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100 Dreams.

$10,000 for your media idea. Here is how to get in.

DATE UPDATE

Applications now open on 24 November 2026.

$10,000
for each winner, about AED 36,700

100
winners will be picked

18+
from any country

24 NOV
applications open

ALSO INCLUDED

- A UAE company licence, with help to set it up
- Golden Visa support (the government decides)
- A trip to Dubai for the 1 Billion Followers Summit, 8 to 10 January 2027
- A 6 week kickstart program with Simon Squibb and his team

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Join in 4 steps

Do this now. It takes about 2 minutes.

1 Open the official page

Tap the link. It opens the official 100 Dreams page on HelpBnk.

helpbnk.com/spaces/100-dreams/landing/100-dreams

2 Tap "Register Your Interest"

It is the blue button next to the 100 Dreams picture.

Register Your Interest

Example of what you will see

3 Create your account

A window called "Join 100 Dreams" opens. Pick the way that is fastest for you.

Continue with Email

Continue with Google

Continue with Apple

Continue with LinkedIn

4 You are first in line

After you sign up you will see this card with "Joined". HelpBnk will email you when it is time to come back and pitch your dream.



Registering is not the application.

Applications open on 24 November. Come back to the same page that day and apply.

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Get ready

Who can apply

Anyone 18 or older, from any country, with an idea in content, media or a creator business.

You must be able to:

- set up your company in the UAE
- travel to Dubai for the summit
- do the full 6 week program

Your video

You will send a short video about what you want to build and why. Prepare it now, so you can apply on day one. Say these 4 things:

1. **Who you are**
   Your name and your idea in one sentence.
2. **Why it matters**
   Who needs it? What is missing today?
3. **Why you**
   Your story, skills or proof. Be real.
4. **Your $10,000**
   What you would do with it.

What the judges look for

The 100 Dreams team looks for four things:

Purpose · Energy · Authenticity · Capability

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Film it, then apply

Film it simply

- Face a window, in a quiet room.
- Hold the phone at eye level and look into the lens.
- Talk like you talk to a friend. Short and clear.

Not published yet

The video rules (length, format) and the closing date. Check the official page on 24 November before you film your final version.

After you apply

1. A team picks the 100 winners.
2. Winners meet the organizers.
3. Winners fly to Dubai for the summit on 8 to 10 January 2027 and start the 6 week program.

Questions about the steps?

DM us @yamammicom