



L.E.A.D

Leaders. Entrepreneurs. Activators. Developers

Convention Guide

2025



Welcome



Message

Welcome to the inaugural O.N.E Project's L.E.A.D Convention in Singapore! We're excited to focus on leadership and empowerment aligned with the United Nations' 17 Sustainable Development Goals (SDGs). Together, we'll explore innovative ideas and drive positive change in our communities. Thank you for joining us—let's L.E.A.D the way forward!

Marc Ee

Founder

Welcome to the L.E.A.D Convention! This event is a unique opportunity to share ideas, build connections, and empower one another to drive positive change in our communities. Together, let's inspire each other and turn our visions into impactful actions. Your contributions matter, and I can't wait to see the incredible outcomes that will emerge from our collective efforts.





About

O.N.E Project

O.N.E (One Network of Entrepreneurs) Project is a for-profit social enterprise dedicated to making a meaningful difference through community engagement. We recognize that today's youth are increasingly environmentally conscious and aware of the challenges facing their communities. While they have a voice, many young people often feel uncertain about how to take action.

This is where O.N.E. Project steps in. We aim to provide the next steps by building a supportive community that offers resources and opportunities for young people to transform their ideas into impactful actions—village by village, city by city, and ultimately, country by country.

Our goal is to empower youth to become changemakers. To achieve this, we will launch events that create platforms for young entrepreneurial thinkers across the ASEAN region to share their innovative solutions, all aligned with the United Nations' 17 Sustainable Development Goals.

Through collaboration and support, we aspire to cultivate a generation of empowered youth ready to tackle today's challenges and drive positive change in their communities.



Company

Our Drive



Philosophy

At O.N.E Project, we harness unity, innovation, and equity to drive meaningful change. We believe every individual and community has inherent potential and deserves equal opportunities. By fostering collaboration and sustainable practices, we empower youth globally, promoting diversity and responsible resource sharing in our pursuit of a just and sustainable world.

Vision

At O.N.E Project, we envision a world where every youth has access to opportunities that help them thrive. Through innovative initiatives and collaboration, we create sustainable solutions that address societal challenges and promote equality. Our goal is to inspire positive change, fostering a future where everyone can reach their full potential and contribute to a more inclusive and prosperous world.

Mission

The mission of O.N.E Project is to empower youth worldwide through innovative projects that promote education, sustainability, and social equality. By leveraging partnerships and collective expertise, we provide avenues for young people to create solutions that address global challenges. We are committed to inspiring positive change and fostering a future where everyone has access to opportunities for growth and meaningful impact.



ONE
O.N.E NETWORK OF ENTREPRENEURS
PROJECT

About



L.E.A.D

L.E.A.D

Leaders. Entrepreneurs. Activators. Developers

L.E.A.D, which stands for Leaders, Entrepreneurs, Activators, and Developers, operates both locally and throughout the ASEAN region.

At the local level, the L.E.A.D Conference empowers youth to develop actionable plans that benefit their communities. Participants conceptualize new projects, adapt existing ones, visualize their plans, and collaborate in teams, all aimed at addressing one or more of the United Nations' 17 Sustainable Development Goals (SDGs). This focus on sustainability ensures that their initiatives contribute to meaningful global change.

On a broader scale, the L.E.A.D Convention gathers Changemakers from various ASEAN countries in a host nation each year. This significant event fosters an understanding of the region's cultural and environmental diversity and encourages participants to share their ideas through cross-cultural exchange. Like the conference, the convention emphasizes projects aligned with the SDGs, providing a valuable networking platform where attendees can collaborate, refine their plans, and explore startup opportunities that drive positive impact.



ONE
ONE NETWORK OF ENTREPRENEURIAL
PROJECT



L.E.A.Ding

Drive



Philosophy

Our goal is to cultivate a community of empowered youths who can be the change-makers that truly make a difference. We equip them with the knowledge and tools needed to challenge perspectives and drive positive change in their lives and environments.

Through our L.E.A.D training programs, we guide youths in understanding and applying the principles of behavioral change through engaging, experiential workshops and seminars.

ARE YOU READY TO MAKE A CHANGE?

An Insight Into L.E.A.D

L.E.A.D is the best way to learn new trends, pick up new skills, understand the thought process of peers, develop a sense of belonging with others and curate a great network.

Participants will be able to contextualize what is their perspective of how they can contribute to their community and country as the conference allows them to explain the concept they have in mind, and how the community can benefit from it.

In setting their goals for achievement, it ties their mission and vision together.

Opportunity

An opportunity to learn, share, and contribute while empowering participants to give back to their communities through impactful projects and transform their ideas into meaningful initiatives that drive lasting change.



Create

Create your roadmap to success and understand the context and key aspects of an enterprise. This comprehensive approach will equip you with the insights necessary to navigate challenges and seize opportunities effectively.



Develop

Develop critical thinking skills through creativity and innovation by engaging in activities that encourage problem-solving. This creative approach also equips young entrepreneurs with the tools needed to tackle real-world challenges and drive meaningful change in their communities.



LEAD

Benefits



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Convention Details



Overview

L.E.A.D (Leaders, Entrepreneurs, Activators and Developers) Convention is O.N.E Project's inaugural event that is slated for launch in Singapore in June 25 to 27 2025. Our convention aims at bringing Changemakers of ages 10 to 19 years old, from around the ASEAN region to Singapore and providing them with the platform and tools to create solutions to problems in line with the United Nations' 17 Sustainable Development Goals (SDGs) and to turn their entrepreneurial ideas into a reality.

Highlights

- L.E.A.D Workshops led by leaders in their respective fields and covering the 4 core areas of L.E.A.D.
- L.E.A.D. Marketplace where you put your business on display.
- Dialogue sessions to hear from leaders as they share their perspectives on navigating challenges and embracing innovation.
- Pitch to Reach your business to fellow attendees and potential investors.
- Start-up Capital to fund your entrepreneurial ideas.

Event Details

- Date: 25 to 27 June 2025

TICKET
PRICE

USD
\$300

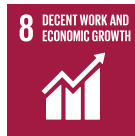
PER
PERSON

*Group sign-ups only

The 17 SDGs

Choose Your Goal

The United Nations has established 17 Sustainable Development Goals to address global challenges and promote sustainable development. Participants are encouraged to familiarize themselves with these goals, as they can choose one or more as the theme for their projects.



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Registration Guidelines



Eligibility Criteria

- **Age Requirement:** Participants must be between 10 and 19 years old.
- **Business Idea:** Participants should have a business idea or project that aligns with one or more of the United Nations' 17 Sustainable Development Goals.
- **Team Composition:** Teams must consist of 5 members. Each member must meet the age requirement for the age category the team is applying for.
 - **Juniors:** 10 to 15 years old
 - **Seniors:** 16 to 19 years old)
- Only registration as a group is accepted.

Registration Process

Register Your Interest for L.E.A.D Convention 2025!

To stay updated and secure your spot, please head to forms.gle/2SqLucjRoSETPERT7 or scan the QR code below to register your interest. We will reach out to you via the email provided once registration opens.



L.E.A.Ding

To L.E.A.D Convention

What's Next?



Once registration is open and completed, along with the group payment of **USD \$1,500 (USD \$300 per person)**, participants will gain access to Grow Inc. one month prior to the L.E.A.D Convention.

Developed by our training partner, SD Trainers—a startup and Temasek Polytechnic incubatee—Grow Inc. provides a comprehensive platform for participants to prepare their projects for the convention. This resource is designed to support their project development journey, ensuring they are well-equipped to present their ideas effectively at the event.

By fully engaging with the Grow Inc. platform, participants will be prepared to present their ideas confidently and effectively at the L.E.A.D Convention. This preparation will enhance their projects and maximize networking opportunities, enabling them to make lasting connections that can support their goals beyond the event.





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Agenda

Day 1 - Empower



9:00 AM - 10:00 AM

REGISTRATION

10:00 AM - 11:00 AM

OPENING SESSION AND
KEYNOTE SPEAKER

11:00 AM - 11:30 AM

GUEST SPEAKERS

11:30 AM - 12:00 PM

GETTING TO KNOW YOU

12:00 PM - 1:00 PM

LUNCH

1:00 PM - 5:45 PM

WORKSHOPS

5:45 PM - 6:00 PM

BRIEFING FOR DAY 2



LEAD

Agenda

Day 2- Inspire



9:00 AM - 10:00 AM

REGISTRATION

10:00 AM - 11:00 AM

NETWORKING BREAKFAST

11:00 AM - 12:00 PM

MARKETPLACE SETUP

12:00 PM - 1:00 PM

LUNCH

1:00 PM - 4:00 PM

MARKETPLACE OPENING

4:00 PM - 5:00 PM

MARKETPLACE CLOSING

5:00 PM - 5:30 PM

BRIEFING FOR DAY 3



LEAD

Agenda

Day 3- Aspire



9:00 AM - 10:00 AM

REGISTRATION

10:00 AM - 10:15 AM

BRIEFING

10:15 AM - 11:15 AM

DIALOGUE SESSION

11:15 AM - 11:30 AM

AWARD ANNOUNCEMENTS

11:30 AM - 12:00 PM

FINALISTS PRESENTATION

12:00 PM - 12:30 PM

CLOSING ADDRESS

12:30 PM

LUNCH

FAQS

Q & A



Participation

Q1. Who may participate in L.E.A.D Convention?

L.E.A.D Convention is open to youth aged 10 to 19 years old from around ASEAN who have an entrepreneurial idea on how to solve issues within their countries and associated with the United Nations' 17 Sustainable Development Goals, but do not have the platform or resources to do so. Do note that the convention will be conducted in **English**.

Q2. Can I sign up for more than one United Nations' 17 SDGs?

Yes, participants can focus on one or more of the United Nations' 17 Sustainable Development Goals with their projects, but they must specify which SDGs they are addressing when they register.

Q3. Must I already have a team in order to join L.E.A.D Convention?

Yes, participants must already have team of 5 (including the participant) to register for L.E.A.D Convention.

Q4. What if my team members are of different ages? Can we apply for the age category that majority of my team members are in?

L.E.A.D Convention has 2 separate age categories: **Juniors (10 to 15 years old)** and **Seniors (16 to 19 years old)**. Unfortunately, due to a number of considerations including different judging panels, **ALL** team members must belong to the same age category during the convention year to be eligible to apply as either Juniors or Seniors.

FAQS

Q & A

Programme



Q5. What can I look forward to in L.E.A.D Convention?

Participants can look forward to a series of enriching events at the L.E.A.D Convention. The journey begins with Grow Inc., an online platform created by Temasek Polytechnic Incubatee, SD Trainers, which prepares participants for the convention one month in advance.

During the convention, attendees can engage in L.E.A.D Workshops led by experienced trainers and professionals, each designed to address different aspects of what L.E.A.D stands for. Participants will also have the chance to network with peers from various countries, fostering cross-cultural exchanges, as well as connect with potential sponsors and mentors.

Additionally, participants will set up business displays to showcase their ideas to sponsors and investors before presenting to a judging panel. The top three winners in each age category will receive seed funding of up to USD \$4,000 to help grow their businesses.

Q6. Will my team and I need to participate in all 3 days?

Yes, participants are required to participate fully in all 3 days of the convention. Each session has been carefully designed to maximise the learning of participants and value-add to their experience in only 3 days.

FAQS

Q & A

Programme Cont'd



Q7. What should participants bring to the convention?

Participants are recommended to bring necessary items for their presentations to best display their business project. This could be in the form of display items or materials created to showcase their project.

Q8. Is there a dress code?

While there is no specific attire for the L.E.A.D. Convention, we encourage participants to dress appropriately as delegates representing their respective countries. This means considering the professional nature of the event, where you will attend workshops led by trainers, network with peers and potential sponsors, and present your projects to professionals and entrepreneurs. However, do wear pants or jeans and ensure that your attire has no offensive graphics or texts.

Q9. I would like to know more about the seed money.

Seed money will be awarded to the top three winners in each age category (Junior and Senior), with the amount depending on their final placement. Winners will receive mentorship to help grow their business ideas, and the seed money will be disbursed in installments upon achieving specific milestones. This approach ensures that L.E.A.D. Convention winners continue to reach new heights.



FAQS

Q & A



Accommodation & Transport

Q10. Who is responsible for booking accommodation and transport?

Participants are responsible for their own accommodation and transportation to and from the L.E.A.D. Convention.

For those coming from overseas, please consult your respective Country Manager for assistance. Otherwise, you can contact us directly at lead@one-project.org, and we can help facilitate accommodation and transport arrangements with our partners.

While O.N.E. Project can provide options for accommodations at various star ratings and at various price points, participants will be responsible for their chosen lodging based on their preferences and budget.

Q11. Are there recommended transportation options to the venue?

Singapore has a growing and accessible transportation system. Participants can utilize public transport, including buses and Mass Rapid Transit (MRT) trains, to navigate the city easily.

Alternatively, participants can book private hire vehicles through apps like GRAB for more convenience.

Q12. What is the process for booking accommodations through the convention?

If you are in contact with a Country Manager, please liaise with them. Otherwise, please feel free to drop us an email.

FAQS

Q & A

Meals



Q13. Will meals be provided?

Lunch and one networking breakfast will be provided for participants over the three days of the L.E.A.D. Convention. Please be sure to indicate your dietary preferences and any food allergies, along with their severity, on your registration form.

Q14. I have a specific diet that I need to adhere to.

We try to accommodate our participants as much as possible with regards to religious or medical dietary requirements but specific diets will need to be further discussed.

Q15. What if I have allergies?

At L.E.A.D Convention, we will cater meals based on the dietary preferences and allergies indicated in your registration. However, please note that we are not responsible for any food consumed that has not been provided or listed as an allergy during registration. If snacks are provided, we will clearly indicate common allergens, such as nuts, but it is ultimately the responsibility of participants to consume these items consciously.

Q16. Is there a meal plan for participants staying at accommodations?

There is no specific meal plan for participants staying at the accommodation. We will only provide the meals listed in the event itinerary, which includes lunch and one networking breakfast during the convention. Participants are encouraged to explore local dining options for additional meals.

Thank You

Contact Us

Connect With Us!



info@one-project.org



www.one-project.org



Singapore

For further details and arrangements, please contact your respective country managers.

Or follow us on Facebook and Instagram at **@oneprojectasean** for updates.

We look forward to seeing you at L.E.A.D Convention 2025!



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