

ITEC 2026 — ASEAN Region

Application Guide

How to Complete the Online Application Form

A question-by-question explanation of the ITEC 2026 ASEAN Startup Application Form



<https://earthboundsea.com/itec-asean-2026>

Before You Start

This guide explains every question in the ITEC 2026 ASEAN Startup Application Form, so that you can prepare your answers before you begin. It should be read together with the ITEC 2026 Competing Manual.

How the form works

The application form is an online form of eight pages; You can move forward and back between pages using the Next and Back buttons at the bottom of each page. Your application is only received when you press Submit on the last page.

The form is bilingual: every question appears in English and Thai. You may answer in Thai or English

Prepare your long answers in a separate document first and paste them in. If your browser closes part-way through, unsaved answers can be lost.

Prepare these before you begin

1. Your pitch deck as a PDF or PPT file — maximum 20 slides and under 10 MB.
2. Your company logo as a high-resolution PNG or SVG image, under 10 MB.
3. Your certificate of incorporation as a PDF, under 10 MB, if your company is registered.
4. Company registration details: country of registration, legal entity type, registration number, and date of establishment.
5. Funding details: total raised to date in USD, and the names of current investors.
6. Founder and key team shareholding percentages, if you are applying as a company.
7. Your passport or national ID card, so that your name is spelled exactly as it appears there.
8. A link to a product demo video, if you have one.

Three rules that decide eligibility

Check these before you spend time on the form. If your project does not meet them, contact the organizing team first.

1. Age of the entity: established after 1 January 2016 (within the last 10 years).
2. Founder shareholding: the main founder and founding team should hold at least 30% of original shares, after penetration and consolidation.
3. Not a listed company: publicly listed companies cannot participate.

Page by Page

Page 1 — Getting Started

The first page asks two questions, after the introductory information.

Question on the form	What we are asking for	How to answer well
Country of Application (required)	The ASEAN country you are applying from. Choose one: Thailand, Indonesia, Malaysia, Singapore, Vietnam, Philippines, Cambodia, Laos, Myanmar, Brunei, or Other.	Usually where your company is registered or where your team is based. If these differ, choose where the team actually works. Use “Other” only if you are outside these countries, and type the country name.
Referring Body (optional)	The organization that introduced you to ITEC, if any.	For example a university, accelerator, chamber of commerce, or partner organization. Leave a dash if you found ITEC yourself.

Page 2 — Section 1: Event Information

Question on the form	What we are asking for	How to answer well
Industry Category (required)	The single industry field that best fits your project. Eleven options plus Other: Embodied Intelligence; Aerospace; Metaverse / Internet 3.0; Digital Healthcare & Smart Eldercare; Smart Hardware; Digital Culture; Data Elements; Future Industries; Artificial Intelligence; Industrial AI; Social & Environmental Impact.	Choose the field where your core technology sits, not the field of your customers — an AI system sold to hospitals is usually Digital Healthcare, but an AI model sold to any sector is Artificial Intelligence. You cannot change this after your application is accepted, and it determines which expert panel reviews you. Use “Other” only if none of the eleven fits, and name the field.
Referral Source (required)	How you heard about ITEC 2026: Partner organisation, University, Accelerator / Incubator, Event, Social media, Organisers, or Other.	Pick the channel that actually reached you. This is for our records and has no effect on scoring.

Page 3 — Section 2: Company / Project Information

Applicants entering as a company or legal entity should complete every question in this section. Individual applicants complete the required questions and may leave the company registration questions blank.

Question on the form	What we are asking for	How to answer well
Project Name (required)	The name of your startup or project.	This name appears in the competition programme and on any certificate or award. Keep it short and identical to the name on your pitch deck.
Company Name (optional)	Your registered legal company name.	Write it exactly as on the certificate of incorporation, including the legal suffix. Leave blank if you are not registered.
Country of Registration (optional)	Where the company is registered.	This may differ from your Country of Application — for instance a Singapore-registered company with a Thai team. Both answers can be different and that is fine.
Legal Entity Type (optional)	The form of the company, for example Co., Ltd., Pte Ltd, or PT.	Use the term that appears on your registration document rather than a translation.
Registration Number (optional)	Your company registration or business number.	Copy it exactly from the certificate. It is checked against your uploaded registration document.
Establishment Date (optional)	The date the company was founded, entered as dd/mm/yyyy.	Use the date on the registration certificate, not the date you had the idea. Remember the 10-year rule: it must be after 1 January 2016.
Company Website (optional)	Official website or product link.	A product page, app store listing, or well-maintained LinkedIn page works if you have no website. Reviewers use it to confirm the project is real, so try not to leave it empty.
Project Introduction (required)	The problem you address, your solution, and the core technology. Maximum 300 words.	The most important answer in the form. Structure it as: the problem and who has it; the solution in plain language; the core technology and why it is hard to copy; the stage you are at. Avoid marketing language and undefined jargon .
Industry Application (required)	Main application scenarios and target industries.	Name the specific settings where the product is used — hospital radiology departments, warehouse logistics, automotive assembly lines. “All

Question on the form	What we are asking for	How to answer well
		industries” scores poorly. Two or three concrete scenarios beat ten vague ones.
Intellectual Property Information (required)	Patents, copyrights, trademarks, proprietary technology, and similar.	List what you hold, the status of each (granted, pending, filed), the jurisdictions, and the owner’s name. If IP is held by a university, a former employer, or a co-founder personally, say so — undisclosed ownership disputes lead to disqualification. With no registered IP, describe your proprietary know-how instead.
Funding Stage (required)	Your current financing stage: Bootstrapped, Angel, Pre-A, Series A, Series B, Series C or later, or Other.	Answer honestly — bootstrapped is perfectly acceptable and the track is open from early to growth stage. Choose the round you have closed, not the one you are raising.
Total Amount Raised to Date (USD) (optional)	Total capital raised, in US dollars.	Enter 0 if you have raised nothing. Convert other currencies to USD. Give the cumulative total across all rounds, not just the latest one.
Current Investors (optional)	The names of your existing investors.	List funds and notable angels. Write “None” if you are bootstrapped. Do not name investors who have only expressed interest.
Business Traction (required)	Customers, revenue, market validation and partnerships to date.	Use numbers and dates: paying customers, pilots, annual revenue, users, letters of intent, distribution partners. If you are pre-revenue, say so and give the evidence you do have. Figures are verified before projects advance, so do not overstate.
Team Size — Full-time (required)	Number of full-time team members.	A number only. Count founders working full time. If you are a solo founder, enter 1.
Team Size — Part-time (optional)	Number of part-time team members.	Enter 0 if none. Advisors and interns belong here rather than in the full-time count.

Page 4 — Section 3: Applicant / Founder Information

The registered name must match the applicant’s passport or national ID card.

Question on the form	What we are asking for	How to answer well
Applicant Name (required)	The name of the main applicant or founder, as shown on the passport or national ID.	Spell it exactly as on the document, including middle names and the order of names. A mismatch will delay participation and prize payment. Applicants should generally be the main founders of the project.
Nationality (required)	The applicant's nationality.	There is no nationality restriction in the competition. State both if you hold dual nationality.
Applicant Email (required)	The founder's email address.	. Use an address you check daily.
Applicant Phone (required)	The founder's phone number, including the country code.	Include the country code, for example +66 for Thailand.
Education Background (required)	University, degree, and research background.	List the highest degree first, with institution, field, and year. Mention research groups, laboratories, or publications relevant to your technology.
Professional Experience (required)	Career and entrepreneurial background.	Give roles, companies, and years, focusing on what qualifies you to build this particular product. Previous startups, including ones that failed, are worth including.
Awards (optional)	Awards, recognitions, and notable achievements.	Competition results, grants, patents granted, accelerator programmes, press recognition.
Founder Ownership Information (optional)	For company and legal entity applicants only: the shareholding structure and ownership percentage of each founder and key team member. Individual applicants enter a dash.	Give percentages per person and the founding team total. The founding team should hold at least 30% after penetration and consolidation — counted through any holding companies, not only the direct shareholder register.

This section is about day-to-day communication and may name someone other than the founder.

Question on the form	What we are asking for	How to answer well
Contact Person (required)	The person responsible for communication about the application.	This may be an operations or business development lead rather than the founder. Make sure that person knows they are the contact and is watching for messages.
Position (required)	Their role: Founder, CEO, Project Lead, or Other.	Choose the actual role. Use Other and type the title if none of the three fits.
Email (required)	Contact email for the project.	Use a company address where possible. Add the organizing team to your safe-sender list so that invitations do not land in spam.
Phone / WhatsApp (required)	Contact number including the country code.	WhatsApp is the primary channel for time-sensitive scheduling, so give a number that receives it where you can.
Communication Language (required)	Preferred languages for correspondence. More than one may be selected: English, Thai, Bahasa (Indonesia / Malaysia), Vietnamese, or Other.	Tick every language your team can work in. This affects correspondence only — pitching at the Semi-Final and the ITEC ASEAN Final is in English, and slides must be in English.

Page 6 — Section 5: Supporting Materials

Files are uploaded directly in the form. Each upload accepts one file of up to 10 MB, and uploading requires you to be signed in to a Google account.

Question on the form	What we are asking for	How to answer well
Business Plan / Pitch Deck (required)	One PDF or presentation file, maximum 20 slides, up to 10 MB.	This is what the expert panel reads first. Cover the problem, solution, technology, market, business model, traction, team, funding, and your plan for China or Chaoyang. Export to PDF so fonts and layout survive. Name it clearly, for example ProjectName_ITEC2026_Deck.pdf. Exceeding 20 slides may mean it is not reviewed in full.
Company Logo (required)	One image file, PNG or SVG, high resolution, up to 10 MB.	Used for event promotion, so supply it on a transparent or white background.

Question on the form	What we are asking for	How to answer well
Product Demo / Video (optional)	A link to a demo video or product walkthrough.	A link, not a file. Optional, but strongly recommended for hardware, robotics, and anything physical. Two to three minutes is enough.
Registration Documents (optional)	Certificate of incorporation or equivalent, as one PDF up to 10 MB, if registered.	Leave empty if you are not registered yet. A clear scan is fine. The details must match what you entered in Section 2.

Page 7 — Sections 6 and 7: Intellectual Property, Confidentiality and Personal Data

This page is text to read rather than questions to answer, followed by one tick box. It states three things:

6.1 All intellectual property in the submitted project remains yours. Participating in ITEC 2026 does not transfer any ownership right to the organisers, partners, judges or sponsors.

6.2 Confidential materials are kept only as long as necessary for ITEC 2026, and may be securely destroyed or returned on written request after the competition.

7.1 You are responsible for the accuracy of the information you submit, and your registered name must match your passport or national ID card.

Question on the form	What we are asking for	How to answer well
Acknowledgement (required)	A tick box confirming that you have read and understood Sections 6 and 7.	

Page 8 — Section 8: Declaration and Consent

Question on the form	What we are asking for	How to answer well
Required declaration (required)	A tick box confirming that the information provided is accurate and that you own or have the right to use the intellectual property submitted.	This must be ticked or the form cannot be submitted. False information, or IP that turns out not to be yours, means forfeiture of eligibility, prizes, honours, and policy support at any stage of the competition.
Optional consents (optional)	Two separate tick boxes: use of your company name, logo and public project summary for event promotion; and sharing your contact details with ITEC sponsors and partners for investment or business opportunities.	Tick either, both, or neither. The first means your project may appear in ITEC programmes, on the website, and in media coverage. The second is how investor and partner introductions reach you. Declining either has no effect on judging.
Name (print) (required)	Your full name typed out. Typing it acts as your electronic signature.	No printing or scanning is needed. Type the name exactly as on your passport or national ID, matching the Applicant Name in Section 3.
Date (required)	The date, entered as dd/mm/yyyy.	Use the date you submit the form.

Press Submit on this last page to send your application. Nothing is received by the organizing team until you do.

Common Mistakes to Avoid

1. Names that do not match the passport or national ID card. This is the most frequent cause of delay at prize payment, and the form asks for the name twice — in Section 3 and again as the signature in Section 8. They must match.
2. Choosing an industry category loosely. It cannot be changed after your application is accepted, and it determines which expert panel reviews your project.
3. A project introduction written in marketing language. Reviewers are technology, industry, and investment experts looking for the problem, the technology, and the evidence.
4. Going over 300 words in the project introduction, or over 20 slides in the pitch deck.
5. Files above the 10 MB limit. Compress a heavy deck or export it at a lower image quality before uploading.
6. Overstated traction figures. These are verified before projects advance, and inconsistencies cost far more than modest numbers would have.
7. Unclear IP ownership, especially technology developed at a university or a previous employer. Declare it rather than leaving it out.
8. Expired or private demo video links.
9. Filling the form on a phone with a slow connection, then losing the uploads. Use a computer where you can.
10. Reaching the last page and not pressing Submit.

After You Submit

You will receive confirmation from the ITEC ASEAN organizing team. Your application is then reviewed online during Initial Screening in August and September 2026, from which 50 projects are shortlisted. Those 50 projects go forward to the Semi-Final in late September 2026, where you will have 8 minutes to present and 7 minutes for questions, and 20 projects advance. Those 20 compete in the ITEC ASEAN Final in early October 2026, where the format is 5 minutes to present and 10 minutes for questions; every project competing in the Final receives the ITEC ASEAN Final award certificate together with support to launch and develop the startup in the ASEAN region. The top 10 then travel to Chaoyang, Beijing for the Beijing ITEC Summit in late October 2026.

If any of your information changes after you apply — registration details, shareholding, contact person, or the person who will present — tell the organizing team in writing straight away. The person who presents at a pitch must be one of the team members named in your application.

Questions about your application:

<https://earthboundsea.com/itec-asean-2026>

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