

Dean's Cup

Business Innovation Gymnasium 5.0 (BIG 5.0)



This semester, BIG attracted 27 teams, with 88 local, international and mainland students to join. Some participants also teamed up with other non-HKBU students for this competition that created a new synergy among teammates.

Preliminary Selection Session (6 Nov, Wed)

Due to the overwhelming number of applications, BIG 5.0 Preliminary Selection Session was organized on 6 Nov (Wed) to shortlist 15 teams to enter the First Round Competition. Each team had 2-minute to pitch their business idea in front of our faculty members, including:

1. Mr. Francis CHAN (Part-time Lecturer, Department of Management)
2. Dr. Jan ENGELS (Part-time Lecturer, Department of Management)
3. Mr. Simon SO (Associate Director, EIC)
4. Dr. YM WONG (Director, EIC)

The first round and final round competitions were originally scheduled for 16 and 23 November respectively. In view of students' safety concern during political turmoil, BIG5.0 was cancelled.

About BIG 5.0

THEME

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

WHO CAN APPLY

- I. The competition is open to **all HKBU and non-HKBU full-time students** (including those studying at self-funded universities/ sub-degree institutions/ secondary schools), with the requirement that at least one of the team members who:
 - is a HKBU Business student (at undergraduate or postgraduate level) OR
 - is a HKBU Business graduate who graduated from 2017 to 2019
- 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.^{5.0}. However, finalists are welcomed to participate again with new business ideas.

APPLICATION DEADLINE 31 October 2019 (Thu)

COMPETITION DATE

- First Round Competition: 16 Nov 2019 (Sat) Afternoon
- Final Round Competition: 23 Nov 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

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 **31 October 2019 (Thu)**.
- Content of the 1-page business idea may include:
 - a. Problem addressed
 - b. Solution offered to solve the problem
 - c. 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 4 – 8 November 2019.
- Teams will be notified of the results of the Preliminary Selection 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 16 November 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 23 November 2019 (Sat)**.
- Evaluative Criteria: Innovativeness; Problem Addressed; Market Potential; Implementation; Presentation