

# Dean's Cup Business Innovation Gymnasium (B.I.G.<sup>1.0</sup>)



## Result of B.I.G.<sup>1.0</sup>

After 18 exciting presentations of the preliminary round competition, 5 finalist teams were chosen to enter the Final Round, and pitch in front of a panel of judges, including:

1. Prof. Ed SNAPE (Dean, School of Business)
2. Mr. Victor LANG 梁敬熙 (Founder and COO, Gini Co.)
3. Mr. Henry LING 凌鋼 (Member of Business Advisory Committee, HKBU and Director, LTA and Company, Singapore)

Up next, the winners are:

### **Champion:**

**Crowd-learning Centre** (*Fung Sum Yi (Year 3, BBA Marketing), Lai Wing Yan (Year 4, BBA Human Resources Management), Liu Mei Tong (Year 4, BBA Human Resources Management) and So Kin Fung (Year 4, BBA Information Systems and e-Business Management)*) - provide an innovative language learning approach to facilitate social integration and cultural exchange, with new job opportunities created



### **1st Runner-ups:**

**3 Cents** - an application called "3 cents" to collect desirable data into database and provide service to customers

**Book Advisor** - a platform that enables a personalized search for books

### **3rd Runner-up:**

**Underground Housing (Student Hall)** - build the halls and other housing facilities for students to live from ground to "Underground"

### **4th Runner-up:**

**Plan and Go** - generate a travel day-plan timetable for users in just one click

**The Most Favorite Team: Book Advisor**

## Theme of B.I.G.<sup>1.0</sup>

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

## Eligibility

- The competition is open to all HKBU students, with the requirement that at least one of the team members must be a business student (at undergraduate or postgraduate level).
- Each team should have at least two members.

## Event Date

- First round presentation: 25 Nov (Sat) morning
- Final round presentation: 25 Nov (Sat) afternoon

## Application Procedures & Timelines

### Step 1

- Submit your **completed application form, together with a description of business idea (NO MORE THAN 2 PAGES)** to [eic@hkbu.edu.hk](mailto:eic@hkbu.edu.hk) by **10 November 2017 (Fri)**.
- Download <[Application form](#)>
- Content of the 2-page business idea may include:
  - a. Background of the Business/ Individual Problem
  - b. Analysis
  - c. Recommendations and Alternatives
  - d. Implementation and Action Plan
- Evaluation Criteria: Creativity; Market Potential; Market Strategy; Revenue Model

### Step 2

- Teams will be notified of the result in mid-Nov by email.

### Step 3

- Shortlisted teams are *required* to attend the **Business Idea Coaching Workshop** on **21 November (Tue)** afternoon. The objective of this workshop is to help students to better prepare for the competition, and an experienced entrepreneur will give advices to students on their business ideas.

### Step 4

- Shortlisted teams will present their ideas in the 1<sup>st</sup> Round Presentation on **25 November (Sat) morning**.

### Step 5

- Five teams will be chosen to enter the Final Round of the Competition on **25 November (Sat) afternoon**, and deliver presentations for judges.