

## **AUA – HKUST Overseas Study Program 2023 Entrepreneurship Bootcamp**

Host:	The Hong Kong University of Science and Technology (HKUST)
Date:	July 4 – 10, 2023
Format:	In-Person
Eligible Participants:	Undergraduate and Postgraduate Students of AUA members

### **INTRODUCTION**

Hong Kong is a vibrant hub of entrepreneurship, with a thriving startup scene and a supportive ecosystem that fosters innovation and growth. This bootcamp aims to provide a taste of the entrepreneurship ecosystem in Hong Kong, by offering an immersive experience for AUA members to learn first-hand about the opportunities and challenges of starting a business in this dynamic city.

### **EXPECTED LEARNING OUTCOMES**

1. Improve entrepreneurship skills and knowledge of the participants, enabling them to launch a startup in Hong Kong or their home country
2. Connect the university students to the startup network stakeholders (i.e. entrepreneurs, industry experts and incubators), leading to finding the right resources in their startup journey
3. Learn how to present the startup idea including the market needs, business model and finance forecast

### **PROGRAM**

Covering topics such as the Hong Kong startup ecosystem, funding options, design thinking, business models, and pitching, the program will consist of a 7-day schedule, including entrepreneurship bootcamp, site visits, and networking events.

Participants will have the opportunity to learn from industry experts and successful entrepreneurs who will share their experiences and insights on starting and growing a business in Hong Kong. They will meet with startup founders, learn about their journeys, challenges, and successes, and gain valuable insights and resources to help them start their own businesses in Hong Kong. There will also be networking events, where participants will have the opportunity to connect with industry experts and successful entrepreneurs. They will learn about the latest developments in innovation and technology in Hong Kong and gain valuable insights into the entrepreneurship ecosystem.

## SCHEDULE

Date	Program
July 4 (Tue)	<u>Arrival</u> <i>Airport transfer to accommodation</i>
July 5 (Wed)	<u>Entrepreneurship Bootcamp</u> <i>Learn about the Hong Kong startup ecosystem, funding options and workshops on design thinking, business model and pitching</i>
July 6 - 7 (Thu-Fri)	<u>Site Visit to Hong Kong Science Park and Cyberport</u> <i>Visit the largest startup ecosystem in Hong Kong and connect with the startup founders and learn about their journeys, challenges and successes</i>
July 8 (Sat)	<u>Networking Event</u> <i>Meet with industry experts and hear from their experience and insight on the development of innovation and technology in Hong Kong</i>
July 9 (Sun)	<u>Cultural Tour in Hong Kong</u> <i>Discover the rich heritage and diverse traditions of Hong Kong with a taste of authentic local cuisine</i>
July 10 (Mon)	<u>Departure</u> <i>Transfer to airport</i>

## NOMINATION

Each AUA member university can nominate up to 2 participants AND 2 students on the waiting list. Any remaining quotas will be allocated to those on the waiting list, if available. Please send the completed nomination form to [aua.hkust@ust.hk](mailto:aua.hkust@ust.hk) by **June 14 (Wednesday)**. Confirmation and relevant details will be sent to participants before the Program begins.

## ENQUIRIES

Should you have any questions, kindly contact:

Ms Jennifer HUNG (Office of the Vice-President for Institutional Advancement, HKUST)

Email address: [aua.hkust@ust.hk](mailto:aua.hkust@ust.hk)