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## EIC Directorship AY2023-24



### **Dr. Marta K. DOWEJKO**

Director, EIC

*Coordinator, BBA (Hons) in Entrepreneurship and Business Innovation Concentration*



### **Prof. Howard H W LING**

Associate Director, EIC

*Professor of Practice, Department of Management, Marketing and Information Systems*



## EIC Activities



The signature Entrepreneurship Seminar Series (ESS) continues into AY2023-24. Mr. James LOUEY (Founder and CEO of Majestic Creations Media Production Company) was the first speaker to kick start the new round of ESS on 26 September 2023.

Inspired by a visit to HKBU television production studio in 1995, James started using video productions to enhance staff training and communication when he was working at the Kowloon Motor Bus Company.

Entitled "How I Turned Small Ideas into Businesses", James shared with students how he produced interesting short content to entertain bus passengers and founded Roadshow to earn extra to relief the increase of bus fare. James also developed AR & VR system/app to expend his business potentials. He encouraged students to walk extra mile in today's business world, stay creative and do not afraid of failure.





At the seminar on 3 October 2023, Jack CHEN (Co-founder and Former Director of Heycoins) shared with students his startup journey and how he applied Heycoins' experience to his new startup – Moon Lab, a Hong Kong-based blockchain as-a-service (BaaS) startup. Jack advised students keeping clam and seeking help when they are facing any challenges and difficulties.

Students were also urged to perceive entrepreneurship a transferable mindset and skill that can be applied in both startup and corporate settings after graduation.



**ENTREPRENEURSHIP Seminar Series**  
 7 Tuesday NOV  
 5:30pm - 6:30pm  
 WLB 103

**Ms. Jeanne LIM**  
 Co-founder and CEO  
 BeingAI

beingAI

Jeanne is an entrepreneur, angel investor, startup advisor, and career marketer. She owns 25 years' experience in marketing technology products, including social robots, AI characters, and user experience-centric technology products; co-creator of Sophia the robot.

Be INNOVATIVE BU

**START UP**

SEED, RAISE FUNDS, PLAN, PITCHING, FIND SUPPORT

How to plan a successful startup pitch...

**PITCH WORKSHOP**

OCT 31  
 4 - 6PM  
 WLB 103

by Prof. Howard LING  
 Professor of Practice, School of Business  
 Associate Director, EIC  
 He has incubated over 100 enterprises in Hong Kong and Mexico, and successfully raised over 300M for these enterprises.

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Registration Deadline 1 NOV

21 NOV TUE  
1:30-5:30pm  
English | CCL Recognized

DLB 905

Decent Refreshments | Participation Certificate

**YES... YOU TOO! CAN BE CREATIVE!**

→ Find out your creative personality  
→ Practice brainstorming & parallel thinking  
→ Boost your innovation skills!

Video about the workshop

Be CREATIVE BU

workshop  
**High Performance**

OCT 31 (Tue) Part A  
NOV 07 (Tue) Part B  
Students need to attend both parts of the workshop

WLB601  
2:30 - 4:30pm

CCL Recognized English Workshop Participation Certificate

Registration Deadline 23 OCT

- Growth mindset → Improve your efficiency
- Failures and disappointments → learning opportunities
- Key strategies → stay ahead of competition

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## EIC Review



In June 2023, the eighth edition of the competition underwent a serious revamp and has been transformed into a startup bootcamp. It offered a strong mentoring component with the aim to upskill students through immersive and interactive learning provided by a team of 28 dedicated mentors from different industries.

An interview with the winners to share more about their whole BIG 8.0 experience was held on 10 August on campus. We are thrilled to see how student teams have turned valuable ideas into action plans, and applied the knowledge and theories learnt from school into real businesses. Stay tuned for the video.



Dr. Marta DOWEJKO led 7 HKBU students to a 5-day Cyberport University Partnership Programme (CUPP) Entrepreneurship Bootcamp at Cambridge University from 10 to 14 July 2023. Business students included:

**HUI Chi Hin, Billy**

*BSc (Hons) in Business Computing & Data Analytics (Year 4)*

**SIDDIQUI, Aisha Madni**

*MSc in Finance*

**SUN Huiyun**

*MSc in Finance*



CUPP is a FinTech-focused elite entrepreneurship programme for students from 9 local universities to unleash their potential. Outstanding participants had a chance to attend an admission free world-class entrepreneurship bootcamp and receive local and global mentorship.



A total of 20 teams presented at the CUPP demo day held on 25 August in Hong Kong. Billy HUI, an undergraduate business student teamed up with 3 other universities' students, won the Cyberport Creative Micro Fund (CCMF) with HKD100,000 seed fund to kick-start their ventures.



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY  
工商管理學院 SCHOOL OF BUSINESS



業及創新中心  
Entrepreneurship and  
Innovation Centre

Established in 2016, Entrepreneurship and Innovation Centre (EIC), as an integral part of the School Of Business, is positioned to be a student-support centre to support the School's entrepreneurship education by organizing seminars, competitions and other related activities.