

FAMILY FIRST - KICKOFF WEBINAR

Welcome to



Today we walk you through everything - the three gates, the pitch, how to score, and what happens next.

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What We're Covering

01 What Family First is and why it matters

02 How the programme works - 3 gates + a pitch

03 Gate 1: Organisation Chart (~20 min)

04 Gate 2: Problem Statement (~40 min)

05 Gate 3: Founder Card, Financial Model & Logo (~90 min)

06 The Pitch Video (~30 min)

07 How you will be judged - the scoring rubric

08 The Family Journey - capturing your moments

09 The Unity Showcase - where this leads

10 Submission checklist and deadline

What is Family First?

A gated family entrepreneurship challenge in partnership with GEMS Education.



Child as CEO

Your child leads the venture. They make the decisions. They present the idea. You are their most trusted advisor - not the founder.



3 Gates + a Pitch

Three structured checkpoints building toward a 2 to 3 minute pitch video. Each gate has a specific output. You complete them at home, in your own time.



5 Scholarship Places + 25k AED

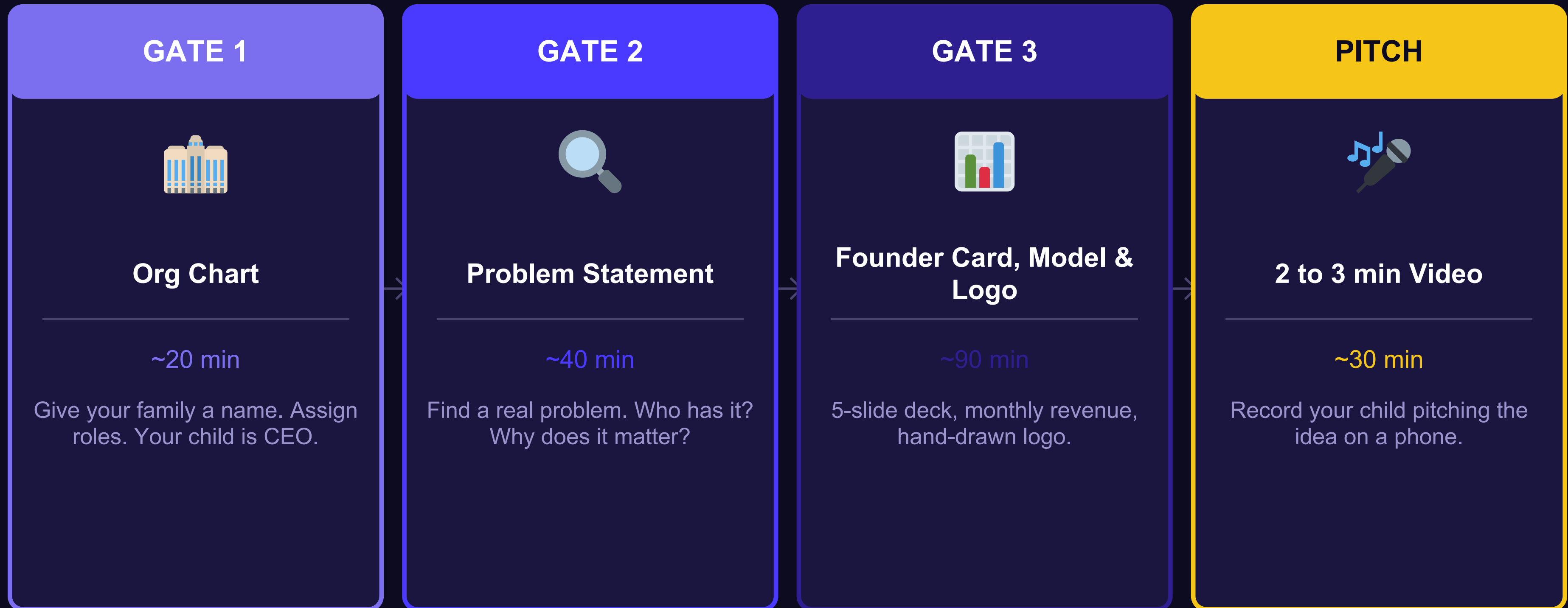
The top 5 families earn fully-funded places into the Unity Showcase - Startopia's 5-week student innovation programme. This is a real prize. The highest scoring Family First participant in the Unity Showcase will win 25k AED!!



Feedback for Everyone

Every family who submits receives written feedback from the Startopia team. You do not need to win to get something valuable.

How the Programme Works



All four can be completed in a single evening, or spread across a few days. Families submit everything together at the end.

Organisation Chart

Your first task. The simplest gate. And the most memorable moment in the programme.

WHAT YOU BUILD



A company name

Your child leads this decision. Even if it takes 20 minutes of debate.



Child as CEO

Their name, their title on the org chart. Written by them.



Your advisory title

Investor, Head of Ops, Mentor, CFO - or create your own.

WHAT GOOD LOOKS LIKE



Child names the company

Their decision, not yours.



Clear roles on the chart

Everyone named. Titles that mean something.



Child can explain it

If they can say 'I am the CEO and my job is...' - it is done.

TIPS FOR THIS GATE



Let them overrule you

The team name debate is part of the process.



Keep it simple

One page. Names and titles. No overthinking.



Capture the CEO moment

Photo of your child writing their name as CEO earns Family Journey points.

Problem Statement

The most important thinking in the programme. Finding a real problem your child has personally witnessed.

THE WHO / WHAT / WHY FRAMEWORK

WHO

Who has this problem?

e.g. Elderly people who live alone, Students who forget their lunch

WHAT

What is the problem?

e.g. They forget to take their medication, They do not know what food is in the fridge

WHY

Why does it matter?

e.g. Missing medication is dangerous, Wasted food costs money and hurts the environment

THE SCORING

After defining the problem, your child rates how much they care about solving it from 1 to 10. Judges can always tell the difference between a problem someone genuinely cares about and one chosen quickly.

THE REAL EXAMPLE

Your child must provide a real example of the problem - something they personally saw happen. Not something from the news. A name, a place, a moment they can describe in one sentence.

Founder Card, Financial Model & Logo

The biggest gate. Three deliverables that come together into a complete founder profile.

A 5-Slide Founder Card

- **Slide 1: Company name, logo and one-sentence description**
- Slide 2: The problem in their own words (WHO, WHAT, WHY)
- Slide 3: The solution - what their company does
- Slide 4: Monthly revenue (price x customers)
- Slide 5: Why this family - what makes them the right team

B Financial Model

- **How much will you charge per customer?**
- How many customers in month 1 (realistic)?
- Monthly revenue = price x customers
- Keep it simple - one product, one price, one number
- Children are not expected to have complex models. Honesty matters.

C Hand-Drawn Logo

- **Drawn by hand - no apps or design tools required**
- Should represent the company name or what it does
- Your child explains the design choices in the pitch
- Tip: photograph the sketch and drop into ChatGPT or Claude to generate a professional version
- Include both the original and the AI version in your submission

The Pitch Video

WHAT THE VIDEO SHOULD INCLUDE



Company name and what it does

Opening. 10 to 15 seconds. Clear and confident.



The problem

Who has it. What it is. Why it matters. Use the real example.



The solution

What the company does to fix it. Simple, specific.



The numbers

Monthly revenue: price x number of customers.



Why this family

Why your child is the right person to build this.

PRACTICAL TIPS

- Film at eye level - phone propped or held steady
- Natural light from a window. Quiet room.
- One practice run before the real recording
- 2 to 3 minutes maximum. Under 2 is fine.
- Your child presents - not you

WHAT GOOD LOOKS LIKE

A child who believes in what they are saying. A problem they actually care about. A pitch that sounds like them - not a script they memorised. Judges do not expect polished delivery. They want real.

The Scoring Rubric

100 points in total across four categories. Every family who submits receives written feedback.

25

POINTS

Completion

Did you submit everything? All three gates completed. Pitch video recorded. Consent form included.

This is the easiest 25 points. Complete all outputs and you earn them all.

30

POINTS

The Idea

Is the problem real and well-defined? Is the solution clearly explained? Is there evidence the child understands it?

Quality over complexity. A simple, specific, well-understood problem scores higher than an ambitious but vague one.

25

POINTS

UAE Relevance

Does the idea connect to a real challenge or opportunity in the UAE? Could this work here?

Think local context: weather, culture, community needs, technology access and UAE ambitions.

20

POINTS

Family Journey

Did the family capture and share their experience? Photos, videos and posts using #StartopiaFamilyFirst.

1 post earns partial credit. 3 or more posts earns the full 20 points.

Capturing Your Story

The Family Journey score rewards families who share their experience. Here is what to capture and when.

#StartopiaFamilyFirst Tag: IG - @startopia-edu @gemseducation LI - @startopia @gemseducation ·
Post to Instagram, LinkedIn or WhatsApp

GATE 1



Child writing their name as CEO

Photo of the completed org chart, or a 15-second video of them pointing to their name and explaining their role.

GATE 2



The thinking face or the one-liner

Video of your child reading their one-line problem summary. Or a photo of them mid-thought - staring at the ceiling working it out.

GATE 3



The logo reveal

Film your child revealing the hand-drawn logo and explaining what it means. 30 seconds. Film horizontally.

PITCH



After they press stop

Ask one question on camera: 'How do you feel?' Whatever they say - that 15-second clip is the real ending to your story.

WHERE THIS LEADS

The Unity Showcase

The 5 top-scoring families earn fully-funded places into Startopia's 5-week student innovation programme.

WHAT IS THE UNITY SHOWCASE?



5-week after-school programme

2-hour sessions each week. Live masterclasses. Ongoing mentoring.



Problem to product to pitch

Students move from discovery through to solution building, prototyping and a live final showcase.



Real prizes and recognition

Judged showcase event. Awards. Visibility with schools, sponsors and the wider Startopia community.



ProofVault portfolio

Students leave with an evidence-rich founder portfolio they can show to anyone.

5 SCHOLARSHIP PLACES

Awarded to the top 5 scoring families from Family First. Fully funded - no additional cost.

Prize money of 25k AED to build your business to the top scoring founder coming from Family First

EVEN WITHOUT A SCHOLARSHIP PLACE

Every family who completes the challenge and submits receives written feedback from the Startopia team. You will know exactly what worked, what to develop, and what to do next.

BEFORE YOU SUBMIT

Your Submission Checklist

Everything in one place. Submit all of this together when your family is ready.

Gate 1



Organisation chart with child as CEO, advisory titles, and company name

Gate 2



Problem statement with WHO, WHAT, WHY, a real example, and one-line summary

Gate 3



5-slide Founder Card covering company, problem, solution, revenue and team

Gate 3



Financial model: price per customer, number of customers, monthly revenue total

Gate 3



Hand-drawn logo (photo of sketch submitted - AI version optional alongside)

Pitch



2 to 3 minute video pitch recorded by the child - submitted as a shareable link

Bonus



UGC posts using #StartopiaFamilyFirst - 3 or more earns full Family Journey score

Submit everything via the GEMS submission form. Include shareable links for all documents, photos and videos. Questions: help@startopia-edu.com

OVER TO YOU

Now let's go and build something.



Questions?

Drop them in the chat now, or email help@startopia-edu.com anytime. We respond within 24 hours.



Deadline

Submit before the June 10th deadline shared in your welcome email. Check your inbox.



Unity Showcase

More details to follow, the top 5 families are awarded fully-funded places.