports, publishing, information services and more. He has worked on buy outs, carve outs, platform and add on transactions with values ranging from \$10 million to \$50+ billion.

Steve has coordinated cross functional and cross-border EY teams including financial, tax, operational, human resources, IT, commercial, amongst others to deliver a cohesive diligence experience to his clients. He has also performed transaction advisory services and other projects in a variety of other sectors such as technology, telecom, consulting, consumer products, professional services, manufacturing and distribution.

Steve holds a BS Degree in Accounting from St. John's University and is a Certified Public Accountant in New York.



Emilia A. Ottoo

Author, Hip-Hop Creative, and
Production Assistant,
Fox Archives

NFTE Class of 2002

Emilia A. Ottoo, alias EMMA LEE M.C., is an award-winning Hip-Hop creative, performer, athlete, digital producer, and ARTivist born in Uganda and raised in Harlem, New York City. She is the internationally acclaimed recording artist behind the award-winning album "Chocolate Bars," released by noted independent

label Ill Adrenaline Records, and the celebrated author of "Y'all (Not) Gon' Make Me Lose My Mind: Notes from a Hip-Hop Unicorn & Suicide Survivor," published by four-time New York Times bestseller Wahida Clark.

Her dynamic career spans from youth into adulthood, beginning with a decade in nonprofit arts management with the Oscar and Grammy-nominated Impact Repertory Theatre, followed by five years in media technology—bringing innovation and cultural intelligence to the forefront of storytelling. She has contributed as an editor, digital producer, and business operations specialist at NBC News Archives, A+E Networks, Paramount+ Streaming, and Fox Archives.

She has performed at the American Museum of Natural History, Green Haven Correctional Facility, Apollo Theater, and the Academy Awards. Her works have been featured in BronxArtSpace, Brooklyn University, the Black Panther Film Festival, and the World Health Organization. She champions cultural exchange, creative intelligence, and positive social impact for better quality of life.

Emilia is a proud alumna of the NFTE Class of 2002.

Judges, cont'd.



Rich Porter
Senior Director of Product
Management
Venmo

Rich Porter is a Senior Director of Product Management for Venmo. Rich is a seasoned product and technology leader with a proven track record of generating customer and shareholder value. He thrives at the intersection of business and technology and is a collaborative servant leader committed to developing future leaders. He possesses deep expertise in building customer facing

products at scale and is adept at leading teams to deliver flawless execution of high-profile projects and strategic product initiatives. He leverages his relentless focus on the customer and passion for building useful products to drive adoption and engagement. His experience in product management, coupled with a strong engineering background enables him to lead teams through ideation, technical development and launch of best-in-class products.

Prior to PayPal, Rich held executive leadership roles at Google, where he led global product strategy for flagship Consumer products (Search, Ads, GPay) accelerating user growth and market adoption through Gemini AI integration and payments integration. Rich also spent time at American Express leading consumer strategic planning, consumer product development for the Platinum portfolio and acquisition for US card and commercial lending. Rich is deeply involved in youth non-profits and serve as board member for the Madison Boys and Girls Club and is also an active mentor via iMentor for local aspiring computer engineers.



Blain Rethmeier
Acting Director of Public Affairs
Aramco Americas

Blain Rethmeier serves as the Acting Director of Public Affairs for Aramco Americas in Houston, Texas where he helps shape Aramco's reputation and communications strategy across the Americas.

Blain has more than 25 years' experience as a trusted advisor to Fortune 100 companies, C-suite executives and startup CEOs in Silicon Valley.

He has worked at the highest levels of government, including The White House, U.S. Department of Justice and both the U.S. Senate and House of Representatives. Additionally, he has worked on behalf of many highly regulated industries, helping to educate policymakers, consumers and influencers through compelling messaging, data, research and public-facing campaigns.

Blain has a deep understanding of the political landscape and the policy-making process, as well as a strong network of contacts and relationships across various industries and sectors.



Finals of the 2024 World Youth Entrepreneurship Challenge (c) Alyssa Ringler

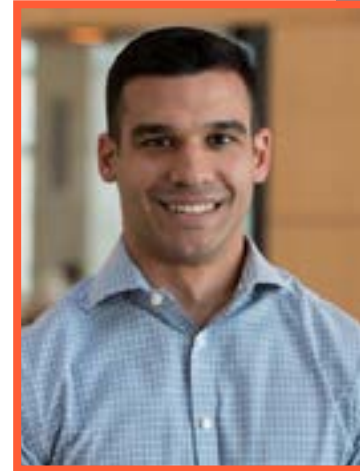
We are pleased to support NFTE's efforts to help activate entrepreneurial mindsets through volunteerism.

We are proud of our employee volunteers who contribute their time and skills to advance NFTE's impact.

PayPal



Judges, cont'd.



Vinny Romano

Head of Client Experience
Strategy & Implementation,
Americas Private Wealth Mgmt.
Goldman Sachs & Co., LLC

Vinny currently serves as the Head of Client Experience Strategy & Implementation for the Americas Private Wealth Management business, leading a team that focuses on building scalable and efficient processes across all aspects of the client lifecycle.

Previously, he served as Business Unit Manager for the New York Private Wealth Management business, where he helped oversee the Private Wealth Advisor and Client Service Professional populations, while also working to develop and implement strategic initiatives for both the New York and broader Americas businesses. Since originally joining the Firm as a Summer Analyst in 2013, and later full-time in 2014, he has held a variety of roles in Private Wealth Management, including as a Financial Analyst involved in day-to-day client coverage, a Financial Investment Professional as part of the New York Regional Management Team, and Chief Operating Officer of New York Private Wealth Management.

Vinny received a B.S. in Economics from Fairfield University, where he graduated summa cum laude, Phi Beta Kappa in 2014.

**NFTE is grateful for the support of
Certiport, a Pearson Vue Business, and UBS,
without whom the World Youth Entrepreneurship
Challenge would not have been possible.**

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Finals of the 2024 World Youth Entrepreneurship Challenge (c) Alyssa Ringler



**Empowering youth
through entrepreneurial
education to foster economic
resilience and growth in a
rapidly changing world.**

We are inspired by these students' drive to make a positive impact and excited to see their solutions unfold in the real world. - Zuora

www.zuora.com



Judges, cont'd.



Tien Tzuo
Founder and CEO
Zuora

Tien Tzuo is the founder and CEO of Zuora. Tzuo evangelized the shift to recurring revenue models, coining the phrase “Subscription Economy” and created what became an award-winning monetization platform.

Before Zuora, Tzuo was one of the “original forces” at Salesforce, joining as employee number 11. In his 9 years at Salesforce, he built its original billing system, later serving as chief marketing officer and chief strategy officer.

Tzuo is the author of the USA Today and Amazon best-selling book, “SUBSCRIBED: Why the Subscription Model Will Be Your Company’s Future - and What to Do About It,” and co-author of “Founders, Keepers: Why Founders Are Built to Fail, and What it Takes to Succeed.”

He holds a BS in electrical engineering from Cornell and an MBA from Stanford’s Graduate School of Business. Tzuo is also currently on the board of directors of Amplitude and Network for Good.



A peek into the 2024 World Challenge (c) Joseph Spiteri Photography

Thank you, Volunteers

NFTE thanks the wonderful speakers, coaches, semifinal round judges and timer-tabulators for volunteering their time, energy and expertise. The support, feedback and suggestions they provide to our young entrepreneurs is a most generous gift.

Fernanda Abanus, SAP	Ralph Mattone, UBS
Barry Bealer, Impelsys, Inc.	Manu Mehra, Databrics
Shashank Bhavaraju, EY	Anjaneya Naik, Tracflo
Libby Birenboim, Microsoft	Jenny Nakamura, Everfi
Lauren Bratton, UBS	Swapnil Narlawar, UBS
Cody Chang**, Tier One AI Labs	Rose Marie Orens
Alexandra Chaploustkiy, BNY Wealth	Jacob Pusateri, Citi
Jamal Davis, UBS	Santoshkalyan Rayadhurgam, Meta
Mariana Gallucci, EY	Jinny Ryu, PSI
Henry Giwa, UBS	Genevieve Santos-Bann**, 350 Beauty Maven
Natalie Greaves, Greaves Writes	Avika Shah, EY
Abul Hayat, BNY Wealth	Bhaves Shah, iCIMS
Elaine Ho, Microsoft	Tania Shoma, Valley Bank
Zubia Jafri, UBS	James Sierra, Santander
Ehan Kamat	Judy Stewart, Creative Sense, Inc.
Vinay Kamat	Esperanza Straughter, Citizens Bank
Alison Latham, UBS	Tanya Venkatesh, EY
Stuart Leventhal, Lexicon Communications Corp.	
Marissa Mack, Webster Bank	

** = NFTE Alumni

List incomplete at time of printing



Semifinal judges at the 2024 Challenge (c) Josph Spiteri Photography

Global Competitors

Academic Aid | **Mabel Sim, 16**
Halogen Foundation - Singapore



Mabel was inspired to create AcademicAid after seeing a dual problem: low-income classmates couldn't afford tutoring, while talented university student tutors struggled to find clients. The NFTE course empowered her with an entrepreneurial mindset, which helped her transform this observation into a viable business plan. Her unique social enterprise model allows tutors to pay a small fee for student-matching tools, which in turn funds free and subsidized support for those in need. As a former choir president, Mabel thrives on leading teams and brings passion to her venture. She plans to study Computer Science and Social Entrepreneurship to scale AcademicAid and ensure every student has a fair chance to succeed.

Athlete 360 | **Ioanna Leontzini, 15, Alexandros Kazantzis, 15, Helena Vakali, 15, and Marvin Gadji, 15**
Pinewood American International School of Thessaloniki - Greece



Athlete 360 is a comprehensive fitness platform built to empower athletes of all ages—from teens just starting their journey to adults seeking longevity in performance. The app delivers personalized workout plans, tailored nutrition guidance, and robust mental health support to foster well-rounded athletic development. By integrating plyometric training, emotional resilience tools, and injury prevention strategies, Athlete 360 helps users build strength, maintain mobility, and stay mentally focused. Whether you're aiming for peak performance or simply striving to stay active and confident, Athlete 360 is your all-in-one companion for consistent growth and sustainable results.

BinGo | **Ahmad Kaabeya, 17, Wadi Hajajra, 16, Mohamad Hajajra, 17, Mohamed Farhat, 18, and Ward Mazareed, 16**
Unistream - Israel



These five Bedouin students from Amal Zarazeer Technological High identified a common problem: forgetting items on one's shopping list. Recognizing that this issue leads to wasted time and money, they developed BinGo, a solution that creates automated shopping lists by scanning barcodes. This initiative stands out for its simplicity, efficiency, and innovation, combining a forward-thinking vision with game-changing smart technology. The team believes BinGo will simplify people's lives and positively impact their community by helping to manage households more efficiently. They plan to continue developing the project, improving the app, and integrating it with smart home systems. They say, "Our experience in the NFTE program changed our perspective on challenges and opportunities. We learned that the key to success is initiative, flexibility, and the ability to solve problems creatively. We were amazed to discover our own capabilities during the project."

Competitors, continued

CogniType | Junyeon Kim, 18, Hyeonjong Jang, 18, and Jaeyeon Park, 19
URROUND - South Korea



United by personal experiences with Alzheimer's in their own families, Junyeon Kim, Hyeonjong Jang, and Jaeyeon Park founded CogniType to help detect early signs of dementia before it's too late for meaningful intervention. Their goal is to make cognitive health monitoring simple, accessible, and proactive—empowering families to preserve memory and connection. Junyeon brings empathy and purpose shaped by loss; Hyeonjong contributes a physics-driven curiosity for how science can transform daily life; and Jaeyeon applies engineering and startup expertise to bridge technology and healthcare. Together, they combine heart and innovation to create tools that offer early insight, preventive support, and hope for millions facing the growing challenge of Alzheimer's and dementia.

Color Your Life | Evan Perez, 17, and Adrian Bautista, 18
NFTE New England - U.S.A.



Evan and Adrian from The MET School in Providence, RI created Color Your Life to help families reconnect in a world dominated by screens. Inspired by Evan's time as a teacher's assistant and as a big brother to 6-year-old twins, they saw firsthand how devices can pull children away from real life. Their business transforms real family photos into personalized coloring books, using AI to turn memories into creative, hands-on experiences that reduce screen time while strengthening family bonds. Evan notes that the families who need alternatives for their children the most are often low-income, living where resources are limited and screens are everywhere. Color Your Life creates an accessible, joyful alternative, helping families reconnect, not just reset.

Demetra | Sofiia Osaulenko, 18, Kateryna Shymkiv, 17, Yelyzaveta Voitovych, 17, and Nadiia Shpyrok, 15
Ukrainian Business Incubator - Ukraine



Feeding the world sustainably demands innovation in agriculture. Up to 70% of potential yields are lost today due to limited soil monitoring, leaving farmers to rely on intuition instead of data. Demetra is a solar-powered, autonomous soil-monitoring device that delivers real-time insights without the need for complex infrastructure. By tracking key soil parameters, it supports healthier crops, flowers, and trees while minimizing risks from soil mismanagement. An integrated AI advisor transforms raw data into practical recommendations and predictive models, helping farmers and agronomists optimize planting, irrigation, and fertilization. The result: higher yields, reduced environmental impact, and more resilient farming systems. Designed for accessibility and sustainability, Demetra serves both smallholder and large-scale farms. Our mission is to empower agriculture with smart, data-driven tools that make growing more efficient, profitable, and sustainable for a changing world.

Maternal Moments | Nowshin Mahmud, 19, Sahiba Sethi, 20, and Jershika Justin, 17
Challenger Consulting - Canada



The fashion industry creates enormous waste, especially from clothing worn only for short periods. Students Nowshin, Sahiba, and Jershika saw this firsthand when they learned how expensive maternity wear can be—only to be set aside after a few months. Conversations with mentors, teachers, and family members revealed the same story: spending a lot to feel comfortable and confident during pregnancy, then watching those clothes go to waste.

Inspired to make a difference, the team is building a business that gives maternity clothes a second life through reuse and donation. Their goal is to make sustainable, affordable options accessible for lower-income families, while curated outfit and nutrition cards help women feel supported and at their best throughout pregnancy.

MindLeap | Jian Loriz Santorcas, 18, and Jaime De Guia, 17
The Global Citizen Education Group - Philippines



Jaime de Guia and Jian Santorcas are Senior High School business students and co-founders of MindLeap, an AI-powered productivity and educational platform. Jaime brings a passion for educational innovation and student-centered learning, while Jian drives marketing, branding, and business strategy with creativity and purpose. Together, they aim to empower students and transform learning experiences

by merging technology, entrepreneurship, and empathy. MindLeap reflects their shared vision of entrepreneurship as more than success—it's a force for meaningful change. By integrating AI to enhance productivity and education, Jaime and Jian are shaping a platform that inspires innovation, supports holistic learning, and demonstrates how business can create positive, lasting impact in their community and beyond.

Optimal Optics | Đỗ Đức Anh Lê, 16, and Mai Anh Lê, 16
Global Citizen - Vietnam



High school innovators Đỗ Đức Anh Lê and Mai Anh Lê share a passion for using technology to make a difference in people's lives. Together, they founded Optimal Optics, a smart eyewear startup that combines robotics, AI, and health innovation to promote better everyday wellness. Their AI-powered glasses monitor posture and vision, helping users build healthy habits and prevent eye-strain before it starts. Inspired by their backgrounds in robotics and entrepreneurship, Le Mai Anh and

Duc Anh believe technology should be practical, inclusive, and accessible to all. Through Optimal Optics, they hope to spark positive change in their community and beyond—showing how student-driven innovation can create real impact.

Competitors, continued

PharmaChain AI | Sarah Wagdy Wessa Beshara, 20, and Ammar Hassan Ali Toutou, 21
Skills Plus - Certiport - Egypt



Ammar Hassan and Sarah Wagdy are the co-founders of PharmaChainAI, an AI-powered platform transforming the pharmaceutical supply chain in Egypt and emerging markets. Ammar, a Computer Science and AI Engineering student with research and software engineering experience at U.S. universities, brings technical expertise, while Sarah, a Logistics and Supply Chain Management student, drives business strategy and operations. PharmaChainAI connects pharmacies and suppliers digitally, enabling smarter procurement, reducing waste, and ensuring reliable medicine availability. Starting with independent pharmacies in Cairo, the platform scales through partnerships with distributors, chains, insurers, and regional markets. With pharmacist-led support and strategic integrations, PharmaChainAI empowers pharmacies with data-driven tools to make healthcare supply smarter, faster, and more reliable.

ReMeal | Valerie Castillo, 15, Mayleen Pineda, 15, Paola Guerra, 15, and Meredith Leira, 16
Western International Schools - Honduras



Paola, Valerie, Mayleen and Meredith are high school entrepreneurs from Honduras and the co-founders of ReMeal, a mobile app tackling food waste while helping communities. Every year, restaurants discard perfectly good meals—ReMeal connects these meals to people at lower prices, creating a double impact: saving restaurants money and supporting those in need. Passionate about social and environmental change, the team envisions expanding the app to supermarkets, bakeries, and catering services, building a broader food-sharing network. Through ReMeal, they’ve learned that small ideas, combined with teamwork and creativity, can spark meaningful change—turning everyday challenges into opportunities for impact.

Tlálóc | Carlos Morret, 17
Fundación E- Mexico



Carlos was born in Spain and moved to Mexico at seven, where his curiosity for science and math grew into a mission: using STEM to solve real-world problems. Before diving into tech, he spent a decade as a professional actor, appearing in productions for Netflix, Disney+, ViX, and MUBI—using his earnings to fund the last two years of high school. Fascinated by physics and AI, Carlos became the youngest associate researcher at UNAM’s Institute of Nuclear Sciences, building particle simulations and improving data algorithms. For the past two years, he’s been developing Tlálóc, a digital twin for water networks designed to help Mexico—and the world—save water. He lives in Mexico City with his parents and sister, Lily.

Vax Chill | Carla McDonnell, 16
Foróige - Ireland



Carla McDonnell is a teenage innovator and entrepreneur from Dundalk, County Louth. While studying at St Louis Secondary School, she participated in the Foróige NFTE programme, where her farming background inspired the creation of Vax Chill—a compact cooling solution designed to preserve livestock vaccines and reduce wastage in rural farms. In May 2025, Carla earned the Best Innovation Award at the NFTE Youth Entrepreneur Awards in Croke Park, Dublin, with judges praising her practical, scalable approach to a real-world agricultural challenge. Vax Chill showcases Carla’s talent for problem-solving, sustainability, and entrepreneurship, highlighting her drive to create clever, purpose-driven solutions that make a meaningful impact in farming communities.

NFTE National Supporters

Thanks to the commitment of NFTE’s national donors, an increasing number of young people are prepared with the entrepreneurial mindset and startup skills required to succeed in today’s innovation economy.

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