Good food, Good life

Frequently Asked Questions (FAQs)

NESCAFÉ PROJECT HIDUPKAN DUNIAMU

1. **What is NESCAFÉ Project Hidupkan Duniamu?**
    - Project Hidupkan Duniamu builds on the NESCAFÉ Youth Entrepreneurship Programme (NYEP), giving young Malaysians the opportunity to fully commit to what they believe in and make meaningful progress over six months.
    - Selected Participants will receive six (6) months of financial support, mentorship and guidance, with clear milestones to help them move their aspiration, project or venture forward and turn their passion and potential into tangible progress.

2. **Who can participate?**
    - The Mentor Programme is open to Malaysians aged 18 to 30 years old, with a valid identification document, as of the start of the Mentor Programme Period.

3. **What is the Mentor Programme Period?**
    - The Mentor Programme will run for eight (8) months, from 5 October 2026 to 31 May 2027, comprising the following stages:
        i. Online Submission Period: Starts at 00:00:00 on 5 October 2026 and closes at 23:59:59 on 30 November 2026.
        ii. Shortlisting & Onboarding Period: 1 December 2026 to 31 December 2026
        iii. Mentor Programme Period: 1 January 2027 – 30 April 2027
        iv. Finale Period: 1 May 2027 – 31 May 2027

4. **What types of aspirations, projects or ventures can I apply with?**
    - Your aspiration, project or venture must fall under ONE (1) of the following five passion pillars:
        i. Culinary
        ii. Music
        iii. Film Arts
        iv. Gaming & Technology
        v. Fashion
    - You do not need to have an established business to apply. It can be at the idea stage, in the early stages of development, or something you have already been actively pursuing or operating for up to three (3) years, as of 5 October 2026.
    - Your aspiration, project or venture must be lawful and aligned with NESTLÉ's responsible, ethical and sustainable practices, and must not fall within any of the excluded categories stated in the Mentor Programme Terms & Conditions.

5. **Do I need to purchase a NESCAFÉ or NESTLÉ product to participate?**
    - No. No purchase is required to participate in NESCAFÉ Project Hidupkan Duniamu.

6. **How do I participate?**
    - To participate:
        i. **RECORD:** Record an Original Video of no more than sixty (60) seconds sharing your story and aspiration, project or venture. Upload the video to TikTok or Instagram or both simultaneously with the hashtag #nescafehidupkanduniamu. Use of this hashtag is optional and does not invalidate an Entry.
        ii. **VISIT:** Visit the Campaign Page: https://nestlmalaysianew5.qualifioapp.com/quiz/1854950_3108/projekhidupkanduniamu2026.html
        iii. **SUBMIT:** Complete your personal and aspiration, project / venture details, upload your Original Video, provide the corresponding TikTok or Instagram video link, agree to the Mentor Programme Terms & Conditions and Privacy Notice, and submit your application within the Campaign Period.
        iv. **COMPLETE:** A Thank You page will be displayed once your application has been successfully submitted. Only Shortlisted Participants will be contacted by the appointed Contest Agency via WhatsApp Business.

7. **What should I include in my 60-second video?**
   Your video should help us understand:
    - Who you are and your aspiration, project or venture;
    - Why it matters to you and what you have done so far;
    - What you hope to achieve during the Mentor Programme and where you want to take it afterwards;
    - The difference or impact it could make for you and/or others; and
    - How the programme's financial support and mentorship could help you move forward.

8. **What are the video submission requirements?**
    - Your Original Video must:
        i. Be no more than 60 seconds;
        ii. Be in 9:16 vertical format;
        iii. Be in MP4, MOV, MPEG or AVI format;
        iv. Be no larger than 30MB;
        v. Feature you appearing on camera in person and speaking in your own voice; and
        vi. Be based on your own story, message and ideas.
    - The footage and images used must also be original footage filmed or created by or for you. Stock footage, stock images or content taken from other creators are not permitted.

9. **Do I need to post my video on TikTok or Instagram?**
    - Yes. You must publish the same Original Video on your TikTok or Instagram account, or both simultaneously, and provide the corresponding TikTok or Instagram video link in the Mentor Programme Form.

- Only TikTok or Instagram video links will be accepted. Links from Facebook, YouTube or other platforms will not be accepted.
- Your TikTok or Instagram account must be set to public, and your submitted TikTok or Instagram video must remain publicly accessible throughout the eight (8)-month Mentor Programme period. Please do not delete the submitted video or change your account to private during this period.

10. Can I submit more than one application?

- Yes. You may submit more than one Entry during the Campaign Period.
- However, only one (1) Entry per Participant can be shortlisted for the Top 15. If more than one of your Entries ranks within the Top 15, only your highest-scoring Entry will be considered.

11. Can I participate with my friend(s)?

- Participation is open to individual Participants only. Group participation is not permitted.

12. Who will judge my application?

- Qualified Entries will be evaluated by an appointed judging panel comprising NESTLÉ representative(s) and subject-matter experts or equivalent, from the five passion pillars — Culinary, Music, Film Arts, Gaming & Technology and Fashion.

13. How will my application be judged?

- Your submitted video and aspiration, project or venture description will be evaluated based on:
    i. Sustainable Growth Potential – 30%: Does your aspiration, project or venture has the potential to grow, evolve and continue beyond the Mentor Programme?
    ii. Clear and Realistic Aspiration, Project or Venture – 25%: Is your aspiration, project or venture clearly defined, with realistic steps that can be achieved during the Mentor Programme period?
    iii. Commitment, Drive & Initiative – 20%: What have you done to pursue it?
    iv. Impact – 15%: What difference could your aspiration, project or venture make for you and/or others?
    v. Relevance of Programme Support – 10%: How would this programme help you move forward?
- Each judge will independently score the Qualified Entries based on the approved Judging Criteria. The judges' scores will be averaged to determine each Participant's Final Score, and Participants will be ranked based on their Final Scores.

14. Can I use AI to help prepare my submission?

- Yes, AI may be used as a supporting tool, but it must not replace your identity, voice, story or personal participation. AI may be used for basic video editing, captions and subtitles, colour correction, sound clean-up, and language or presentation support.
- However, AI must not be used to generate or replace you or another person appearing in the video, create virtual presenters or avatars, clone your voice, create deepfakes, or generate footage, images, backgrounds or B-roll for your submission.
- Your submission must remain a genuine representation of you, your aspiration, project or venture and your own experiences.

15. Can other people appear in my video?

- Yes. Other people may appear in your video, provided you have obtained the necessary consent from them. However, children under six (6) years old are not permitted to appear in the video, even if consent has been obtained.
- If anyone aged six (6) to below 18 years old appears in the video, consent from their parent or legal guardian must also be obtained before the video is recorded.
- Please note that participation is on an individual basis only. Only the Participant named in the Submission Form will be eligible for selection and Programme benefits. Team or group Entries, or Entries submitted on behalf of another person, will not be accepted.

16. Can I use music in my video?

- Yes. You may use your own original audio or appropriately licensed third-party music.
- You are responsible for ensuring that you have the necessary rights or licences to use any music or other third-party material included in your submission.

17. Are there any types of aspiration, projects or ventures that are not eligible?

- Yes. Certain aspirations, projects, ventures and activities are not eligible, including those involving alcohol, tobacco or vaping products, gambling, weapons, multi-level marketing or pyramid schemes, cryptocurrency trading or unlicensed financial services, and businesses (be it local or international) that compete directly within the coffee category in any format.
- Aspirations, projects or ventures involving harmful, discriminatory, obscene or sexually explicit content, or inappropriate content relating to race, religion, royalty or political matters are also not eligible.

18. How many Participants will be shortlisted?

- Qualified Entries will be ranked from highest to lowest based on their Final Scores. The fifteen (15) highest-scoring Participants will be shortlisted as Finalists to proceed to the Online Interview and applicable verification process.
- If you have submitted more than one Qualified Entry, only your highest-scoring Qualified Entry will be considered for shortlisting, as only one (1) Entry per Participant can be shortlisted as a Finalist.

19. What happens if I am shortlisted?

- Shortlisted Participants will be contacted by the appointed Contest Agency via WhatsApp Business (+6011 2877 4878) and will be required to confirm their attendance of the Online Interview within 48 hours.
- You will then be invited to a 15–30 minutes Online Interview, where the team will get to know more about you and your aspiration, project or venture, as well as your readiness and ability to commit to the six-month Mentor Programme.
- Final participation in the Mentor Programme will be confirmed after the applicable interview and verification process.

20. What will I receive if I am selected for the Mentor Programme?

Selected Participants will receive:

- RM4,000 monthly financial allowance for six (6) months, totalling RM24,000 per Participant;
- Mentorship and guidance from an appointed mentor;
- Individual goals and measurable milestones to work towards;
- Progress reviews and support throughout the programme; and
- The opportunity to participate in the Programme Finale.

21. What will I be expected to do during the six-month Mentor Programme?

- If you are selected for the Mentor Programme, you will be expected to actively work towards your agreed goals and milestones, participate in the required monthly mentoring sessions and progress reviews, provide updates on your progress, and participate in the Programme Finale.
- Mentoring sessions and other Programme activities may be conducted physically or virtually, depending on the Programme arrangements and requirements determined by the Organiser. Participants will be expected to attend in the format communicated to them.
- More detailed programme requirements and schedules will be shared with Shortlisted Participants during onboarding.

22. What happens at the Programme Finale?

- At the end of the six-month programme, Participants will have the opportunity to present their journey, progress and tangible outcomes, as well as share their next-step plans.
- Further details on the Finale, including its format, incentives and applicable judging criteria, will be communicated at a later stage.

23. What if I submitted incomplete or incorrect information?

- Incomplete, illegible, duplicate, or falsified entries may be disqualified without prior notice. Please ensure all details submitted are correct.

24. **Where can I find the full Mentor Programme Terms & Conditions?**

- The full Mentor Programme Terms & Conditions and Privacy Notice are available on the Project Hidupkan Duniamu Mentor Programme Page: https://www.nescafe.com/my/campaigns/projek-hidupkan-duniamu-2026

Where the FAQ of the Mentor Programme is prepared in English and any other language(s), in the event of any inconsistency between the English language and the other language(s), the English language version shall prevail and govern in all respects.