

PepsiCo's Dare to Do More (DTDM) is a 5-stage challenge open to individuals with undergraduate and/or post-graduate backgrounds, and in some instances working professionals with up to 2 years' experience, applicant's should show global acumen & ideas that "go the extra mile". The main objective of the challenge is to address real business issues & spot the brightest minds and hear their plans to make a difference in the global food & beverage industry. Moreover, the goal is to help **PepsiCo be "Faster, Stronger, Better" by using participants' big ideas** to accelerate its efforts in sustainability and reduces its carbon footprint. The idea can help improve sustainability for PepsiCo in any of these categories: water, agriculture, or waste management.



Out of 1,600 teams, the top 100 teams of the country will be invited to submit a brief 3-5 slides PowerPoint presentation or a 90-second video submission. Then, the top 10 teams of the country will present their ideas to **PepsiCo's leadership team at the Country Headquarters**. Only the Country Winning team out of the top 10 teams will travel to Dubai to pitch their ideas to the PepsiCo sector leadership team who will assess each team on: Feasibility and Sustainability of the Idea, Articulation and Presentation, Quality and Construct of the Business Plan, and Innovation of the Idea. From a group of over 15,000 participants from Egypt, India, Thailand, and Saudi Arabia, a team is selected to represent their country at the PepsiCo Asia, Middle East, and North Africa Sector Finale event in Dubai. The teams in Dubai could get a chance to win an experience of traveling & presenting New York City for PepsiCo.



On 9 December 2019, my team, the Ecolax, was selected to present for Thailand's final round in Dubai. We, Phawika Borirakpanich and Phatis Kangwanwatana, my EBA classmate, chose to focus on agriculture and on how to improve the current drip irrigation.



After being awarded as the Country Winning team for 2019, my teammate and I prepared for our presentation in Dubai to pitch our idea at the PepsiCo Asia, Middle East, and North Africa Sector Finale event. On 6 January 2020, we presented in front of the PepsiCo sector leadership team. It was a memorable and impactful experience for me. I learned how to work with my partner for weeks to motivate and support one another. I also met intelligent Country Winners from Egypt and India; furthermore, my case partner and I were able to listen to their ambitious ideas to aim for sustainability.

Congratulations !!!



Reported by Phawika Borirakpanich,