



YOUTH X
By NEDBANK

2025 YouthX Awards Entry Guide

> Overview

Our goal is to unlock your business ideas, innovations, and proposals. Why, you ask? To unleash the power of your X! Because we're committed to empowering the youth by offering you a platform to showcase your ideas and work and to unlock incredible opportunities for you and your business to move up to the next level.

see money differently

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unlocked.me/potential





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> Who can enter YouthX Awards

Here is how you enter:

- Have a MiGoals, MiGoals Plus, MiGoals Premium, Unlocked.me, Pay-as-you-use, Savvy Plus, Savvy Bundle, Private Clients or Private Wealth Accounts.
- Have a valid South African ID.
- Be between 18 and 26 years old.
- Be a registered **Unlocked.Me** user.

All YouthX Awards entries must be submitted on the **Unlocked.Me** website.

Nedbank employees (permanent, temporary or contract employees) or any of its associates, agents, contractors or sponsors may not participate.

> Entry and other dates

Entries for the YouthX Awards open on 1 July and close at midnight on 31 August 2025. Our judges will select the finalists and winners on the following dates:

- **31 August 2025:** Entries close at midnight.
- **1–5 September 2025:** The top 50 entries will be selected.
- **6–10 September 2025:** The top 10 entries will be selected.
- **22 September 2025:** The top 10 participants will pitch their entries to the judges in person at Nedbank 135 Rivonia Campus, 135 Rivonia Road, Sandown, Sandton.
- **4 October 2025:** Winners announcement at YX25 Constitution Hill.

> How to enter

Read the YouthX Awards ‘How to enter’ guide carefully and submit your entry on the **YouthX Awards page** on the **Unlocked.Me** platform.

Step 1:

Click on <https://lifestyle.unlocked.me/potential/youthx/youthxawards>

Step 2:

Read and accept the terms and conditions, acknowledgements and disclaimers about intellectual property.

Step 3:

Give your entry a title and add a paragraph on how YouthX can help you unlock your potential.

Step 4:

If you have worked with someone else or a group of people, give them credit. Otherwise, indicate that you have worked alone.

Step 5:

Submit a summary of your idea, in 350 words or less, in a Word document.

Step 6:

Unpack and demonstrate (using sketches, prototypes, or any other examples) of your idea.

Step 7:

Upload your work to see what it looks like in totality – in other words, how the judges will see your entry.

Step 8:

Upload proof of your Nedbank qualifying account. See how to get proof of your account here <https://personal.nedbank.co.za/bank/digital-banking/channels/online-banking/online-banking-how-to-guides/share-proof-of-account.html>

You can save a draft of your entry and come back to edit it or add supporting material as you go along. It will be submitted only once you have indicated that your entry is final. Once done, you will no longer be able to make amendments.

> Important notes

Your entry must describe how you will solve a problem or enhance any aspect in line with the following criteria:

Creativity: 40%

- Uniqueness of the idea (is it a new idea or something that will fill a gap in the market?). **15%**
- Quality of work submitted (its visual appeal and quality of execution). **10%**
- Implementation of the idea (is it well thought through?). **15%**

Innovation: 40%

- Strategic approach (media used or how the idea is put together – logic behind the entry). **20%**
- Market context (is it viable and realistic?). **10%**
- Objectives, target audience and implementation. **10%**

Community upliftment: 20%

- Impact (will it help people or better people's lives?). **10%**
- Reach (can it be implemented and be accessible to everyone – is it scalable?). **5%**
- Sustainability (is there room for improvement and does it have long-term viability?). **5%**



> More about the supporting material

Please read and understand this section carefully and make sure that your additional supporting material meets the following requirements before you submit your entry:

> Video

- You can add only 1 video.
- We will accept MP4 and MOV files only.
- The maximum length allowed is 90 seconds.
- The maximum size allowed is 200 MB.
- If the video is not in English, it must have English subtitles.

> Voice note

- You can add only 1 voice note.
- We will accept MP3 files only.
- The maximum length allowed is 90 seconds.
- The maximum size allowed is 5 MB.

> Images

- You can add up to 3 images.
- We will accept JPEG files only.
- The maximum size allowed is 5 MB each.

> PDF file

- You can add 1 PDF of 3 pages.
- The maximum size allowed is 15 MB.

> Word document

- You can add 1 Word document of 3 pages.
- We will accept .doc and .docx files only.
- The maximum size allowed is 15 MB.

> How to make your entry stand out

To make sure that your entry stands out, consider the following:

- Read and double-check all written material for any grammatical or spelling errors before you submit your entry.
- Include as many examples and proof points as possible in your supporting material and elaborate how everything works together in your summary.
- Make sure that your idea is complete and well thought through.
- Make sure that your idea is unique and be careful of plagiarism. The judges will pick up on it during the auditing process.
- Don't be afraid to mention previous failings or learnings. This shows that you are authentic and can overcome challenges.
- Keep your write-ups sweet and short, and make sure that the font is legible.
- Look at your entry from the judges' perspective before you submit it.

> Prizes

We've made every effort to secure prizes that will help you unlock the power of your X and make your dreams come true, while staying true to our Unlocked.Me pillars: **potential**, **money**, and **lifestyle**.

> Prizes that are up for grabs?

	1st place	2nd place	3rd place	4th to 10th place
Unlocking financial support	R200 000 paid into your active Nedbank qualifying account, access to a financial adviser and financial literacy training and resources through Nedbank.	R110 000 paid into your active Nedbank qualifying account, access to a financial adviser and financial literacy training and resources through Nedbank.	R65 000 paid into your active Nedbank qualifying account, access to a financial adviser and financial literacy training and resources through Nedbank.	R35 000 paid into your active Nedbank qualifying account, access to a financial adviser and financial literacy training and resources through Nedbank.
Unlocking their potential	Mentorship programme through Nedbank Enterprise Team.	Mentorship programme through Nedbank Enterprise Team.	Mentorship programme through Nedbank Enterprise Team.	Mentorship programme through Nedbank Enterprise Team.
Unlocking lifestyle opportunities	An exclusive business tailor-made experience worth R130 000 curated by Nedbank.			

> Important

If you win, the following applies:

- We will pay the prize money into a qualifying account within 30 business days of your having been announced as a winner.
- Prizes are limited to the breakdown in the table above and no job offers, seed funding, or additional funding will be made available to you.

> More information

For more information and all the terms and conditions, visit our website at <https://lifestyle.unlocked.me/potential/youthx/youthxawards>

For any more questions you might have, email us at socialmedia@nedbank.co.za with **YouthX Awards** in the subject line.

Visit <https://personal.nedbank.co.za/promotions/youthx-by-nedbank.html> to learn more about opening a MiGoals or MiGoals Plus Account.



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