

Team from Sarawak school emerges champ in national young entrepreneurs competition

THE EDGE
Education FOUNDATION

MONEY & ME
YOUTH FINANCIAL EMPOWERMENT PROGRAMME

BY MUNITA TAN

For the second year in a row, a team from SMK Kemena in Bintulu, Sarawak, walked away with the top prize of RM3,000 in The Edge Education Foundation's "Money & Me Young Entrepreneurs Challenge 2025", beating over 100 teams from around the country.

This year's results for first and second place mirrored last year's, with a team from SMK Taman Desa in Kuala Lumpur walking away with the second prize of RM2,000. A team from SMK Seri Bintang Utara in Kuala Lumpur took third place and the cash prize of RM1,000.

The results were announced at an online prize-giving ceremony held by The Edge Education Foundation (TEEF) on November 22.

The Young Entrepreneurs Challenge is the culmination of the "Money & Me: Youth Financial Empowerment Programme", a free financial literacy programme designed and launched by TEEF, in 2016. It is approved by the Ministry of Education as a national-level co-curricular programme for Form 4 students.

Throughout the programme, students learn about saving, budgeting and making smart financial decisions. Aside from helping them improve their financial literacy, Money & Me also teaches basic entrepreneurship skills.

Using what they have learnt about budgeting and comparison shopping, students then form teams of six and come up with business plans which they implement during Money & Me Sales Day. Depending on the school, Sales Day could take place during recess or over a few hours during the school day.

The teams go on to compete in the Money & Me Young Entrepreneurs Challenge by submitting their business plan and a 30-second Instagram promotional video. This year, a total of 123 teams from schools around the country qualified for the competition.

Overall, Money & Me reached over 800 students from 33 schools in 10 states this year, the highest number to date in terms of participants, schools and states.

Sales Day revenue of over RM100,000 highest to date

Money & Me also notched another milestone this year when the 123 teams generated Sales Day revenue of RM100,709.05, the highest to date. Since 2016 when the programme was launched at five schools in Kuala Lumpur, Sales Day revenue has reached almost RM350,000.

In her speech during the prize-giving ceremony, Dorothy Teoh, CEO of The Edge Education Foundation, noted that total Sales Day revenue would have been much more if not for the fact that TEEF did not run Money & Me in 2020 because of Covid, and there was no Sales Day in 2021 and 2022.

Money & Me is carried out in collaboration with teachers as well as partners from the corporate and academic sectors and Rotary Clubs, and Teoh acknowledged their role in the programme's success.

"We could not have done it without the help of teachers and our partners. I want to say a very big 'thank you' to the 84 teachers from the 33 participating schools for their support, especially those teachers who ran the programme themselves in 21 schools. I also want to thank the 92 facilitators from our 10 partners who facilitated the programme at the remaining 12 schools," she added.

Plans for 2026 are already underway, to reach even



Sales Day at SM Sung Siew, Sandakan, on June 12. The school recorded the highest number of Money & Me participants this year, with 95 students.



Team Bee'sto Bistro from SMK Kemena, Sarawak, winner of the Money & Me Young Entrepreneurs Challenge 2025, during Sales Day on August 6



Street Kitchen members from SMK Ayer Lanas, Kelantan, at their pop-up stall during Sales Day at their school on August 13

more schools throughout the country and help shape a generation of financially literate Malaysians.

Munita Tan is TEEF senior programme manager. Schools and partners interested in collaborating with The Edge Education Foundation for Money & Me can contact her at enquiries@teef.org.my or visit TEEF's website at teef.org.my to find out more.

Money & Me Young Entrepreneurs Challenge 2025 winners

1st place (RM3,000):

Bee'sto Bistro, SMK Kemena, Sarawak

2nd place (RM2,000):

LottoMie, SMK Taman Desa, Kuala Lumpur

3rd place (RM1,000):

Pètte Bites, SMK Seri Bintang Utara, Kuala Lumpur

4th place (RM750):

Coven Inc, SMK Seafield, Selangor

5th place (RM500):

Hexa Bite, SMK Bandar Baru Kuching No.1, Sarawak

6th place (RM300):

Bliss Bite, SMK Seri Kundang, Selangor

7th place (RM300):

Happy Bites, SMK Kemena, Sarawak

8th place (RM300):

Twinkle Bites, SMK Seri Bintang Utara, Kuala Lumpur

9th place (RM300):

Velora Enterprise, SMK Convent Sentul, Kuala Lumpur

10th place (RM300):

Street Kitchen, SMK Ayer Lanas, Kelantan

Best Instagram video

Winner (RM300):

Hexa Bite, SMK Bandar Baru Kuching No.1, Sarawak

Honorable mention: Cool Bite, SMK SS17, Selangor

Cash prizes and tokens of appreciation for teachers were sponsored by TEEF while lucky draw prizes were sponsored by The Edge.

List of partners and schools

- Baker Hughes (SMK Bandar Puncak Jalil & SMK Seri Kundang)
- Deloitte Malaysia (SMK SS17)
- EY Malaysia (SMK Convent Sentul)
- Hays Malaysia (SMK Aminuddin Baki)
- PwC Acceleration Center Kuala Lumpur (SMK Taman Desa)
- Rotary Club of Damansara (SMK La Salle Petaling Jaya)
- Rotary Club of Kota Kinabalu (SMK St. Francis Convent)
- Rotary Club of Kuala Lumpur Dynamics (SMK Seafield & SMK Subang Utama)
- Rotary Club of Kuching Central (SMK Bandar Kuching No.1)
- Universiti Sains Malaysia (SMK Bukit Gambir)

At all other schools, teachers themselves facilitated Money & Me lessons.

	2016	2017	2018	2019	2020*	2021**	2022***	2023	2024	2025	Total
Schools	5	8	14	13	-	9	14	23	25	33	
States	1	2	2	2	-	2	4	7	9	10	
Number of participants	96	142	341	352	-	114	205	526	639	823	3,238
Sales Day revenue (RM)	9,000.10	15,531.85	30,874.65	40,989.65	-	-	-	69,232.76	78,949.65	100,709.05	345,287.71
Amount donated to charity/PIBG/community (RM)	2,759.00	4,175.00	5,103.65	7,698.39	-	-	-	10,940.20	7,090.75	6,896.28	44,663.27

*Money & Me was temporarily suspended in 2020 due to the Covid-19 pandemic.

**Sales Day was not carried out in 2021 as classes were home-based (Pengajaran dan Pembelajaran di Rumah).

***Sales Day was not a requirement.