

COMPETITION FORMAT

The competition features two distinct case problems, "EXTRA MILE" by Airport Authority Hong Kong and "Green Ladies &

Green Little" by St. James' Settlement. The teams will compete to become the champion within their league for the chance to present their ideas to our respective case partners.

Each team shall only work on 1 case problem and shall indicate its preference after the Opening Ceremony. The Co-organisers reserve the right of final decision on the issue.

PRELIMINARY ROUND

Hand in a five-page proposal including one page of infographic in English

GRAND FINAL

Five teams will be selected in each league to give an oral presentation after an intense mentorship



CHAMPION:

\$10,000 and certificate

1ST RUNNER UP:

\$4,000 and certificate

2ND RUNNER UP:

\$2,000 and certificate

Fast-track interview for internship and **pitching opportunity** of outstanding proposals (for the 6 winning teams)

14 JAN START OF
REGISTRATION

11 FEB REGISTRATION
DEADLINE

24 FEB OPENING
CEREMONY

11 MAR FIRST ROUND
PROPOSAL
SUBMISSION

22 MAR ANNOUNCEMENT
OF 10 FINALISTS

25 MAR MENTORSHIP
AND WORKSHOP

08 APR VIDEO
SUBMISSION

22 APR GRAND FINAL

Key Events

WHO CAN JOIN?

(1) The competition is open to full time undergraduate students studying in universities or tertiary education institutions at the point of registration.

(2) Each team shall be composed of 3 or 4 members, who may belong to different universities/institutions.