

Dean's Cup

Business Innovation Gymnasium^{4.0} (B.I.G.^{4.0})



(i) First Round Competition (6 April, Sat)

Launched in 2017, B.I.G. is a business idea competition which provides a platform for students to develop their business ideas, and showcase creativity. EIC welcomes students from all Schools and Faculties to join the competition, and help them connect with startup community. This semester, B.I.G. attracted 15 teams, with 41 local and non-local students teaming up for pitching.

The First Round Competition was organized on 6 April (Sat) at HKBU. Fifteen teams were evaluated by the following judges:

- Mr. Eddie CHOU (Blockchain 0101 Ltd.)
- Dr. Jan ENGELS (Healthcare Entrepreneur)
- Dr. Leo HO (Adjunct Associate Professor, School of Business)

(ii) Final Round Competition (13 April, Sat)



As part of the efforts to cultivate students' entrepreneurial mind-set and innovative thinking, B.I.G. is a business idea competition, which participants develop their business ideas, and pitch in front of experienced judges. With the support of [LimeHK](#) (a HK based accelerator which helps early startups), the Final Round Competition of B.I.G.^{4.0} was held on 13 April (Sat) in [The Hive Kennedy Town](#) (one of the pioneers of co-working spaces) where provided a great opportunity for students to get real pitching experiences. In addition to cash awards, the winning teams were offered free co-working spaces and mentorship by [TusPark Hong Kong](#) (an entrepreneurial innovation and investment service platform) to further their businesses.

In the Final Round Competition, six finalist teams were given the opportunity to present their innovative business ideas to the following panel of judges:

1. Prof. Ed SNAPE (Dean, School of Business, HKBU)
2. Dr. Stella KWAN (Chief Corporate Development Officer, Cyberport)
3. Ms. Yvonne LEUNG (Head of Direct Banking, Hang Seng Bank)
4. Mr. Michael YIP (Partner, LimeHK)

We're thrilled to announce this year's B.I.G.^{4.0} top teams! Champion goes to Handy!

Champion Handy (The Sign Language App)

Chan Luanne Wing (BBA – Marketing, Year 2); Lee Pui Ching (BBA – Finance, Year 2); Kong Wing Yan (BBA – Finance, Year 2); Ho Cho Wing Vincy (BBA – HRM, Year 2); Lam Nga Yan (BBA – Finance, Year 2)

Co-1st Runner-up ChallengeMe (An App to Address Procrastination)

Aziz Zhunis (BBA – Finance, Year 2)

Co-1st Runner-up CUBERISE (An Online Crowdfunding Platform for Developing Countries in Africa)

Stephen Wafullah (MSc. in Business Management); Zhang Liujiao, Isabelle (MSc. in Business Management)

We would like to express a huge thank you to all judges, our supporting organizations LimeHK and TusparkHK for joining this exciting competition. Congratulations to the winning teams and thank you very much to all students for your participation!



About B.I.G.^{4.0}

Theme

- Development of Business Ideas that Help Solve Business/Individual Problems

Important Date

- Deadline: 21 March 2019 (Thu)
- First Round Competition: 6 April 2019 (Sat) Afternoon
- Final Round Competition: 13 April 2019 (Sat) Morning

Cash Awards

- **Champion HKD8,000**
- 1st Runner-up HKD6,000
- 2nd Runner-up HKD4,000
- Consolation Prizes (2 prizes) HKD2,000

Certificate

- Each participant will receive a certificate

Eligibility

- I. The competition is open to **all HKBU and non-HKBU students**, with the requirement that at least one of the team members who:
 - is a HKBU Business student (at undergraduate or postgraduate level)
 - is a HKBU Business graduate who graduated in or after 2015
 - has studied HKBU course, e.g. BUSI 2026 (Entrepreneurship and Innovative Thinking)/ BUSI 2016 (Entrepreneurship and New Venture)/ GDBU1056 (Developing a Successful Business)/other entrepreneurial course as approved by organizer
- II. **Applicant can choose as individual participation or team.**
- III. Business ideas already presented in the final round of B.I.G. previously are NOT eligible for participation in B.I.G.^{4.0}. However, finalists are welcomed to participate again with new business ideas.

Application Procedures & Timelines

Step 1 Application

- Download <<[Application Form](#)>>
- Submit your **completed application form, together with a description of business idea (1 PAGE)** to eic@hkbu.edu.hk by **21 March 2019 (Thu)**.
- Content of the 1–page business idea may include:
 1. Problem addressed
 2. Solution offered to solve the problem
 3. Why the idea may have business potential
- Evaluative Criteria: Innovativeness; Market Potential

Step 2 Preliminary Selection Interview/Pitching

- All participating teams will be invited to attend a preliminary selection interview and/or 2–minute pitching in the week of 25 – 29 March 2019.
- Teams will be notified of the results of the Preliminary Selection in early April by email.

Step 3 First Round Competition

- Shortlisted teams will present their ideas in the First Round Competition to be held in the **afternoon of 6 April 2019 (Sat)**.
- Evaluative Criteria: Innovativeness; Problem Addressed; Market Potential; Implementation; Presentation

Step 4 Final Round Competition

- Five finalist teams will enter the Final Round Competition in the **morning of 13 April 2019 (Sat)**.
- Evaluative Criteria: Innovativeness; Problem Addressed; Market Potential; Implementation; Presentation