

# Dean's Cup Business Innovation Gymnasium 8.0 (BIG 8.0)

1 June, 2023

## STAR MENTORS



**Mr. Anson BAILEY**

Head of Consumer & Retail  
**KPMG**



**Ms. Karena BELIN**

Founder and CEO  
**WHub**



**Dr. Renu BHATIA**

Chairman  
**Opharmic 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**



**Mr. Saraansh DAVE**

Director - eMobility  
**CLP Power Hong Kong**



**Ms. Resham HEMLANI**

Chief People Officer &  
Founding Member  
**Xccelerate**



**Mr. Joe HO**

Director  
**Joho International Co. Ltd.**



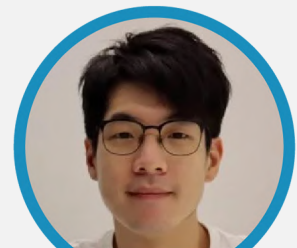
**Mr. Anthony HOREKENS**

Co-Founder  
**Love My Pearls**



**Mr. Adam LAU**

Fintech Lead  
**HKT Financial Services**



**Mr. Patrick LAU**

Founder and CEO  
**Snaildy Education Limited**



**Ms. Onita LAZARO**

Asia-Pacific Financial Services  
Communications and Engagement  
Leader  
**EY**



**Ms. Lillian LI**

Executive Director  
**Social Impact Partners**



**Ms. Jeanne LIM**

CEO  
**BeingAI**



**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  
**Suiwah Group Limited**



**Mr. Alastair PETERS**

APAC Head of Finance  
**BlackRock**



**Mr. Kassian 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  
**Bloom Rewards Limited**



**Mr. Gene SOO**

Head of Ecosystem -  
Global Innovation  
**MTR**



**Mr. Andy WO**

General Manager  
**Artificial Intelligence &  
Social Intelligence Alliance**



**Mr. William YIM**

Chairman  
**Sanwa Biotech Limited**



**Mr. Garry YU**

Director  
**PE Assets Management**

# BIG Grand-Final (1 June 2023)

The six finalists have been selected to enter the Grand Final held at a prestigious location off-campus.

**The Panel of Judges included (from left):**

- Mr. Saraansh DAVE (Director, eMobility, CLP Power Hong Kong)
- Mr. Anson BAILEY (Head of Consumer & Retail, ASPAC, KPMG)
- Ms. Irene CHU (Head of New Economy, KPMG)
- Prof. Ed SNAPE (Dean of the School of Business, HKBU)



**Champion: TTTD Farmer's Bridge**

To solve the problem of last-mile distribution of products by women sale agents and rural e-commerce to help smallholder farmers accomplish production of higher quantity and better quality crops in order to achieve higher income.

Name	Programme	Year
Lar Bway KHUN	BBA - Marketing	3
Baiei MUZURAIMOV	Bachelor of Computer Science	2



**1st runner-up: Enliven**

To solve the problem of social isolation and reduce loneliness in elderly by providing companionship, health and wellness support, to help elderly improve their overall well-being.

Name	Programme	Year
Sharmaine R ALEGADO	BBA - Marketing & Information Systems and Business Intelligence	1
Jyoji GURUNG	BBA - Marketing	1
LAM Tin Yan	BBA - HRM	1
LAM Ting Him	BBA - Finance	1



**2nd runner-up: Eudaimonia Art Tech**

To solve the problem of high costs of time and labor and lack of personalization when managing and executing digital media campaigns by providing AI-powered digital media tool, to help the business owners who want to achieve business growth.

Name	Programme	Year
WU Yu	MPhil in Communication - Digital Media Marketing	-
CHAU Yung	MSc in Marketing for the Creative Economy	-
SI Haonan	MBA	-

## BIG Semi-Final (17 May 2023)

The Dean's Cup Business Innovation Gymnasium (BIG) semi-final competition on 17 May 2023, gathering 16 teams of aspiring HKBU students and inspiring mentors from different business sectors to pitch their innovative ideas.

### The Panel of Judges included (from left):

Prof. Howard LING (Professor of Practice, School of Business)  
 Ms. Bonnie CHOW (Managing Director, PlanB Consultancy Ltd)  
 Mr. Eddie RONG (Co-founder, Bloom Rewards Limited)  
 Mr. Caric HON (Part-time Lecturer, School of Business)



## BIG Mentee Alignment Session and Speed Matching Event (21 April 2023)

Student teams attended the Mentee Alignment Session to understand more about our mentoring goals, followed by a speed matching event to meet the mentors.



## BIG Mentor Alignment Session (18 April 2023)

An online Mentor Alignment Session was held to explain to them our mentoring objectives and the commitment timeline.

