

# GoDigital 青少年挑戰賽 2021

屬於香港中學生的創業挑戰 迎接新零售時代

## JA x AEF GoDigital Youth Challenge 2021

### Entrepreneurial Challenges for Hong Kong Secondary School Students to Get Ready for the Digital Economy

Rapid technological and digital advances are radically changing our economies and the way we work and live. The digital economy is experiencing higher growth, rapid innovation and broad application to different sectors. To get our young people ready to seize this huge growth opportunity, Alibaba Entrepreneurs Fund (AEF) and Junior Achievement Hong Kong (JAHK) work together and bring a unique entrepreneurial experience to the youth.

- Inspire Youth Entrepreneurship to seize the opportunity in the digital economy
- Gain hands-on experience with digital economy
- Win a job shadowing opportunity at startups or corporates

#### Details

**Learning Journey:** May – Dec 2021

#### **Awards:**

- Champion Team: Prize worth HK\$30,000 and a job shadowing opportunity at startup or corporate
- 1st Runner-up Team: A job shadowing opportunity at startup or corporate
- 2nd Runner-up Team: A job shadowing opportunity at startup or corporate

All Participants: Certificates of Achievement upon completion of the program

#### **Program Language:**

All program materials will be in Chinese and activities will be **conducted in Cantonese only**

#### **Eligibility & Application:**

- All Hong Kong senior secondary students (Form 4-6) are eligible to join the Innovation Quiz
- Each school can nominate one to two teams of 4-5 members, who have passed the Innovation Quiz, to take part in the JA Innovation Camp of the JA x AEF GoDigital Youth Challenge

*\*The activity format and anti-epidemic preventive measures are subject to change depending on the pandemic situation and government instructions.*

**Application Deadline: 25 June 2021**

**Places are limited. Sign up NOW!**



## Through online quiz, exclusive workshops, mentorship & challenges, the students will:

- Foster their spirit of entrepreneurship
- Enhance creativity and problem-solving skills
- Learn core skills of the 21st century including creativity, critical thinking, learnability and collaboration
- Appreciate the many entrepreneurial possibilities available and develop confidence in finding their pathways to success
- Gain hands-on experience with digital economy through setting up and running the businesses in the digital world

## Learning & Empowerment

Stage 1 (OLE hour : 1 hour)	
Innovation Quiz	Participating students will complete an online quiz with 25 questions. Students, who achieve more than 70% of the total scores, can obtain a certificate of completion.
	200 students will advance to the JA Innovation Camp.
Stage 2 (OLE hour : 12 hours)	
JA Innovation Camp	JA Innovation Camp is part of the program in JA x AEF GoDigital. It is a full-day workshop facilitated by business volunteers on building soft skills (creativity, design thinking, teamwork and problem solving) through activities, developing a business plan and creating a pitch.
New Retail Business Plan & Pitch Video Competition	Students team will submit a 3-minute pitch video to introduce their business plan.
Stage 3 (OLE hour : 80 hours)	
15 shortlisted teams will advance to JA x AEF GoDigital Youth Challenge, to gain comprehensive training and support including:	
Simulation Workshops	Two half-day simulation workshops will be facilitated by business volunteers on how to setup and run an online business. Key focuses include: <ul style="list-style-type: none"> <li>• Online shop design</li> <li>• Marketing</li> <li>• Customer service</li> <li>• Shop operation</li> </ul>
Mentorship	Each team will be assigned to one mentor from JA's business volunteers, who provides guidance and suggestion. The team will gain broader perspectives and insights through the mentor's personal and professional experiences.

<b>JA x AEF GoDigital Youth Challenge</b>	The shortlisted teams will execute their business plans by setting up and running their own online store for one full week in October .
<b>Presentation Day cum Graduation Ceremony</b>	Each team will present their business results and learning through a 5-minute presentation to a panel of professional judges.
<b>In-School Sharing</b>	Each team will promote their online business and share their learning from the program through sharing activities in school for at least 100 schoolmates.

## **Program Schedule**

By 25 Jun 2021, 23:59	Application Deadline
By 2 Jul 2021, 23:59	Completion of Innovation Quiz
16 or 17 Jul	JA Innovation Camp
31 Jul	Submission Deadline of a 3-min Pitching Video
14 - 21 Aug	Simulation Workshop (2 x half day session)
14 Aug - 15 Oct	Mentorship
9 - 15 Oct	JA x AEF GoDigital Youth Challenge
13 Nov	Presentation Day cum Graduation Ceremony
By 10 Dec	In-School sharing activities by participating teams

## **Enquiry**

**Tel:** 3426 3141

**Email:** [godigital.ja@jahk.org](mailto:godigital.ja@jahk.org)