

EIC Spotlight

Dean's Cup **BIG BUSINESS INNOVATION GYMNASIUM**

8.0 創比創業賽

MENTORING TEAM

 Mr. Anson BAILEY Head of Consumer & Retail KPMG	 Ms. Karena BELIN Founder and CEO Whiib	 Dr. Renu BHATIA Chairman Ophemic Technology Ltd	 Ms. Caribbean CHAN Executive Director Changing Young Lives Foundation	 Ms. Bonnie CHOW Managing Director PlanB Consultancy Ltd	 Ms. Irene CHU Head of New Economy KPMG
 Ms. Resham HEMLANI Chief People Officer & Founding Member Xcelerate	 Mr. Joe HO Director Joho International Co Ltd	 Mr. Anthony HOREKENS Co-Founder Love My Pearls	 Mr. Adam LAU FinTech Lead Financial Services MKT	 Mr. Patrick LAU Founder and CEO Snafly Education Limited	 Ms. Onita LAZARO Asia-Pacific Financial Services Communications and Engagement Leader EY
 Ms. Jeanne LIM CEO Bengali	 Mr. Allan LUI President and CEO Mega 5 Real Estate, Inc.	 Dr. Esterina NERVINO Assistant Professor City University of Hong Kong	 Ms. Jessica NG Executive Vice Chairman South China Media Group	 Mr. Nicholas OOI Innovation Lead Centre for Innovative Service-Learning HKBU	 Mr. Terence PAN Chairman Sunwah Group Limited
 Mr. Kaslan POLIN Former Head of Investment (Wealth and Personal Banking) HSBC	 Ms. Katie PRIDEAUX Vice President and Assistant General Counsel Bank of America	 Mr. Eddie RONG Co-founder Blooms Rewards Limited	 Mr. Dave SARAANSH Director - eMobility CLP Power Hong Kong	 Mr. Gene SOO Head of Ecosystem - Global Innovation MTR	 Mr. Andy WO General Manager Artificial Intelligence & Social Intelligence Alliance
 Mr. William YIM Chairman Sunwah Biotech Limited					

Dean's Cup BIG, a business idea competition open to all HKBU students, is undergoing a serious revamp and becomes a new BIG Bootcamp. Since September 2017, EIC hosted 7 BIG rounds with 570+ student participants. The highlight of BIG8.0 is to incorporate a stronger upskilling element, which involves working alongside mentors and role models from the industry. We have developed a very strong mentoring team to help the participating teams to be better prepared for the semi-final.

BIG DATES

April 12

Application Deadline

May 17

Semi Final

June 1

Final Competition

[Click here for more details!](#)

Past Activities

Entrepreneurial Seminars

Entrepreneurial mindset is not only sought by employers in different companies, but also in different industries. Four distinguished speakers were invited to share with our students how their entrepreneurial mindset keeps them relevant in their current corporate roles.

31 Jan 2023



Ms. Donna BUCKLAND
Senior Director Controllershship & Change
Prudential plc

Mr. Andrew YANG
Director of Food & Beverage
Rosewood Hong Kong

21 Feb 2023



Mr. Gene SOO
Head of Ecosystem of Global Innovation
Department
MTR

28 Mar 2023



Ms. Jessica NG
Executive Vice Chairman
South China Media Group

Entrepreneurial Pitches

EIC provides different platforms for students to express their creativity and innovative ideas.



Dr. Marta DOWEJKO (Director of EIC) and Prof. Howard LING (Associate Director of EIC) served as judges in the following 2 pitching events.

Mini Business Innovation Gymnasium (5 minutes video contest) | 6 Jan 2023

The winners are:

Savoud Savoud means Save and Food. By putting the daily unsold food from Starbucks and Pacific Coffee on campus, students can buy the food from a vending machine at a lower price.	Sanitary Pad Vending Machines A machine sells sanitary pad on campus.	Supermarket Price Comparison App A price comparison software helps consumers to buy cheap items in less time.

Name	Programme	Year	Name	Programme	Year	Name	Programme	Year
ZENG Wenda	Bachelor of Commerce in Marketing	3	CHUNG Yan Yi, Joy	BBA	1	CAO Siyuan	Data and Media	2
Ambrose BOUGY	BSc in Business Computing and Data Analytics	3	HUI Tsz Kiu, Queenie	BBA	1		Communication	
Matteo GIRELLI	BBA	3	HOU Wing Yan, Cindy	BBA	1			
			ZHANG Xiaomeng, Sammy	BBA	1			

A Night for Failure (1 minute pitch challenge) | 1 Mar 2023

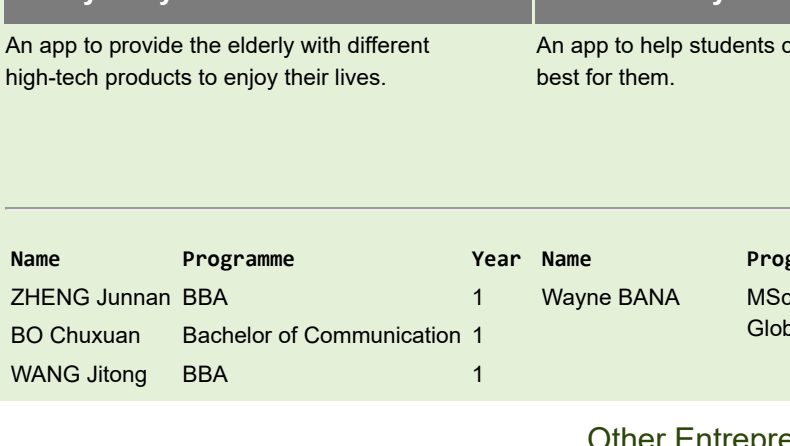
The winners are:

Elderly Cosy Life An app to provide the elderly with different high-tech products to enjoy their lives.	Career Library An app to help students choose the career that is best for them.	ConnectTECH ConnectTECH is a social enterprise that aims to support underprivileged students in Cebu, Philippines who have limited to no access to internet services and technological devices, to donors and sponsors who wish to assist.

Name	Programme	Year	Name	Programme	Year	Name	Programme	Year
ZHENG Junnan	BBA	1	Wayne BANA	MSc in Entrepreneurship and Global Marketing		Jessa Nemenzo	MSc in Entrepreneurship and Global Marketing	
BO Chuxuan	Bachelor of Communication	1				ALFAJARDO	Global Marketing	
WANG Jitong	BBA	1						

Other Entrepreneurial Activities

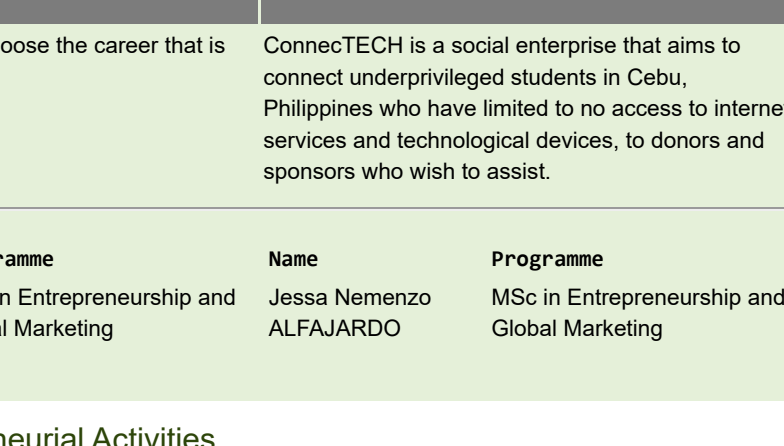
Yes... You Too Can Be Creative Workshop | 21 Mar 2023



This is the second time EIC invited Mr. David THOMAS, Managing Partner of Profound Knowledge Partners Ltd. to teach our students the methods of creative thinking.

This 4-hour workshop was very intense and highly interactive. It was useful to students' daily life, ongoing study and future career.

Posters Exhibition | 20 - 21 Feb 2023



Fostering entrepreneurial mindsets starts with self-awareness. We set up a booth at the HKBU Podium to showcase EIC activities to all students and reach a wider audience with our activities.

We showcased how we teach students recognize opportunities, solve complex problems, and lead positive social change. The fun-filled games at the booth won an overwhelming support. Students actively expressed how they define "Entrepreneurship".