

Dean's Cup Business Innovation Gymnasium 6.0 (BIG 6.0)

27 May, 2021



The HKBU School of Business organized the 6th Dean's Cup Business Innovation Gymnasium (BIG) competition, **attracting 33 entries from 85 students across 8 universities in Hong Kong**. The Champion went to the **Phertility** of 2 students from HKBU BBA Marketing Concentration. The final presentation of the competition was concluded on 27 May 2021.

The Dean's Cup BIG is a business idea competition for students to develop their business plans and to connect with like-minded peers and industry insiders. Challenging students to develop business solutions for business or individual problems, the competition gathers a judging panel of academics and business professionals to guide and advise students based on real-life experiences.



The 6th Dean's Cup BIG was honoured by:

Mr. Jason CHEN, CEO and Co-founder of Wada Bento

Mr. Tetsuya NOHARA, Director, Economic Research & Business Support Dept., Jetro HK

Mr. Michael YIP, Partner, LimeHK

Prof. Ed SNAPE, Dean of the School of Business

The winning team, comprised of **ONG Yin Vern, Hayley**, Year 2, BBA Marketing Concentration and **YU Yi Hui, Tara**, Year 2, BBA Marketing Concentration. The winning idea – Phertility is a smart bracelet that works with a smartphone App to provide insight into the menstrual cycle. Incorporating science and data analytics, the bracelet and app duo will detect the women's fertile window to improve their chances of conceiving.

The winning teams of BIG 6.0 are as follows:

Champion Phertility

ONG Yin Vern (HKBU BBA Marketing, Year 2)

YU Yi Hui (HKBU BBA Marketing, Year 2)

1st Runner-up Self-Care Five Senses Kit

LEE Wing Kam (HKBU BBA Information Systems and e-Business Management, Year 3)

IP Pei Ting (HKBU BSc Analytical and Testing Sciences, Year 5)

Co-2nd Runner-up Digital Art Trading Service

CHAN Hengky (HKBU MSc Corporate Governance and Compliance, Year 2)

LEE Ka Yee (HKBU BSSc Media and Social Communication, Year 4)

LAU Sum Yin (CityU Translation and Interpretation, Year 4)

HO Kwan Kit (PolyU Interactive Media, Year 4)

Co-2nd Runner-up Claimore

Anmol DHAWAN (HKBU BSc Computer Science, Year 3)

ZENG Yuejuan (HKBU BSSc Government and International Studies, Year 3)

Sanskar SHRESTHA (Bachelor of Science, Year 1)

Astha DHAWAN (HKBU BBA, Year 1)

Co-2nd Runner-up Music Therapy

HE Chen Hui (HKBU MA Music, Year 1)

CHEN Hui Xi (HKBU MA Music, Year 1)

ZHOU Su Hang (HKBU MSc Data Analytics and Business Economics, Year 1)
TIAN Shi Yuan (EdU MA STEM Education, Year 1)
WONG Ka Ki (HKUST MSc Finance, Year 2)



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