

Dean's Cup Tenth Edition BIG BUSINESS INNOVATION GYMNASIUM

10.0 創業
比賽

ORGANIZER:



SPONSOR:



SUPPORTERS:



STAR MENTORS of BIG 10.0

Mr. Albert AU
Founder of Aceabee

Mr. Alfonso BALLESTEROS
Founding Partner of Crosson

Mr. Andrea LIVOTTO
Partner of Test2

Mr. Ben WONG
Chief Executive Officer of Riverchain

Ms. Bonnie CHOW
Founder and Managing Director of
PlanU Marketing Consultancy

Ms. Celia DING
Founder of BrightPath Holdings Limited

Ms. Angela TANG
HR & Training Partner of Hewlett Rand

Ms. Annie LUK
Co-founder of Physheel Financial Strategy

Mr. Anson BAILEY
Head of Consumer & Retail, Asia Pacific of OPMG

Ms. Cherry CHEUNG
Head of Community Engagement of
Social Impact Partners

Ms. Christine TSUI
Co-founder & CEO of Campaign Group

Mr. Derek KWIK
Managing Partner of
BraveSoldier Venture Capital

Mr. Anson LAM
Founder of STEM Hong Kong

Mr. Anthony HOREKENS
Marketing Consultant of OROSN

Ms. Belinda ESTERHAMMER
Chief Executive Officer of The Do Asia

Mr. Donald MA
Executive Consultant of Milestone Three

Ms. Donna NGUYENPHUOC
Managing Partner of SPARQ Capital

Mr. Edward WONG
Business Director of CW Supply

Ms. Jennifer TAM
Director of Chicks

Ms. Jessica NG
Executive Vice Chairman of
South China Media Group

Mr. Jo LODDER
Founding Partner of JNW Properties

Ms. Emily CHENG
Marketing Strategy Consultant of
Hylink Digital Solutions

Dr. Eric CHU
Co-Owner & Chief Business Officer of
TC Healthcare

Mr. Garry YU
Director of PE Assets Management of
Gay Capital

Mr. Jonathan WONG
Project Director of
Center for Entrepreneurship @ CUHK

Mr. Jordan KOSTELAC
Founder of Deploy

Mr. Jovan TRAJCESKI
Analytics Partner of HRM Group

Mr. Gene SOO
Head of Ecosystem - Global Innovation of
MTR Corporation Limited

Mr. James CUNNINGHAM
Director of Sustainability and Business Development of
Speed Sourcing

Mr. James KWAN
Executive Chairman of Jumpstart

Ms. Karena BELIN
Co-founder and CEO of Whob

Ms. Maggie LUK
CEO of Project Melo

Mr. Martini WONG
Business Strategy of HR01

Ms. Jeanne LIM
CEO of Being AI Corporation

Mr. Jeff TANG
Founder & CEO of IDEA! Corporation

Mr. Jeffrey BROER
Advisor and Venture Partner of Midsum Capital



THE DEAN'S CUP **BIG 10.0** GRAND FINAL CHAMPION IS CROWNED!

The Dean's Cup Business Innovation Gymnasium (BIG) 10.0 Grand Final, held at Cyberport on May 27th 2025, showcased the remarkable entrepreneurial talent of HKBU future business leaders. Six teams presented their innovative business ideas to esteemed judges. The diverse range of business concepts highlighted the creativity and ingenuity of our aspiring entrepreneurs.

The judging panel included: (from left)

Prof. Yuk Shing CHENG
Former Interim Dean, School of Business

Ms. Karena BELIN
Co-founder and CEO, WHub

Ms. Donna NGUYENPHUOC
Managing Partner, SPARQ Capital

Mr. Henry FONG
Assistant Director of Partnership, HKSTP



CHAMPION - SMALL POTATO BIG DREAM

This social enterprise tackles SEN unemployment by providing customized on-the-job training in cafes and workshops. It focuses on building confidence and essential skills, generating revenue through franchise fees, workshop fees, training subscriptions, and food services aimed at socially conscious customers.

CHOW Yan Shuen, Jenny
Bachelor of Business Administration, Year 1



1ST RUNNER-UP - SPORTCANHEAL852

This idea improves mental health and well-being for individuals aged 50-70 through a mindfulness sports program focused on lowering stress levels. Revenue is generated by charging NGOs and individuals for their participation in the program.

CHEUNG Chun Hei
Bachelor of Arts in Physical Education and Recreation Management, Year 4

YAU Wai Hung
Bachelor of Business Administration, Year 3

CHU Yiu Nam, Ivan
Bachelor of Business Administration, Year 1



2ND RUNNER-UP - ARCPAW

This idea provides a platform for modular, eco-friendly DIY cat houses with AR previews, addressing high costs and waste. Revenue is generated from kits, premium templates, and custom design services, helping urban pet owners create stylish, sustainable spaces for their cats.

ZHENG Junnan
Bachelor of Business Administration, Year 3

CUI Jingyi
Bachelor of Science in Computer Science, Year 2

ZHAO Xueting
Bachelor of Business Administration, Year 2

FENG David
Bachelor of Arts in Visual Arts, Year 3

CHAN Cheuk Man
Bachelor of Arts in Animation and Media Art, Year 4

In addition to cash awards, the winning team "Small Potato BIG Dream" will receive a package covering travel expenses, accommodation, and passes to Web Summit in Portugal this November, sponsored by the School of Business.

The EIC also nominated four finalist teams for the HKSTP Ideation Programme, and the first runner-up, "Sportcanheal852," secured a spot, receiving HK\$100,000 in seed funding and business mentorship.

The Top 3 finalists will also be granted a complimentary 1-year membership at FinTech Association of Hong Kong (FTAHK).



39 TEAMS PITCHED IN SEMI-FINAL!

EIC set the stage for the semi-final competition of BIG 10.0 on 19 May 2025, on campus, featuring over 140 students across 39 teams competing in two concurrent sessions.

Prof. ZHANG Han, the Dean of the School of Business, welcomed participants and guests, and commended the synergy of innovation and entrepreneurship as the cornerstones of success.

This year's impressive turnout marks a significant rise from just 18 teams three years ago, highlighting the growing impact of the program and the flourishing entrepreneurial spirit at HKBU.

Session A judging panel included: (from left)

Prof. Howard LING
Professor of Practice, School of Business

Ms. Liz MCKENZIE
Co-Founder & COO, Angelflow

Mr. Jo LODDER
Founding Partner, JNW Properties Limited

Mr. Caric HON
Visiting Lecturer, School of Business



Session B judging panel included: (from left)

Dr. Alexander HEIN
Visiting Lecturer, School of Business

Ms. Olivia LEE
Founder, LIVVIUM

Mr. Raymond CHU
Associate Director of University Collaborations
and Entrepreneurship, HKSTP

Mr. Patrick LAU
Founder & CEO, Snaildy Education Limited



EFFORTS RECOGNIZED: MENTOR NETWORKING DINNER!



As the Dean's Cup BIG 10.0 competition heats up, heartfelt gratitude is extended by EIC to the dedicated industry mentors for their invaluable guidance and support to the student teams.

To celebrate their contributions, an appreciation dinner was hosted following the semi-finals. The event provided a casual and interactive environment for networking and knowledge sharing among mentors and guests, fostering connections and inspiring further collaboration.



MS MAGGIE LUK

This year, EIC introduced an award for the mentors, allowing students to vote for the best mentor based on their support during the pre-final activities and mentoring phase. The BEST MENTOR of BIG 10.0 are:

Ms. Jeanne LIM

Ms. Maggie LUK

Mr. Lewis LUPTON

CEO, beingAI Corporation

CEO, Project Melo

Business Development Manager
idNerd Studio Ltd.



MS JEANNE LIM

Long-term support from mentors is greatly appreciated, as they dedicate their time to helping students succeed. The EIC presented a Long Service Award to those who have been with us since the mentoring programme launched in 2023, including:

Mr. Gene SOO
Head of Ecosystem – Global
Innovation,
MTR Corporation Limited

Ms. Jessica NG
Executive Vice Chairman,
South China Media Group

Mr. Anson BAILEY
Head of Consumer & Retail,
Asia Pacific, KPMG

Ms. Jeanne LIM
CEO, beingAI Corporation

Mr. Saraansh DAVE
Director – eMobility,
CLPe Solutions Limited

Ms. Karena BELIN
Co-Founder and CEO, WHub

Mr. Anthony HOREKENS
Marketing Consultant,
OKOSIX

Ms. Resham HEMLANI
Founder and CEO, Untap

Ms. Onita LAZARO
Senior Director – Group
Corporate Affairs, Prudential

Ms. Bonnie CHOW
Founder and Managing Director,
PlanB Marketing Consultancy

Mr. Patrick LAU
Founder & CEO, Snailyd Education
Limited

Mr. Nicholas OOI
Innovation Lead, Centre for Innovative
Service-Learning, HKBU

Mr. Garry YU
Director of PE Assets Management,
Gaw Capital

BIG10.0 PRE-FINAL ACTIVITIES

SPEED MATCHING EVENT | ALIGNMENT SESSIONS
UPSKILLS WORKSHOPS | COCKTAIL SESSION

MENTEE - MENTOR SPEED MATCHING EVENT

To kickstart the BIG 10.0 mentoring journey, EIC proudly hosted the Speed Matching Event on 14 April 2025. This engaging event connected over 30 esteemed mentors with more than 100 enthusiastic students, providing a dynamic environment for meaningful interactions.

Students enjoyed the chats with their mentors, sharing their innovative ideas, while mentors felt inspired by the creativity and passion displayed by the participants.

Facilitated by Dr. Marta DOWEJKO, Director of EIC, the event aimed to help students identify their ideal mentors and prepare strategically for the semi-finals.



ALIGNMENT SESSIONS



MENTOR ALIGNMENT SESSION ON 2 APR

To align the expectations, progress, and outcomes of the mentoring journey, the EIC held an alignment session for mentors on 2 April 2025 via Zoom, facilitated by Dr. Marta DOWEJKO, followed by a dedicated on-campus session for students on 14 April 2025.



MENTEE ALIGNMENT SESSION ON 14 APR

These sessions aimed to clarify objectives, establish communication protocols, and ensure that both mentors and students were on the same page regarding their goals and responsibilities.

UPSKILLS WORKSHOPS

NETWORKING

On 5 March 2025, a networking workshop was held at WLAB, facilitated by Dr. Marta DOWEJKO. The workshop focused on learning networking strategies, gaining confidence in engaging with people, and providing participants the opportunity to practice before entering the competition and the real business world. Participants had the chance to interact, build connections, and enhance their networking skills in a supportive environment.



FINANCE SKILLS

A finance skills workshop was successfully held on 22 April 2025, facilitated by Mr. Terence MOK, Center-in-charge of i-Change Addiction Counselling Centre, and Mr. Henry CHAN, Partner of Raymond K.M. Li & Co. The workshop covered topics like persuasive presentation techniques, donor management, startup accounting challenges, debt handling, and brand storytelling, equipping participants with essential entrepreneurial skills.

PITCHING

A pitch workshop was also conducted on 22 April 2025 by Mr. Donald MA, Executive Consultant at Milestone Three Ltd. The workshop focused on building confidence in presentations, gaining essential knowledge for effective pitching, and mastering public speaking techniques. Participants engaged in practical exercises and received valuable feedback to enhance their pitching abilities.



COCKTAIL SESSION

The Cocktail Session was a vibrant and engaging event that brought together mentors and finalist teams to connect and kickstart this year's Dean's Cup.

Held on 18 March 2025 at Innocentre, the event attracted over 50 students and 22 mentors, creating an energetic atmosphere filled with excitement. Participants had the chance to interact with mentors in a relaxed setting, helping them find the best match for their needs.

This informal gathering also provided students with the opportunity to practice their networking skills, simulating real business events where effective communication is essential.