



BUSINESS PROPOSAL

2026 Participant Submission Template

Business / Venture Name

[Insert business / venture name]

Participant / Team Name

[Insert participant / team]

Category • Business Stage • UAE-based Team Leader (if applicable)

Keep the core proposal concise. Supporting evidence may be placed in the permitted appendix.

LOGO / TEAM /
PRODUCT PHOTO

ILUNI UI UAE

EMPOWERING IDEAS. BUILDING NATIONS.

01 Entrepreneur / Team & Business Profile

Who are you, what are you building, and where are you today?

Founder / Team

- Names, roles, relevant experience
- Why this team is suited to build the venture

Business Snapshot

- Business / venture name and category
- Year started / stage
- Location and current team size

FOUNDER / TEAM PHOTO

02 Problem, Customer & Solution

Define the need clearly and show how your solution addresses it.

Problem & Customer

- What problem / opportunity are you addressing?
- Who is the target customer / beneficiary?
- What evidence shows this problem matters?

Product / Solution

- What do you offer?
- How does it solve the problem?
- Key customer benefit / product advantage

PRODUCT / CUSTOMER VISUAL

Show why the opportunity is attractive and how the venture creates value.

Market & Competition

- Market / geography served
- Main alternatives or competitors
- Your competitive advantage

Business Model

- How the business makes money
- Pricing / revenue streams
- Key suppliers, partners and channels

MARKET / MODEL VISUAL

04 Go-to-Market, Traction & Performance

Use evidence to show how you reach customers and what you have achieved.

Go-to-Market

- Sales and marketing channels
- Customer acquisition approach
- Key partnerships / distribution

Traction & Performance

- Customers / users / orders
- Sales or revenue trend
- Milestones, validation or testimonials

KPI / TRACTION CHART

05 Financials, Impact & Growth Plan

Demonstrate financial logic, measurable impact, and a credible path forward.

Financial Overview

- Actual revenue, costs and profit where available
- Pre-launch: clearly stated assumptions / forecasts
- Working-capital or funding needs

Impact & Growth

- Social / environmental impact with metrics
- 12–24 month growth priorities
- Key milestones and risks

FINANCIAL / IMPACT VISUAL

Support Required & Why Us?

Finish the business case with a specific ask and a compelling reason to select you.

Support Required

- What support do you need?
- How would funding / prize be used?
- Non-financial support: access, partners, expertise

Why Us?

- Why this business matters
- Why this entrepreneur / team can execute
- Your 12–24 month vision in one sentence

TEAM / VISION VISUAL

07 Participant Comments & Expectations

Please share your expectations for YES Program 2026 and how you hope the program will support your entrepreneurial journey.

Your Expectations

- What do you hope to learn or improve through YES Program 2026?
- What business challenge would you most like the program to help you address?
- What connections, exposure, or opportunities would be most valuable to you?

Your Comments

- Why did you decide to join YES Program 2026?
- What would make this program a meaningful experience for you?
- Please share any additional comments, hopes, or expectations.



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Thank You

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