

THE EDUCATION UNIVERSITY OF HONG KONG

EdUHK X LU X SCMP Innovation and Entrepreneurship Challenge 2021

Application Guidelines

1. About EdUHK X LU X SCMP I&E Challenge 2021

The EdUHK X LU X SCMP Innovation and Entrepreneurship Challenge 2021 (the Challenge) is an inter-disciplinary and inter-institutional innovation and entrepreneurship development programme jointly organized by the Knowledge Transfer (KT) Sub-office of the Education University of Hong Kong (EdUHK), Lingnan (LU) Entrepreneurship Initiative and the South China Morning Post. Through this programme, the KT Sub-office aims to bring the following benefits to EdUHK community:

- To stimulate EdUHK students' innovation and entrepreneurship on social/education problems
- To provide opportunity for EdUHK students to form inter-disciplinary and inter-institutional teams so as to generate impactful ideas to tackle such problems
- To nourish potential teams for upcoming EASE Fund cohorts

The Challenge would like to invite students and alumni from EdUHK and LU with innovative ideas related to '*Redesign Education*' and/or '*Digital Transformation*' to join!

2. Eligibility

- The Challenge is open to all current full-time/part-time students (excluding students of Professional Development Programmes) as well as alumni of EdUHK and LU.
- Students and alumni can join the Challenge as individuals **OR** in groups. We strongly encourage applicants to invite EdUHK/LU staff members as advisors such that advisors can provide practical advices to turn their ideas into impactful solutions. However, this is not a mandatory requirement for joining the Challenge.
- Each student and alumni can submit one application, **EITHER** in group or as individual.

3. Application Procedure

- **EACH** interested student/alumnus should register via an [online registration form](#) to the Knowledge Transfer (KT) Sub-office on or before **~~3 May 2021 (Monday) 23:59~~ → 17 May 2021 (Monday) 23:59**.

(Note: All initial registrations are on individual basis, and organizers will confirm those applications in groups after the networking sessions)

- After networking sessions and training workshops, **each eligible application (either in group or individual)** should submit **ONE application form** together with **a PowerPoint with no more than 10 slides** to introduce your business idea under the theme of '*redesign education*' or '*digital transformation*'. Some elements that you may want to highlight in your pitch deck:
 - *Who are you?*
 - *What is your business idea?*
 - *What pain point(s) is/are solved by this business idea?*
 - *How your business can create impact related to the theme i. Digital Transformation or ii. Redesign Education?*

Please send the materials to leevee@eduhk.hk by email on or before of 9 June 2021 (Wednesday) 23:59 → 23 June 2021 (Wednesday) 23:59.

- Late submission will NOT be considered.

4. Schedule & Timeline

29-Mar	Call for Application
28-Apr → 7 May	Briefing Session
3-May → 17 May	Deadline for Registration of the Program (on individual basis)
28-May	Training Workshop I: 'Start-up Ideation' by LingU
7-May → 31 May	Networking Session for Team Formation (via Gather)
3-Jun	Training Workshop II: 'Redesign Education' by EdUHK
5-Jun	Training Workshop III: 'Digital Transformation' by SCMP
9-Jun → 23 Jun	Submission of Application Form (either in group or individual basis) & Final Pitching Deck
26-Jun → 3 Jul	Final Pitching

5. Judging Criteria

- Innovativeness (30 points);
- Feasibility (30 points);
- Team Capability (20 points);
- Social Impact (20 points).

6. Awards

Certificates and media coverage will be provided to the winning groups and there will be cash awards as below:

- **Champion (1 winner): HKD3,000**
- **First Runner-up (1 winner): HKD2,000**
- **Second Runner-up (2 winners): HKD1,000**

7. Workshop

3 workshops to be organized by EdUHK, LU and SCMP respectively to better equip participants for the Challenge. Due to Covid-19, the first two workshops would be held online and, depending on the development of Covid-19 situation, the last workshop is tentatively set to be held at SCMP Time Square facilities.

Workshop I - Start-up Ideation

- Date: 28 May 2021 (Fri)
- Time: 3:30pm - 4:30pm
- Channel: Zoom

Workshop II - Redesign Education

- Date: 3 June 2021 (Thur)
- Time: 11:00am - 12:00nn
- Channel: Zoom

Workshop III - Digital Transformation

- Date: 5 June 2021 (Sat)
- Time: 11:00am - 11:45am
- Channel: Zoom