

2021-2022



Programme Overview

Nurturing Gifted Students
to Be Entrepreneurs in
STEM Industry 2021

PROGRAMME INTRODUCTION

Our programme aims to unleash the potential of gifted students and enable them to more readily apply business and technology knowledge and skills in the real world when they pursue their further studies and careers. The programme will also nurture values and attitudes essential for personal growth and development of the students. The programme consists of three phases.

Phase I: Understanding Artificial Intelligence (AI) and business skills for entrepreneurs

- An open ceremony (2 hours)
- 32 hours of lessons (2 hours for each class) on
 - understanding AI; and
 - business skills training for entrepreneurs;
- A visit to an AI firm (2 hours);
- 4 sharing sessions with practitioners (2 hours each);
- Phase I task: analysis of a start-up;
- Mentorship from instructors and student facilitators (via chat group and tutorials);
- Infusion of affective education in various parts of this phase

Phase II: Data analysis

- Training classes on AI (12 lessons; 2 hours each) covering data analytics and computational thinking process with hands-on experiences in real life scenarios;
- Phase II task: an application of an AI program in a real scenario;
- Mentorship from experts and student facilitators;
- Infusion of affective education in various parts of this phase

Phase III: Be an entrepreneur

- Training classes on writing proposals (6 lessons; 2 hours each covering project introduction, proposal composing skills, budgeting and financial issues;
- Visits to 2 NGOs/firms (2 hours each);
- A presentation session/ closing ceremony (2 hours) for students to present their ideas on stage;
- **Phase III task: proposal and pitch;**
- Mentorship from instructors, experts and student facilitators;
- Affective education on corporate social responsibilities, appreciating, respecting others, accepting one's own limitations, collaborating skills, etc

Lectures by university professors and practitioner sharings

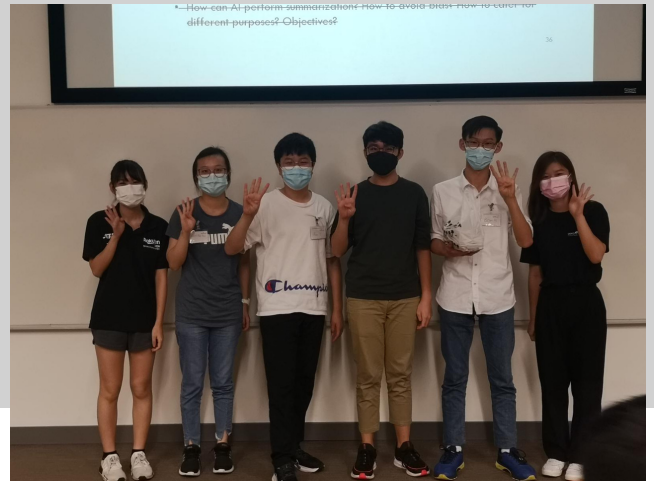
In the first phase, students are taught the fundamentals of being an entrepreneur and learned and essentials of business from Artificial Intelligence, Design Thinking, Finance for Startups, Financial technology, Economics for Startups, Branding Strategies for Startups, and Smart City.

Students were given various research tasks related to what they've learned, followed by zoom tutorial sessions to further consolidate their learnings with what they have researched on and to present solutions to certain business problems.



As independent learning is also crucial to student development, students were tasked with additional readings to better prepare them to be STEM entrepreneurs.





As practicality is extremely important and experience is highly valued, we have prepared and invited four seasoned practitioners across industries and roles to share their personal startup experiences and to inspire students. We would like to sincerely thank our four guest speakers:

- Mr Chris Shum (Founder and CFO of Asiabots Limited)
- Dr. Alan Lam Hiu Fung (Co-Founder and CEO, Sengital Limited)
- Mr Stark, Chan Yik Hei (Co-Founder of Bull B. Tech)
- Ms Amice Wong (Founder & Data Analyst of ReHealthier)

Introduction to Artificial Intelligence

by Prof. Carlin Chu and Prof. Michael Fung

Students were introduced to the basic AI Concepts and their relationships to STEM and AI technologies in various aspects



e.g. Text, Language, Voice, Image and Video processing) as well as examples of how AI is applied in modern businesses.

Design Thinking

by Prof. Bernard Suen

Students were introduced to the process and framework of design thinking, and a step-by-step guide of design thinking through real-life examples of the technological business case. First hand experience was given to students to use design thinking to solve customer pain points and to apply design thinking in problem-solving.



Finance for Startups

by Dr. Edwin Mok



Students were introduced to the key concepts and tools in finance and an overview of financial management and its application in businesses. Both qualitative and quantitative skills necessary for making financial decisions for a firm were introduced to prepare students for the final project as an entrepreneur.

Financial technology and its impact

by Dr. Anson Au Yeung

Students were introduced to financial technology and its application in daily life. Comparisons between the traditional financial industry and Fintech industry have been made and discussed through group activities. Students also got to learn more about the future development of financial technology and outlook of the industry.



Economics for Startups

by Dr. Fred Ku

Students were introduced to the basic concepts and models in Micro and Macroeconomics and have learned how to apply concepts and models in economics in analyzing business models and opportunities. This has enabled students to better use Economics to analyze market information and data, to make informed decisions.



Smart city and our daily life

by Dr. Ernest Lo



Students were required to identify the features of smart cities and main technologies used in smart cities, and discuss the benefits brought by smart cities development and controversies arising from smart cities. After that, student teams were asked to evaluate the progress of smart cities development in Hong Kong and other major cities in the world by using the skills taught in the lectures.

Branding Strategies for Startups

by Prof. Lisa Wan



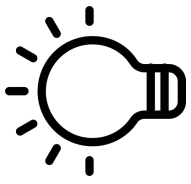
Students were introduced to the basic brand elements and concepts and an overview of branding strategies and its application. The lectures have equipped students with basic knowledge for the design of marketing to build brand equity, and helped them better design social media posts, or come up with innovative yet feasible marketing strategies.



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OUR STUDENTS ARE THE MOST
LEADING AND INNOVATIVE
PILLARS OF OUR COMMUNITY

Phase II



of the programme

Programming classes

In the second phase, our partner, Preface Coding has conducted a series of coding classes with the basic skills of the programming language Python, introducing the application of programming in A.I. development. Students have gone through an intense two weeks with four hours of lectures per day followed by tutorials, interactive discussions and homework.

Students were introduced to the basic python commands such as basic math operations, If/ Else and import statements in the first two lectures. In each lecture, students spent around an hour to put the concepts learnt into practice, for example, creating a BMI calculator, student profiles and "Next Train" to reveal real-time train information.



Students levelled up to learning more complex skills using python programming in lecture 3 and 4. They were taught to extract information from a website and organize the data by making a list. Through restructuring the data set and applying several filters, students were able to obtain useful information. The comprehensive plotting library Matplotlib was introduced for data visualization, allowing students to present data via graphs and charts.



of the programme

Students were given a challenge called “Code War” during lecture 5 and 6, requiring them to utilize all the python skills they have learnt to write simple programs and compete against the other class. The lectures concluded with two engaging operations: developing an “IG like-bot” to log in and auto-like all the posts of an account and predicting the survival rate on the Titanic based on age, sex and family size. These provided students with practical examples and made them get used to python operations.



Phase III of the programme

Building a Sustainable Future through Digital innovations

In the third phase, students will take on the role of an entrepreneur to present a STEM-related idea to potential investors. The objective is to innovate new ideas and ventures that can solve a social problem in Hong Kong. The three themes are:

- Enhancing the Accessibility and Connectivity
- Combating Social Issues
- Creating a Sustainable Community

In 4 months, students are required to come up with a concrete idea, and pitch their solutions to investors. They are evaluated based on four key metrics: feasibility, scalability, social Impact and presentation. Teams will prepare a full pitch that can be accessed in our social media account, and a revised 5-min elevator pitch to a panel of experienced judges.

In the third phase, our student helpers have worked with the many secondary school students physically and virtually via zoom to host meetings. It is a personalised, and engaging experience for the many students to come up with an idea from scratch. Throughout the period, they have learned the essentials of pitching, brainstorming and debating different ideas, creating presentation slides, working on financials and many more.

Final Presentation and Closing Ceremony



The Final Presentation and Closing Ceremony was successfully held on 29 January 2022 with more than 100+ attendees as 10 teams pitch their idea to a panel of judges with 5 mins of Presentation time followed by 5 mins of Q&A.

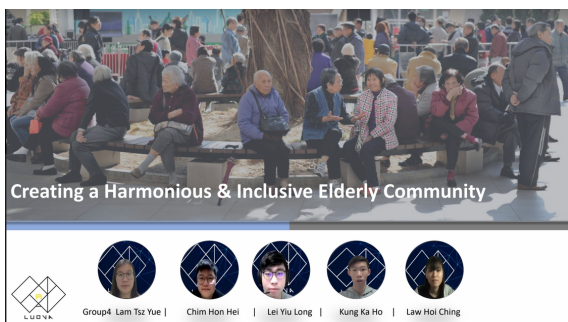
Presentation Recap and Winning Teams



Champion – By CHAN, Hoi-tung Vivian, CHAN, Valerie, SO, Wing-tung Abby, LO, Chi-yat, and MA, Max (Group 3)



First Runner Up – CHUNG, Yuen-woon, CHOW, Man-ki, LAU, Wing-sze, HO, Ying-shek Isaac, and YEUNG, Lok-wa Jr. Ray (Group 5)



Second Runner Up – CHIM, Hon-hei, LAW, Hoi-ching, LEI, Yiu-long, KUNG, Ka-ho, LAM, Tsz-yue (Group 4)

Other Awards and Best Speakers

Most Creative Award – Group 3

Most Social Award – Group 4

Best Teamwork – Group 5

Best Individual Speakers:

Coby Chung (Group 5)

Coey Yeung (Group 8)

Leo Chau (Group 6)

Social Media Challenge

for the Hong Kong Society for the Deaf

To raise the awareness of the Deaf, our students have designed and created a virtual social media campaign to educate the public, classmates and students on the many aspects from hand signs, struggles, misconceptions, life, problems and emotional well-being. The challenge was a huge success as it received more than 2000+ likes, and has been spread to more than 5000+ people. For the full version of the students' posts and description, please visit our Instagram account:

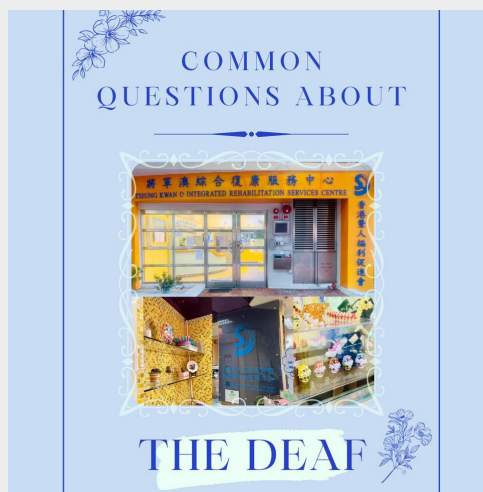
[Giftedstementrepreneurs](#).

大家好呀！今次要同大家簡單介紹一下 香港聾人福利促進會
The Hong Kong Society for the Deaf



by CHEUNG, Chun-wai,
CHIU, Man-ying, LAM,
Chiu-yin, LAW, Wing-chi,
and TANG, Kam-chuen
(Group 1)

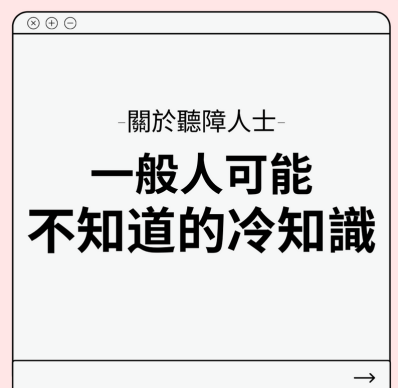
by AU, Hoi-ying, TO, Ka-
chun, CHAN, Chun-ting,
LEE, Pui-wing Adeline,
and LEE, Pui-yan
Beatrice (Group 2)

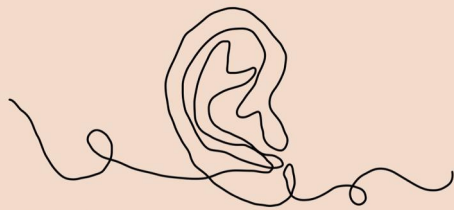


By CHIM, Hon-hei, LAW,
Hoi-ching, LEI, Yiu-long,
KUNG, Ka-ho, LAM, Tsz-
yue (Group 4)



By CHAN, Hoi-tung
Vivian, CHAN, Valerie,
SO, Wing-tung Abby, LO,
Chi-yat, and MA, Max
(Group 3)





3 FACTS ABOUT THE DEAF

By CHUNG, Yuen-woon, CHOW, Man-ki, LAU, Wing-sze, HO, Ying-shek Isaac, and YEUNG, Lok-wa Jr. Ray (Group 5)

By LI, Ning-yu, NG, Yi-ting, CHAU, Leo Li-heng, CHEUNG, Chun-lok and KWOK, Chun-hei Andison (Group 6)



Technology and The Deaf

How can technology help people with hearing loss?

HOW TO BEFRIEND

DEAF / PEOPLE WITH HEARING DISABILITIES

The lasting psychological connectedness between human beings.
In infants, this is between a child and primary caregiver.



HEARING AID

People with hearing disabilities may use hearing aids. This may not mean they can hear you perfectly fine; they can still experience substantial amount of struggle and pain.

By CHAN, Yue-hang TOM, KITHURU MOHAMED, Ahamed Shafi, LAU, Tsz-ki, and WU, Hon-yeung (Group 7)



By HO, Hei-ching Bethany, CHAN, Ka-long, HUANG, Kwun-hoi, LI, Yat-yan, and YEUNG, Coey Hoi-ching (Group 8)

By LEE, Chun-ting, HO, Cheuk-fung Adrian, KUNG, Ka-yi, CHAN, Pui-yin and YEUNG, Tsz-ho Paul (Group 9)



By CHEUNG, Ho-lam, CHENG, Ching-hei, LO, Chun-yee, WONG, Tsz-ying and SHING, Chloe Benki (Group 10)

Student visit

to SenseTime, The Hong Kong Society for the Deaf, MWYO, and Geospatial Lab, Development Bureau

This summer, we have conducted four site visits with students to learn more about the technological, social and entrepreneurial aspects of the four site visit partners. The purpose is to broaden students' exposure and provide a practical learning experience that combines skills and knowledge acquired in classrooms to real-life cases.

Prior to the visit, students were asked to conduct preliminary research on the four companies, followed by interactive tasks from social media challenge to reports, and experiential learning on the latest trends and development.

We would like to thank our partners, SenseTime, The Hong Kong Society for the Deaf, MWYO and Geospatial Lab, Development Bureau for supporting our programme.

1

Site Visit to SenseTime - AI for a Better Tomorrow



SenseTime is a leading AI software company focused on creating a better AI-empowered future through innovation. Students had a half day visit to their office in Hong Kong Science and Technology Park, HKSTP, in which they learned about the latest developments of the company and how it is contributing to the future of technology.

Students were given first hand experience of how the company's products and services work with simulations, introductory talks and interactive discussion sessions. F



Followed by the site visit is an interactive workshop delivered that provides students first-hand experience of coding robots and altering the emotions of an AI through skilled learning.

Site Visit to The Hong Kong Society for the Deaf

Raising Awareness and Innovating for the Deaf



As young entrepreneurs, students were tasked with using technology for good, to come up with a tech-driven solution to make lives easier and better for the Deaf. After the visit, each team was to create and design a social media post to improve the awareness and clear some common misconceptions of the Deaf to the general public.

The Hong Kong Society for the Deaf was founded in 1968. It is a non-profit making organisation which aims to promote the well being of the hearing impaired and seeks to ensure equalization of opportunities for hearing impaired persons. The visit has not only improved students' understanding of the Deaf, but also cleared some common misconceptions through the personal sharings and struggles from a deaf individual in secondary school and the workplace.



3

Site Visit to MWYO - Coming up with new initiatives, policies and ideas for sex education

MWYO is an independent think tank that focuses on youth issues in Hong Kong. MWYO's past research covers covers a wide range of topics in youth development, such as sex and relationship education, financial literacy and independence, comparative and historical studies of youth policies and youth development strategies, and a Hong Kong-specific Youth Development Index.



Our students were given a detailed and comprehensive talk on sex education, from safety measures and protection to the practicals of on where and how young people receive sex education, and the misconceptions and lack of sufficient sex education in schools.

Site Visit to Geospatial Lab, Development Bureau - Creating Value through Spatial Data Applications

The GeoLab is established by the Development Bureau of the HKSAR Government and operated by Tung Wah Group of Hospitals for encouraging the public to make use of spatial data in developing smart applications, dovetailing the Common Spatial Data Infrastructure (CSDI) initiative in support of smart city development. GeoLab will enable start-ups, young generation and the general public with creative thinking to brainstorm, discuss, explore, communicate and develop a wide range of spatial data applications.

The visit enhanced the exposure of students to how data can be used to make informed decisions, and support governmental development from buildings and roads.



OUTSTANDING STUDENT TEAMS IN PHASE I AND II

Upon completion of Phase one and two, students who have demonstrated exceptional performances by contributing to in-class discussions, practitioner sharings, site visits and to high quality work have been awarded.

The awards are :

- Outstanding Performance (Individual Award),
- Active Participation (Individual Award),
- Social Media Contest (1st Place),
- Social Media Contest (2nd Place),
- Social Media Contest (3rd Place)
- Social Media Contest (Best Visualization)

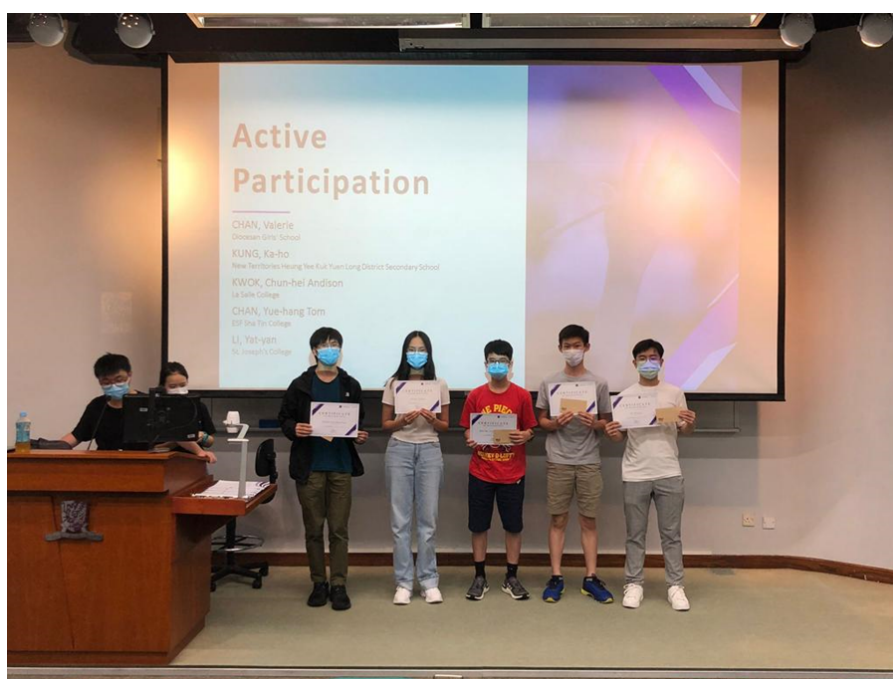
Outstanding Performance (Individual Award)

*Kung Ka Ho, Lo Chun-Yee, Lee Chun-ting,
Lee Yiu-long, Wong Tsz-ying*



Active Participation (Individual Award)

*Chan Valerie, Kung Ka-ho, Kwok Chun-hei Andison,
Chan Yue-hang Tom, Li Yat-yan*



Social Media Contest (1st Place)

LEE, Chun-ting, HO, Cheuk-fung Adrian, KUNG, Ka-yi, CHAN, Pui-yin and YEUNG, Tsz-ho Paul (Group 9)



Social Media Contest (2nd Place)

CHAN, Hoi-tung Vivian, CHAN, Valerie, SO, Wing-tung Abby, LO, Chi-yat, and MA, Max (Group 3)



Social Media Contest (3rd Place)

CHEUNG, Ho-lam, CHENG, Ching-hei, LO, Chun-yee, WONG, Tsz-ying and SHING, Chloe Benki (Group 10)



Social Media Contest (Best Visualization)

HO, Hei-ching Bethany, CHAN, Ka-long, HUANG, Kwun-hoi, LI, Yat-yan, and YEUNG, Coey Hoi-ching (Group 8)



STUDENT FEATURES

Chan Pui Yin

School: Yan Chai Hospital
Wong Wha San Secondary School
Year: F6



To be honest, I felt surprised when I received the email that I was admitted to the program. In the blink of an eye, the program is about to come to the end. I learnt a lot of advanced knowledge and communication skills through the program which I cannot learn from the book. Moreover, I got a chance to get to know more people. All of us are from different schools. And we have different backgrounds and abilities. The elements worked when we were together as a team. Without any of us, our team won't be perfect at all. The program was full of both joy and sweat. I had a lot of fun when we visited various organizations. For instance, Science Park, MYWO. And the time when we were rushed to prepare for the presentation is memorable. Moreover, we got to know more about each other and share more about our daily life. The facilitators and professors were friendly and helpful. Meanwhile, they gave numerous advice for us to improve our project. Therefore, I am glad to join the program and get to know all of you.

STUDENT FEATURES



Chloe Benki Shing

School: St. Mary's
Canossian College
Year: F5

The business project that our group has been working on is a brand new experience to me. Although I have various experiences of working on projects and proposals, this project is more advanced and challenging than any of the previous ones. For instance, we need to consider the feasibility, sustainability and uniqueness of our ideas in a very practical way by using data such as predicted income, expenditures and operating cost, and comparing our business with our competitors in aspects like charge, variety and quality of service provided etc. Therefore, I believe that this project can better prepare us for our future as an entrepreneur

Chan Ho Lam Valerie

School: Diocesan Girls' School
Year : F5



I found the course really educational and inspiring. The part I liked most was the programming courses. Even though I did have some prior knowledge of Python, I still learnt lots of new techniques in coding, as well as the process of thinking while programming. The instructor also taught us how to look for information on the internet efficiently and sort out all the data into comprehensive graphs for data analysis. This skill will be particularly useful in the future when I do homework or projects. Besides that, our instructor taught us how to make an instagram bot, which was especially entertaining. There were a lot of opportunities for us to learn Python through group projects. Not only were we able to enhance our critical thinking and problem thinking skills, we also bonded with both our groupmates and student members alike, which made the whole experience even more memorable. On the whole, the material in the course was extremely informative ,and both the instructor's and the student helpers' enthusiasm made the whole program enjoyable.

STUDENT FEATURES



Kwok Chun Hei Andison

School: La Salle College
Year: F4

This programme is a huge success! The professors there were passionate about teaching and even held zooms after lessons to see if we had any more inquiries. Also, to further ensure if we can utilize our knowledge, this programme even provides us with practical tasks to enrich our experience, with visiting Sensetime being a case in point, allowing us to experience how magnificent AI is.



Lo Chun Yee, Matias

School: Pui Ching

Middle School

Year: F5

Overall, I have gained a lot throughout the course of the program. Not only does the program provide me with an insight into the world of finance and technology, but I also gained experience in collaborating with others.

The program offers me the valuable opportunity to visit NGOs and fintech companies that otherwise would not be possible. Moreover, I was fortunate enough to have a team with close bonding. Even though our strength varies, we are able to cooperate and contribute. Together, we completed various tasks and became great friends.

This program is undoubtedly a great incubator for future possible entrepreneurs. Yet, even if I don't pursue my career as an entrepreneur, there are still valuable lessons to be learned.

STUDENT FEATURES



Chan Chun Ting Justin

School: St. Paul's
Co-educational College
Year: F4

It is definitely a rewarding and unique experience to join this program. One of the tough tasks is management. In this program, we work as a group of 5, who have different strengths and different backgrounds. Therefore, we will have to do the division of labor wisely, in a way that everyone can contribute actively in their area of interest.

As for my experience in the course, I think the most rewarding part is the programming bootcamp. Being a student interested in engineering, it is important to know programming languages that are frequently used nowadays.

Even if we choose not to pursue a technology career, it is still useful to solve a lot of problems. It is also interesting to know how to link up our programming skills with the financial sector. A lot of work has to be done before we can see a new successful entrepreneur to rise!

All in all, this is definitely a once-a-lifetime experience to have!

PROGRAM TEAM

FEATURES

Alex Hang/ Year 3

The experience of working for the Nurturing Gifted Students to Be Entrepreneurs in STEM Industry programme has been, needless to say, a very rewarding and interesting one for me.



Throughout this 7-month journey, I have been inspired by the student participants' enthusiasm in technology development, as well as their ability to constantly innovate and come up with smart ideas. I am confident that, in the future, they would be able to use what they learnt in this programme to create positive and enduring impacts on our society.

Sonam Wangchuk/ 2020 Graduate



it's a pleasure to work with a group of young talented students who are not only ambitious but humble and passionate about STEM, business and entrepreneurship. The journey from being complete strangers to working with the student teams and having meals after that allowed us to bond and create meaningful relationships! We hope you've enjoyed your year-long experience here and I wish you all luck with your future!

Sherman Leung/ 2020 Graduate

The experience of being one of the project managers was pretty rewarding and eye-opening. Transiting from a junior individual contributor to a more senior leadership role. Last but not the least, I hope the experience so far has proven to incorporate technological and business elements into education for secondary school students to be a meaningful and sustainable model, and more importantly, I wish all the success on the upcoming gifted fund program in 2022!



Jacky Tong/ Year 3

It is my pleasure to meet all of our students in the 7 months, I can really feel your passion on business and technology as well as innovation. Apart from the knowledge acquired in lectures, I sincerely hope that every student will enjoy your time on the CUHK campus. It is a very unique opportunity for you to connect with currents in the Business School and feel the vibe of our people. I firmly believe many of you will make a change to our society and become our pillars of innovation technology.



Melody Kwok/ Year 2

I enjoy the amazing journey of growing together with the students. Not only have I acquired knowledge through lectures and visits, but I have also witnessed my growth during these 8 months. Leading the team can sometimes be exhausting, but I find it fascinating that I am able to build up a good relationship with the students.



Karine Man/ Year 1

Starting as an inexperienced fresher, it has been a great journey to participate in this project and lead the gifted students.



From attending preliminary workshops, brainstorming the business idea to fine-tuning the pitching deck, our team has developed a mutual learning relationship. Not only have the gifted students gained valuable insights from my consultation, but I have also gathered innovative ideas from them. After this project, I hope to transfer useful skill sets and sustain the connection with the students, nurturing them to be successful future leaders.



Anson Kee/ Year 1

I'm so grateful of having this opportunity - accompanying, guiding and inspiring younger students in learning new concepts and constructing their own business proposal. And thank you group 8! Had so much fun working with you guys:)

Ivan Cheung/ Year 1

It has been a rewarding experience for the gifted students to complete the entire analysis and pitching in the past four months. Same as I do. I learnt a lot as a fresher in leading a team to success.



We have all adopted to the hybrid mode under the pandemic, and therefore most of our meetings are conducted via zoom, instead of face-to-face discussions. However, this never hinders our efficiency and effectiveness. Instead, it offers us with a much greater flexibility in the whole journey. There are so many things we can do better but undoubtedly we have already tried our best and given the most in both of our packed schedule.

I feel so thankful for the opportunity to participate in this Gifted Fund Project, offering me an attempt of a new role. My leadership, analytical skills and communication skills have all been strengthened. I treasure every moment in Innovation Business.

Genie Hung/ Year 2



I feel so thankful to have the opportunity joining Gifted Fund Project that provides chances for me to review myself and to be a better leader. It is very unique and special to me to work with different parties and participate in different roles and events, not to mention people I have met in this programme. Despite all the toughness, it offers us a wonderful time in Innovation Business.

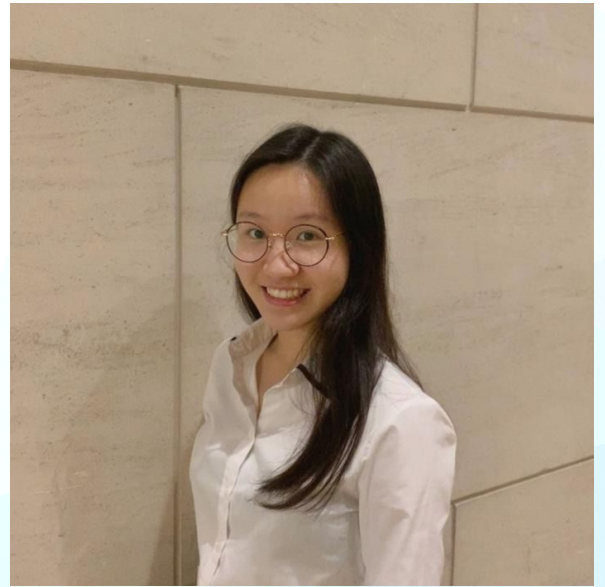
Yoyo Lee/ Year 2

After a 8-month journey, I totally revel in the program. The coaching session, lectures, meetings and interactions with the students are fruitful moments. Sometime, I was really amazed by the astonishing thoughts of the students. I am proud of their talents and courage to attempt. It is grateful to witness their growth in the projects, as well as my improved leadership and communication skills. I wish all of them having a boundless prospects of being successful change makers!



Cheryl Chau/ Year 2

It has been a nice time working with the students for the past few months. It has been fun to attend interactive workshops and brainstorm ideas for the start-up together with them. I certainly know more about the essentials of establishing a startup and how to keep the passion growing. It is hard to believe that this journey has come to an end and I hope that this experience has also been a rewarding one for the students.



Steven Yeung/ Year2

I am more than happy to be one of the group leaders in this program. It has been very rewarding for me to have a better understanding on running a business. Also, The energy and enthusiasm of the secondary students were contagious. I enjoy so much in working with them and it is my honour to lead these gifted students. I am sure that this program is enriching for the future pillars.



Terrence Ho/ Yaer2

In this programme, I have learnt many skills, including MC skills, ppt-making skills. I think this programme benefits gifted students as this programme allows them to learn the business world at an early age which helps them to gain a better understanding of the Hong Kong Business environment.



Jess Leung/ Year3

I am so grateful to get the opportunity to join this project. It has been a unique programme that has offered chances to attend start-up courses and to work on cases. I believe that all the gifted students and student facilitators had been learning and enjoying throughout the programme

Shirley Lau/ Year 1

It was a fruitful half-year journey with my group – Andison, Leo, Charly and Catherine. I am more than grateful to have witnessed and assisted the bloom of a great and innovative start-up idea from the four talented minds. Warmest blessing to the future learning journey of all team members!



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