

COCREATE PITCH

THE WORLD'S LARGEST PRODUCT-BASED STARTUP COMPETITION



ABOUT THE COMPETITION

CoCreate Pitch is Alibaba.com's flagship **global entrepreneurship competition** — the centerpiece of the CoCreate Summit, at the intersection of AI, global commerce and product-based entrepreneurship.

Launched in the US in 2023 and expanded to Europe in 2025, it connects the world's most ambitious founders with capital, global visibility and the tools to scale internationally. Winner of the world's #1 award for events and experience marketing.

COMPETITION TRACKS

General SME's Track

for small and medium businesses ready to scale.

0-to-1 Startup Track

for founders to bring raw ideas to life with Accio Work.

Student Track

for current students to build next-generation products.

\$1M+

PRIZE
POOL

8000+

GLOBAL
SMEs

700M+

MEDIA
EXPOSURE

Accio Work

AI ASSISTANT

Make It Real. Apply Now.

Los Angeles September 2026 · London November 2026 ·

**APPLY TO
COCREATE PITCH**

THE FIRST COMPETITION POWERED BY AI FROM SELECTION TO STAGE

Accio Work

CoCreate Pitch 2026 integrates AccioWork — Alibaba.com's AI agent platform — across the entire competition journey. From AI-assisted applications and founder coaching, to intelligent sourcing and live evaluation. This is entrepreneurship for the AI era.

10M+

GLOBAL USERS

40% operating as solopreneurs. Built for founders who move fast and think global from day one.

200+

COUNTRIES & REGIONS

Connecting 50M+ SMEs and 200M+ products across Alibaba.com's global trade infrastructure.

AI FIRST

FROM DAY ONE

Automates sourcing, market analysis and procurement — eliminating friction so you focus on building.

WHY ENTER

PRIZE POOL

\$1M+

Real capital to launch and scale globally. Every finalist who makes it to the live competition walks away with a prize — no one leaves empty-handed.

BOOTCAMP

Expert Mentorship

World-class mentors from Alibaba.com and Plug and Play's global investor ecosystem.

- 1-to-1 expert mentor sessions
- Pitch coaching & deck review
- Global tailored workshops

Accio Work

Exclusive Training

Every participant gets exclusive access to AccioWork's AI training — tools to build a global business in the AI era.

- Pitch AI Assistant
- Virtual AI business team setup
- AI supplier sourcing

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