



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

Higher Education for Tomorrow Summer Institute 2019

Power of Innovation and Entrepreneurship in Education

Joseph Chan

*Programme Lead of Entrepreneurship, Design and
Innovation Programme*

*Programme Director – Creativity, Innovation and
Entrepreneurship in China (CIEC)*



Content

1. Vision and Impact of Entrepreneurship training in Education
 - 1.5 Student/Graduate Sharing
2. Background of education sector on Innovation and Entrepreneurship
 - 2.5 Student/Graduate Sharing
3. Methodology of Entrepreneurship focus training in Higher Education

Joseph Chan



- Programme Lead – BBA (Entrepreneurship, Design and Innovation)
- Business Consultant for company from International Corporate to Start-up (as Advisor)
- Specialized in Digital Economy and Blockchain Technology Innovation
- Expertise and Training in Design Thinking
- Professional Architect (UK-registered)
- Promoting Dunhuang Art and Culture
- Educator – to inspire students on general academics, STEAM or art
- Column Writer for Capital Weekly (till 2017)



Culture

Business

Technology

Architecture

Education

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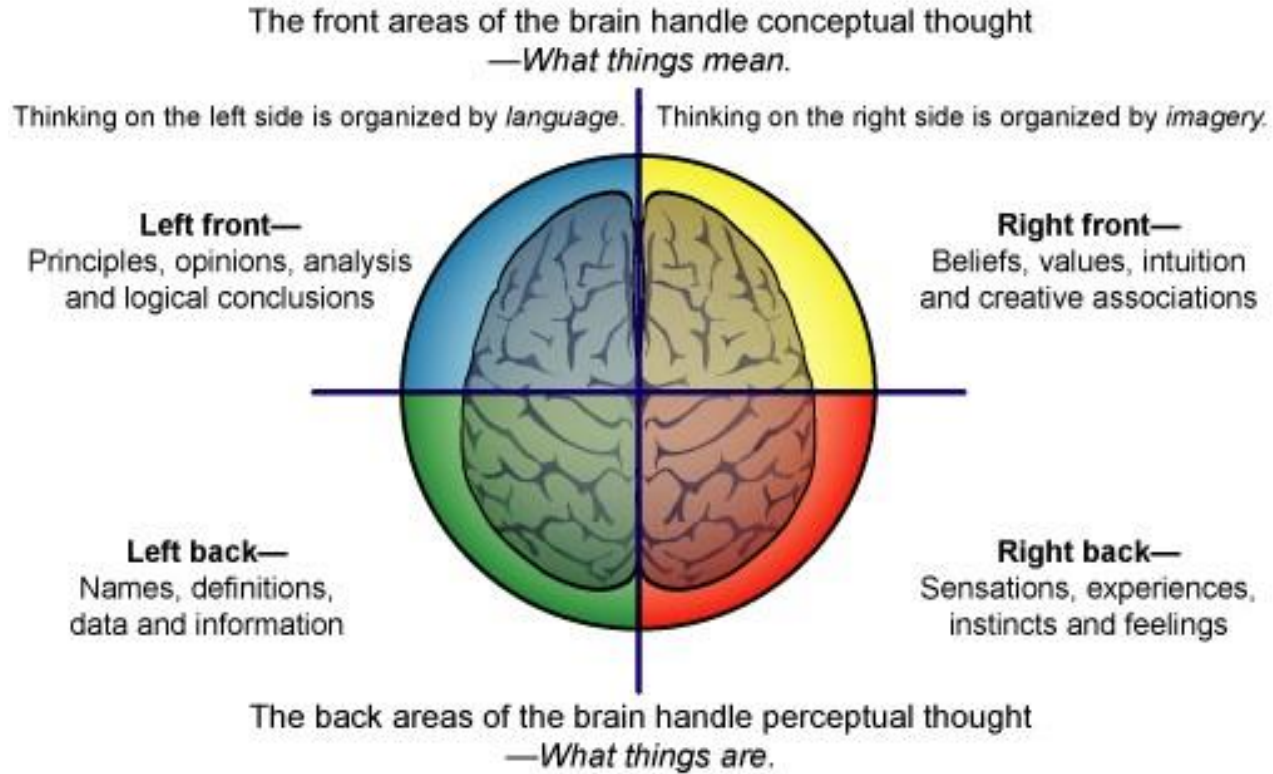
Design Thinking is left brain driven (logic, quantitative)?



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我們研究和教授創造和管理'價值'

We research and teach the aspects of creating and managing 'values'

Facilitation, Improvement to Disruptive Innovation

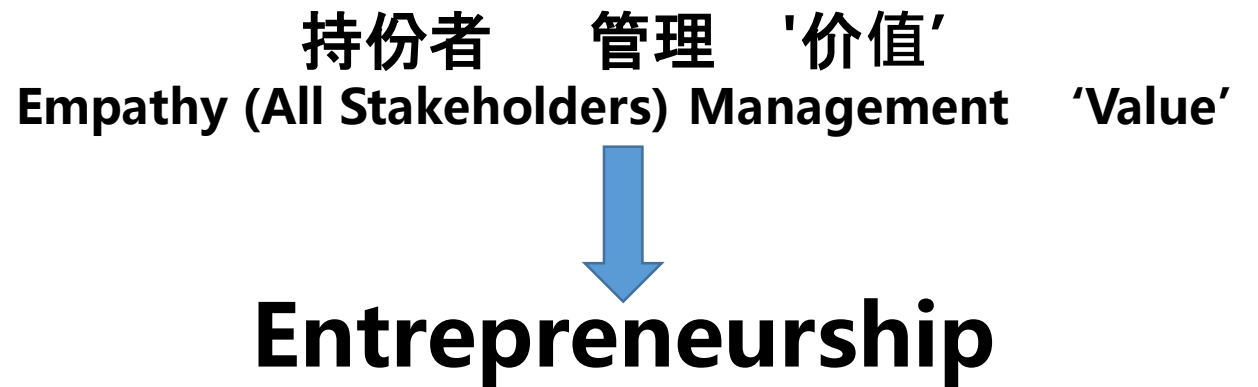
- Pursue of in-depth knowledge and technology development
- The application of knowledge and creativity in different fields
- Skills and thinking mentality
- Leadership and management
- Authentic style
- Example of **Airbnb, Uber, Tesla, DJI**



房地产/建筑	Real estate / construction
金融运作	Financial operation
企业管理	Business management
资本市场的把握能力	Capital market grasping ability
运用各种社会资源	Social resources management
网科技	Network technology
商业领袖	Business leader
纺织	Textile
领袖魅力	Leadership charm
科技启示	Scientific revelation
综合/多元经营	Comprehensive / diversified operation
农林业	Agroforestry
优势和竞争力	Advantages & competitiveness
创新与变革	Innovation and change
营商环境	Business environment
商机	Business Logistics
物流	Resource Integration
资源整合	Company (future) positioning
公司(未来)定位	Accounting
会计	Professional organizations
专业机构	Green assembly
绿色装配	Media/advertising
传媒/广告	Entertainment / Culture / Film and TV
娱乐/文化/影视	Manufacturing
制造业	Brand management
品牌管理	Education technology
教育科技	Bank
银行	Efficient management
高效管理	Employee creativity
员工的创造力	Food and beverage, etc..
餐饮...	

How business leaders participants relate themselves in the executive education

房地产/建筑	Real estate / construction
金融运作	Financial operation
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餐饮...	





Approved Projects - Innovation and Technology Fund for Better Living ("FBL")

Project Title	Artificial Intelligence for Swimmer Safety and Performance Analysis System (Smart Swim)		
Application No.	ITB/FBL/C069/18/P		
Organisation	The University of Hong Kong		
Joint Applicant	Munsang College		
Project Period	2019/06/01 - 2022/05/31	Grant Approved (HK\$)	3,904,608
Deliverable(s)	<ul style="list-style-type: none"> To develop an artificial intelligence system ("AI") to analyse swimmers' posture for drowning detection To develop a new algorithm for posture motion data to facilitate coaches to analyse and enhance the swimmers' performance 		
Project Coordinator	Dr. FOK Wai-tung, Wilton	Tel. No.	9367 6877
Objective	<ul style="list-style-type: none"> The use of technologies to enhance the safety of swimming pools on one hand and facilitate the analysis of swimmers' performance To foster the AI research development for human posture analysis by sharing the research data To implement the system in the swimming pools of two pilot schools and extend the technologies to other schools and public pools to benefit more people 		
Target Beneficiaries	The Applicant Organisation estimated there would be 5,000 beneficiaries, including students, teachers and alumni, elite swimmers and lifeguards during the project period		
Application of I&T	Artificial intelligence, computer vision, human pose estimation algorithm and deep learning		

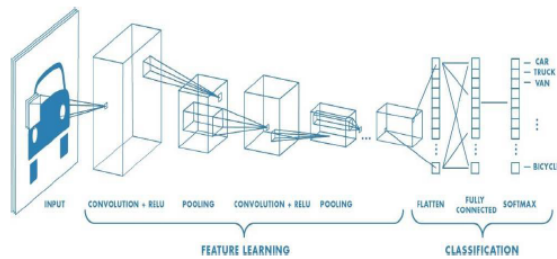
Innovation and Technology Fund for Better Living by HK Gov obtained for smart swimming pool (safety and performance enhancement) via collaboration of HKU (Faculty of Engineering, Faculty of Business and Economics) and a local school



Drowning Detection

For Drowning Detection, we are going to use:
C3D (3D Convolution Neural Network) proposed by Facebook

- To put it in layman's term, it is *an AI with the capability to handle image data in a time series.*
- Nowadays, the *face recognition* and object recognition is using a similar AI. Similar technology is also used for *crime detection in CCTV*



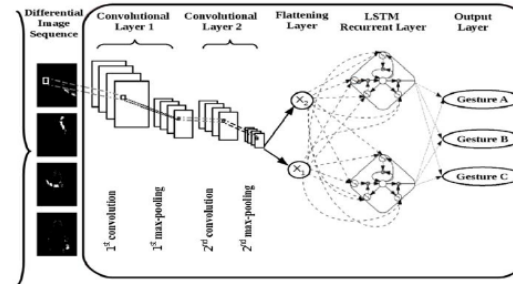
Technical Background I :

Performance analysis of the swimmers

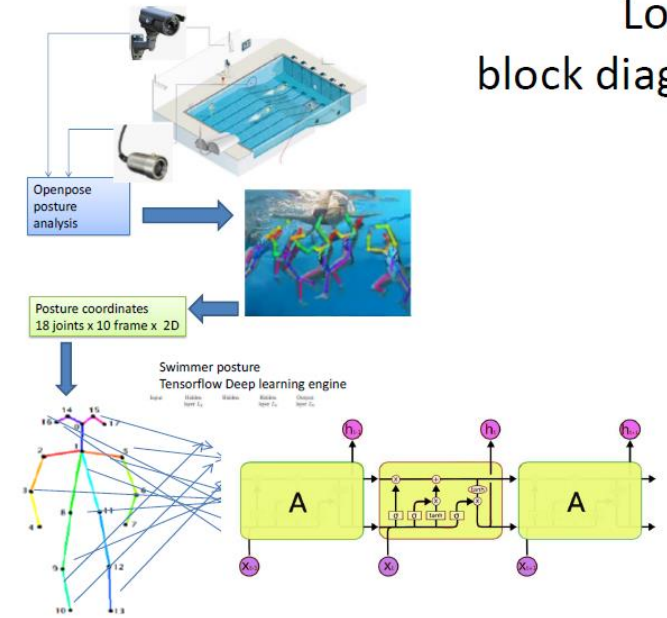
Long-short term memory neural network :

- The data of the points on the human will be analyzed by the neural network
- This network can memorize the previous and the latter action.
- It is able to distinguish different human actions

Detect and collect the swimmers' posture data, e.g. coordinate data of the head, body and limbs



Logical block diagram

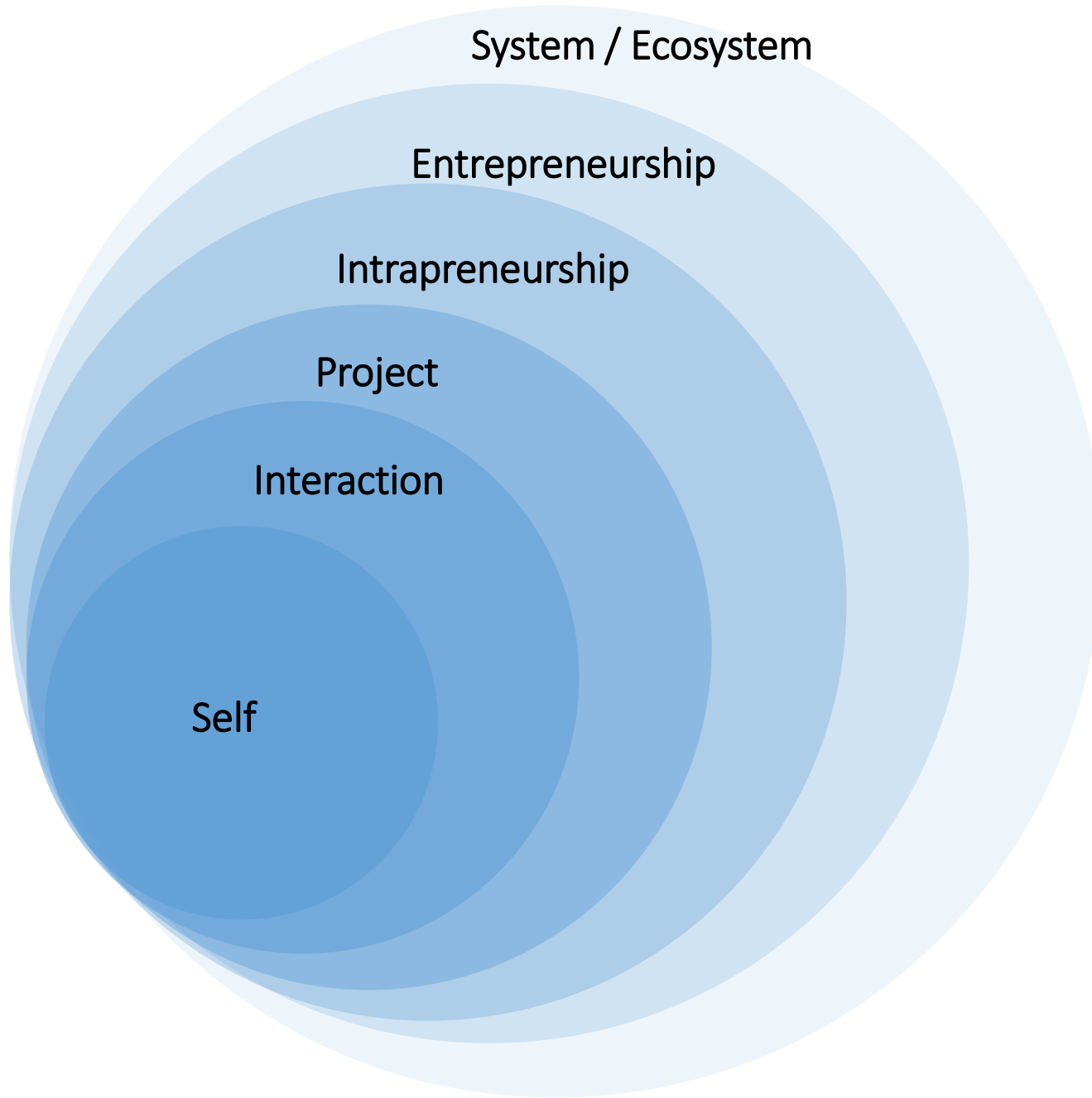


尋求創新進步的方法：

你知道你知道什麼
你知道你所不知道的
你可能不知道你所不知道的

To build up your insight:

What you know you know
What you know you don't know
What you may not know you don't know



The Order of Entrepreneurship

- 1st Self
- 2nd Interaction
- 3rd Project
- 4th Intrapreneurship
- 5th Entrepreneurship
- 6th System

Entrepreneurship: Value, Cross-disciplinary mindset and Leadership

Mindset

Sensing a new market / stakeholders' need

Build own individual project

Game Changers Entrepreneur and market disruption

Global Corporate innovators

Local venturing

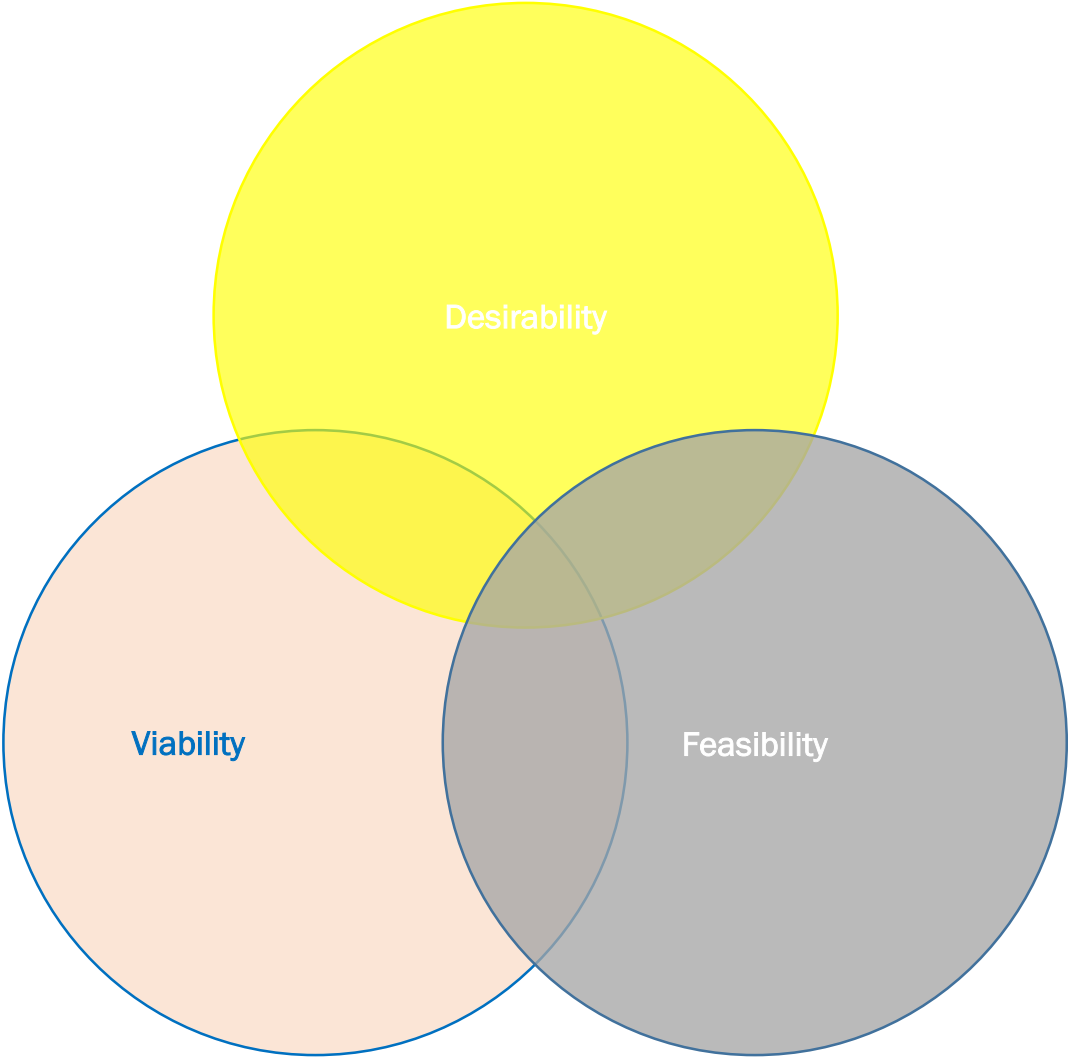
Building Corporate infrastructure

Evaluation

Risk Management

Governance and growth

Business design criteria



+ Sustainability



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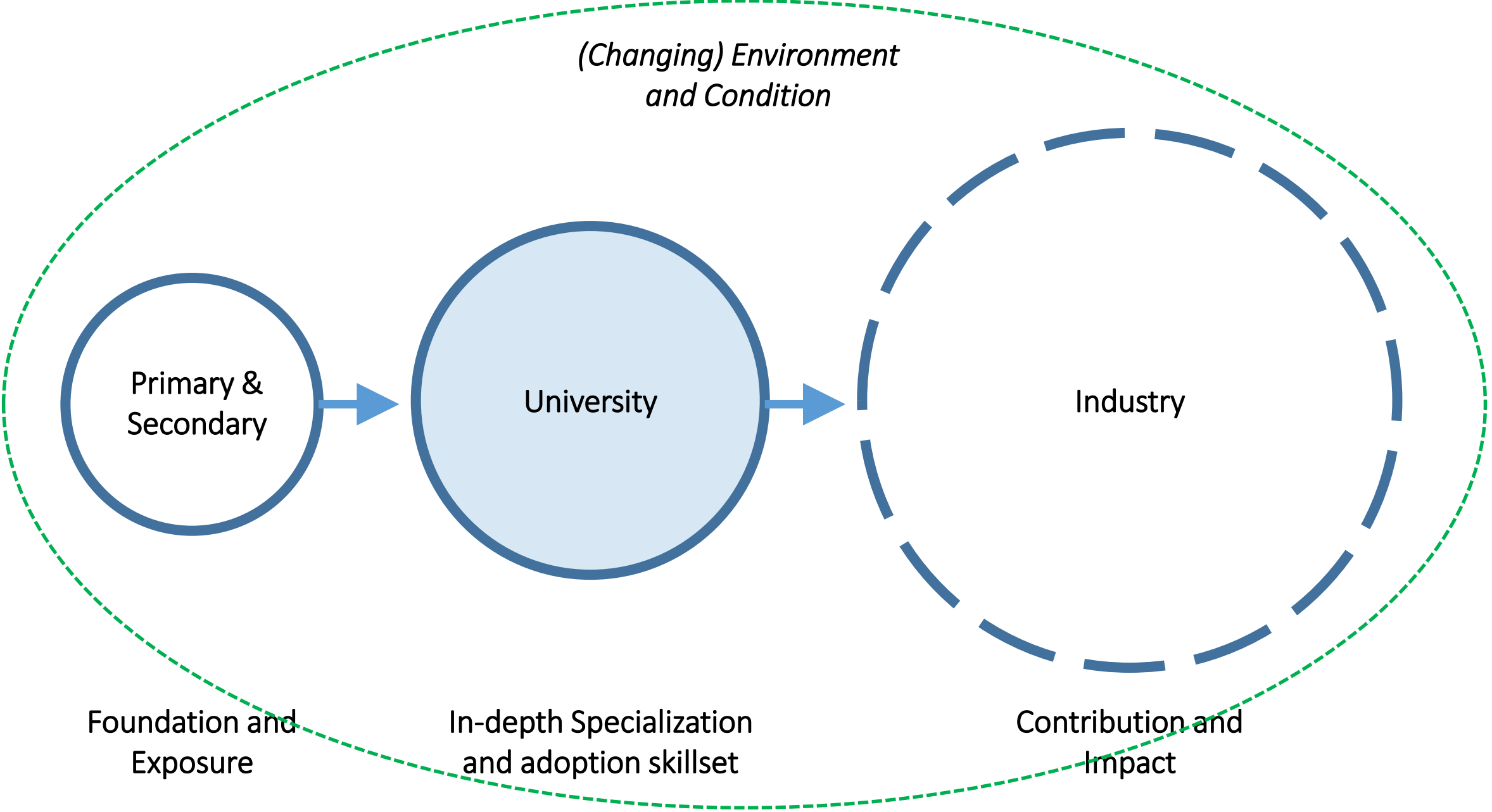
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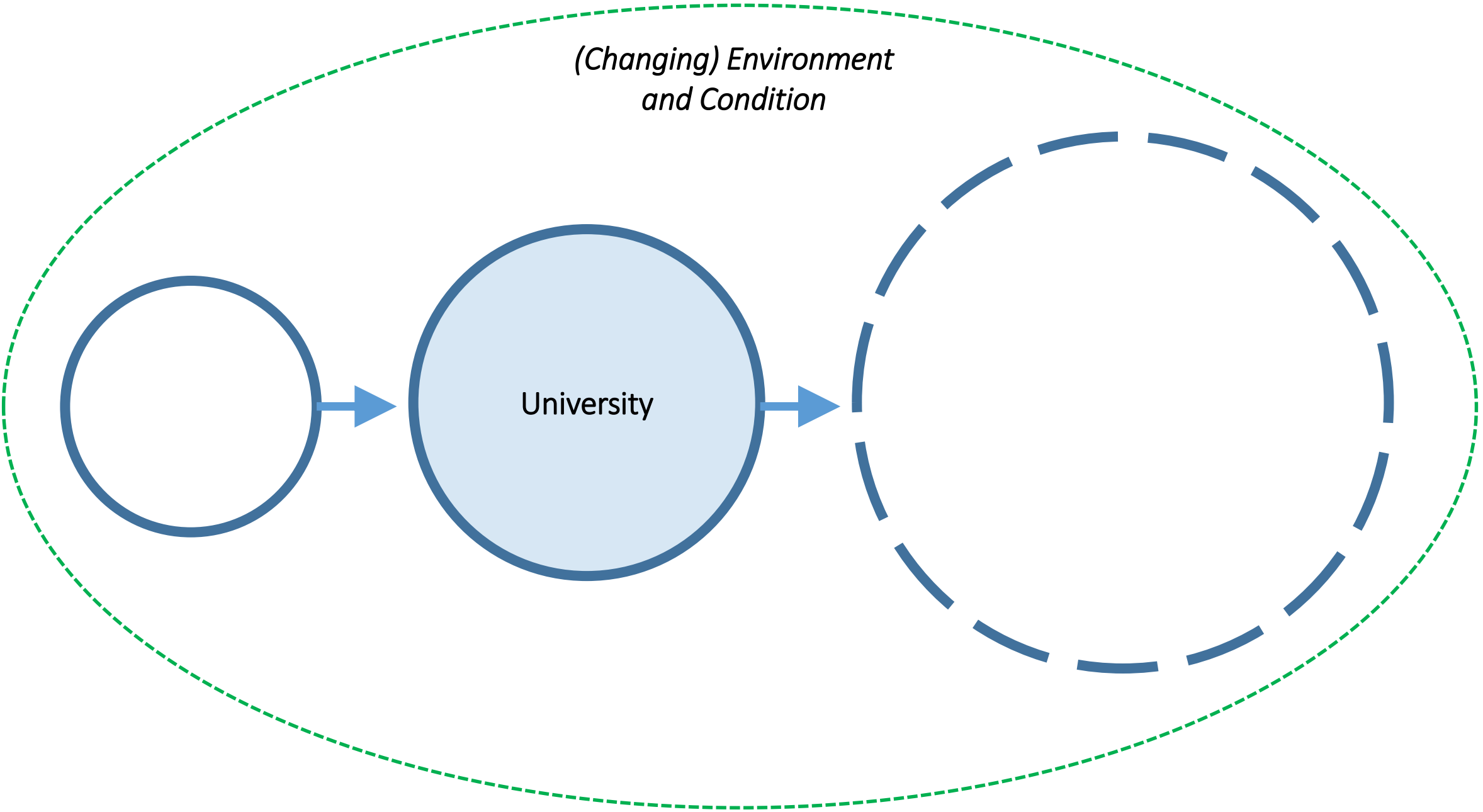
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*(Changing) Environment
and Condition*



University

A man wearing safety glasses is looking at a yellow robotic arm in a factory setting. The background shows industrial machinery and a blue-tinted environment.

Article
[McKinsey Quarterly](#)
July 2016

Where machines could replace humans—and where they can't (yet)

By Michael Chui, James Manyika, and Mehdi Miremadi

Today's technology is beyond the education of many schools. 70 to 80% of jobs will disappear within 20 years, and new jobs brought about by technological development will require new technologies and values.

‘現今科技超乎了很多學校的教育，7至8成工作崗位在20年內會消失，而科技發展帶來的新工作機會，則需要新的技術和價值觀。’

John Tsang(曾俊華), Financial Secretary of HK (2007-2017)





Volatile

易變

Uncertain

不確定

Complex

複雜

Ambiguous

含糊

These are the skills leaders need in a VUCA world

+

complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

ambiguity

Characteristics: Causal relationships are completely unclear. No precedents exist; you face “unknown unknowns.”

Example: You decide to move into immature or emerging markets or to launch products outside your core competencies.

Approach: Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

uncertainty

Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

Example: A competitor's pending product launch muddies the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

-

HOW MUCH DO YOU KNOW ABOUT THE SITUATION?

+

Impact...industry, work, life



WORLD
ECONOMIC
FORUM

Volatile 易變
Uncertain 不確定
Complex 複雜
Ambiguous 含糊

These are the skills leaders
need in a VUCA world

Agility 靈活
Information 信息
Structure 結構
Experiment 試驗

These are features of Design
Thinking



Mark Zuckerberg updated his status.

6 hrs

Today, Facebook is coming together with 27 organizations around the world to start the non-profit Libra Association and create a new currency called Libra.

Libra's mission is to create a simple global financial infrastructure that empowers billions of people around the world. It's powered by blockchain technology and the plan is to launch it in 2020. You can read more about the association here: <https://libra.org>

Being able to use mobile money can have an important positive impact on people's lives because you don't have to always carry cash, which can be insecure, or pay extra fees for transfers. This is especially important for people who don't have access to traditional banks or financial services. Right now, there are around a billion people who don't have a bank account but do have a mobile phone.

We aspire to make it easy for everyone to send and receive money just like you use our apps to instantly share messages and photos. To enable this, Facebook is also launching an independent subsidiary called Calibra that will build services that let you send, spend and save Libra -- starting with a digital wallet that will be available in WhatsApp and Messenger and as a standalone app next year.

Calibra will be regulated like other payment service providers. Any information you share with Calibra will be kept separate from information you share on Facebook. From the beginning, Calibra will let you send Libra to almost anyone with a smartphone at low to no cost. Over time, we hope to offer more services for people and businesses -- like paying bills with the push of a button, buying coffee with the scan of a code, or riding local public transit without needing to carry cash or a metro pass.

In addition to our efforts, many other companies will build their own services using Libra -- from payment companies like Mastercard, PayPal, PayU, Stripe and Visa,

to popular services like Booking, eBay, Farfetch, Lyft, Spotify and Uber, to non-profits doing important work around financial inclusion like Kiva, Mercy Corps and Women's World Banking, to companies in the crypto space like Anchorage, Coinbase, Xapo, and Bison Trails. A number of leading Venture firms are also joining to help drive innovation on the Libra network. We're hoping to have over 100 cofounding members of the Libra Association by the time the network launches next year.

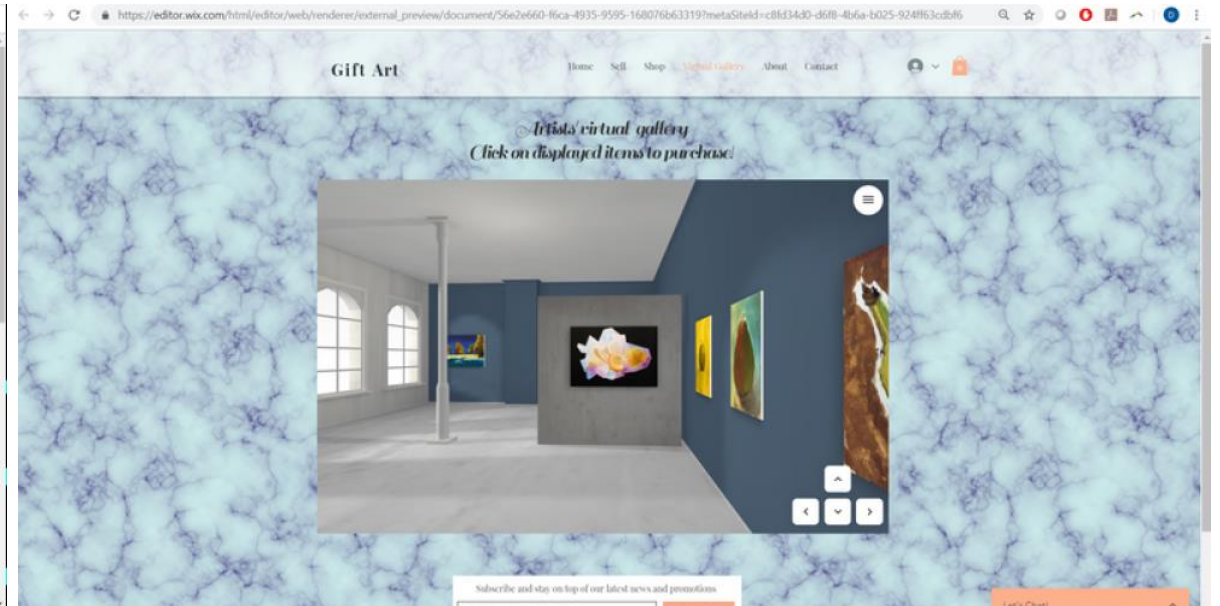
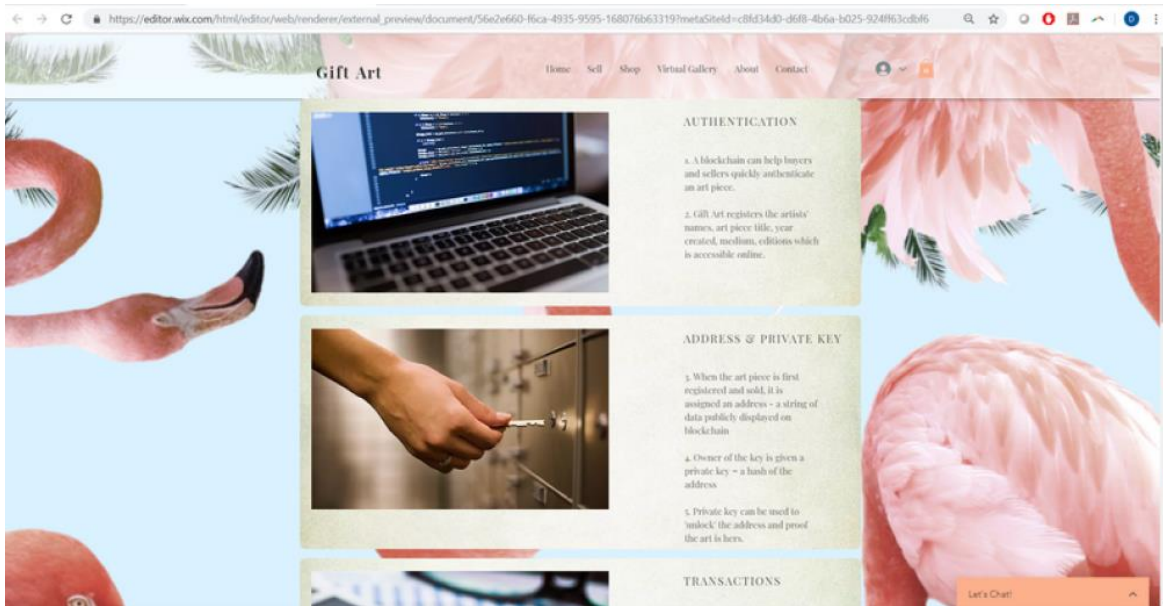
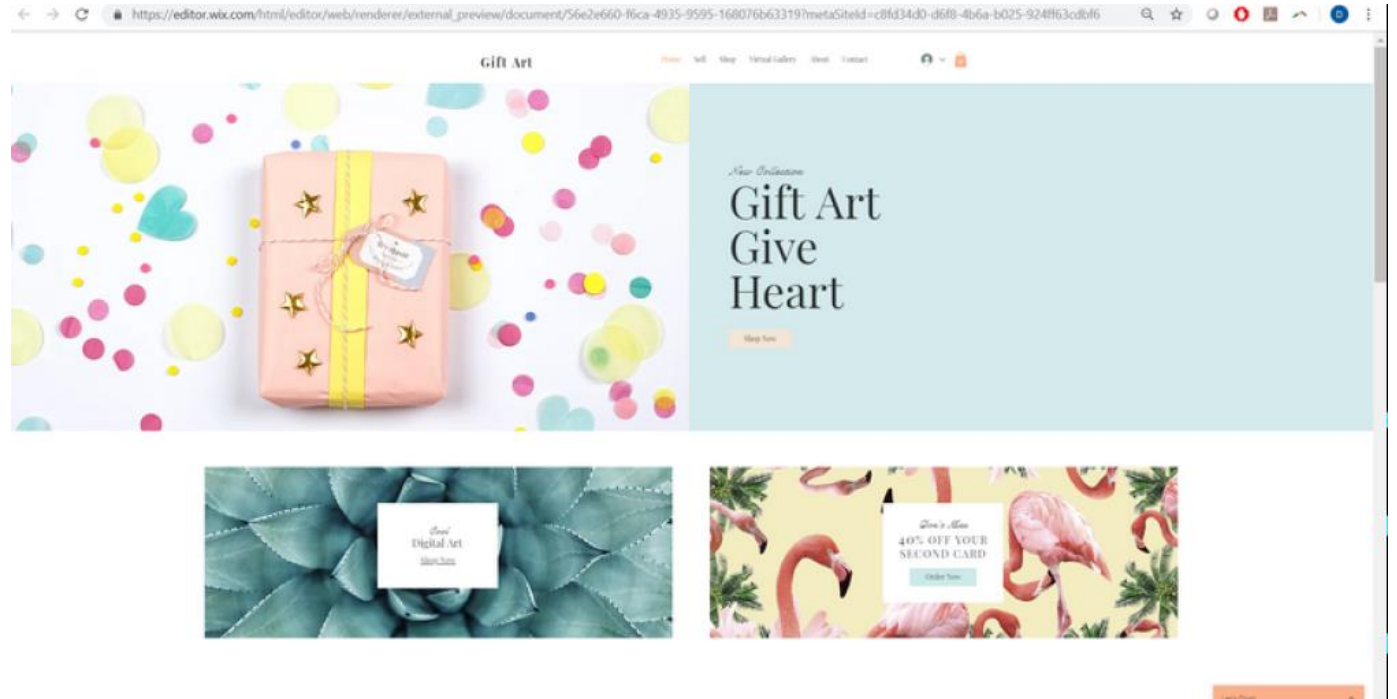
All of this is built on blockchain technology. It's decentralized -- meaning it's run by many different organizations instead of just one, making the system fairer overall. It's available to anyone with an internet connection and has low fees and costs. And it's secured by cryptography which helps keep your money safe.

This is an important part of our vision for a privacy-focused social platform -- where you can interact in all the ways you'd want privately, from messaging to secure payments.

Privacy and safety will be built into every step. For example, Calibra will have a dedicated team of experts in risk management focused on preventing people from using Calibra for fraudulent purposes. We'll provide fraud protection so if you lose your Libra coins, we'll offer refunds. We also believe it's important for people to have choices, so you'll have the option to use many other third-party wallets on the Libra network.

There's still a lot more to learn and do before Libra will be ready to officially launch. We know it's a major undertaking and responsibility -- and we're committed to getting this right. We've been working with policymakers and experts in areas like financial inclusion, economics, security, privacy and blockchain, and we'll continue listening to their feedback as we figure out the best way to move forward. We're thankful for their partnership, and for all the businesses, organizations, and academic institutions that are part of the Libra Association.

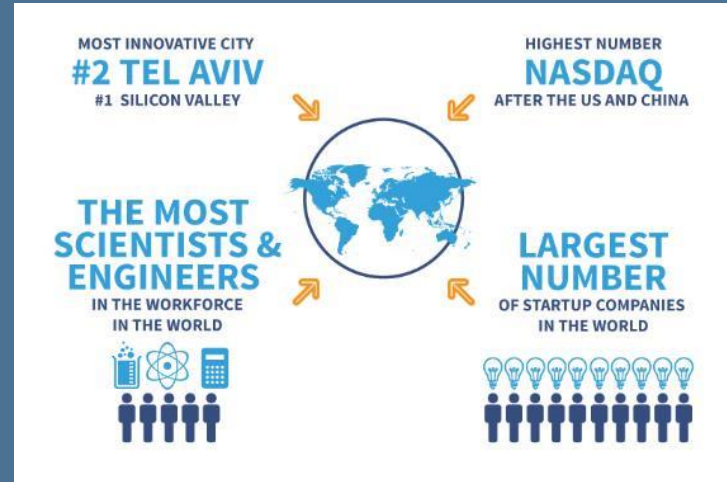
This is the beginning of an exciting journey and I'm looking forward to sharing more soon.



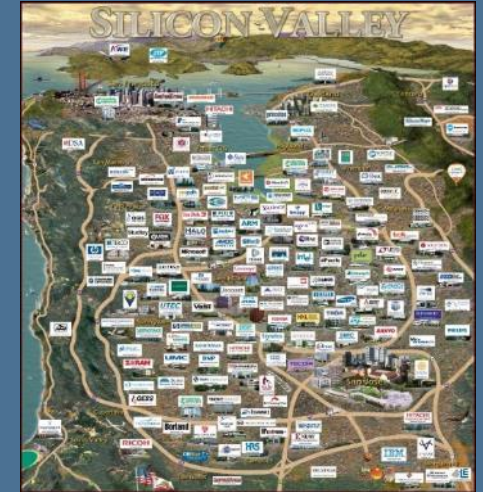
Current trend In HK, Mainland and Internationally



國家在創新創科的發展一日千里。「十三五」規劃支持香港發展創新及科技事業，並與內地開展創新及科技合作。



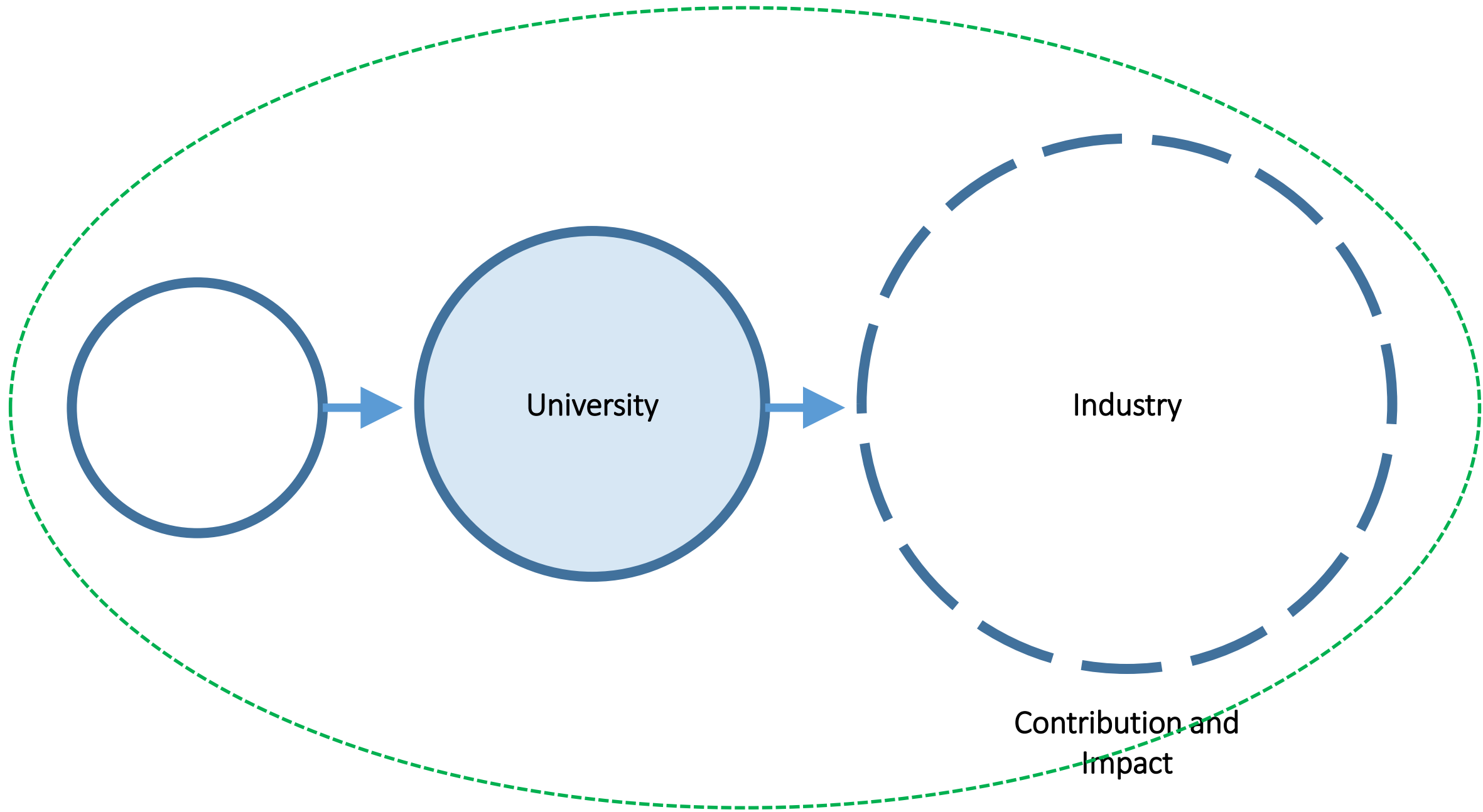
Israel: Capital of Start-Up



Silicon Valley, US

2017 Chief Executive's Policy Address

- The Innovation & Technology Bureau plans to launch a \$500 million Technology Talent Scheme to boost innovation and technology
- Encourage young people to engage in research and product development.
- Resources for research and development, nurturing a talent pool, venture capital, scientific research infrastructure, legislation review, opening up data, gov procurement and popular science education.
- Set aside no less than \$10 billion as university research funding and will provide additional tax deduction for R&D expenditure incurred by enterprises.

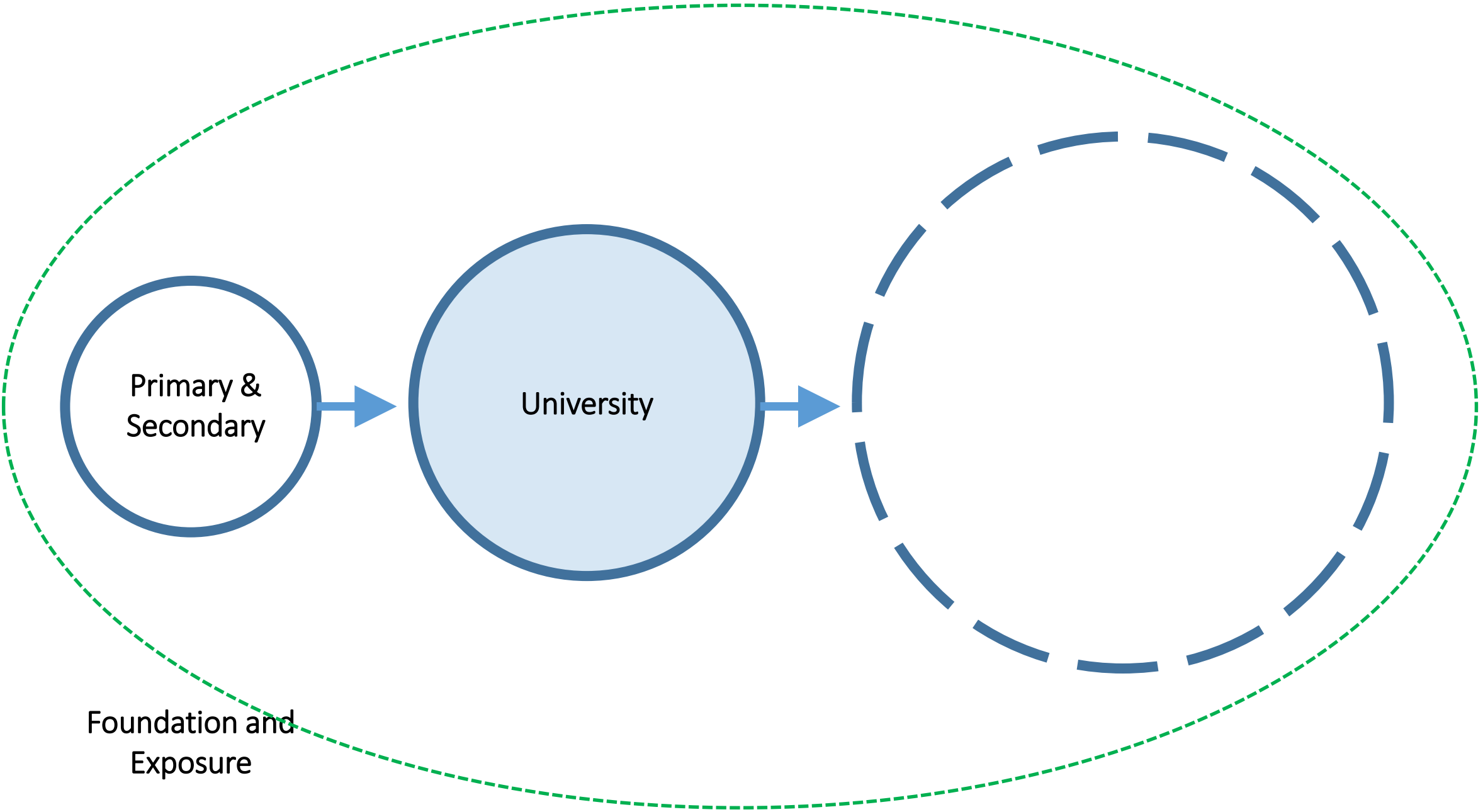




Business Matching and Mentoring Event by China Resource Group

The Innovative Eco-system

- Upstream: Funding
- Midstream: Business idea, development and operation
- Downstream: Market adoption



Primary &
Secondary

University

Foundation and
Exposure

UNLEASH!

設計思維·無限可能
Empowered by Design Thinking

新角度·新世代



主辦機構



主要贊助



場地贊助



在線媒體合作夥伴



支持機構



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盧思遠博士
Future Impact Lab 創辦人
香港大學客座講師



陳炳雄教授
香港大學商業設計
及創新課程總監



孫耀先教授
中文大學商學院
創業研究中心總監



羅偉鴻先生
仁人學社董事
香港大學教學助理

“ Design Thinking is the confidence that everyone can be part of creating a more desirable future, and a process to take action when faced with a difficult challenge. ”

IDEO, 全球知名設計創新公司



What is Creativity/Design Thinking about?

關於理論與知識，靈感，思考過程與框架，心態，技能組合與實施。

About Theory & Knowledge, Inspirations, Thinking Process & Framework, Mentality, Skillset and Implementation.

UNLEASH!

設計思維·無限可能
Empowered by Design Thinking





今日校園

<http://www.ecampustoday.com.hk>

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「性急」的家長和老師
對孩子長遠的影響

STEAM 教育 X
設計思維

《職影·職有-我的專業探索路》
微電影創作比賽2019



STEAM 教育 X 設計思維



在一次「設計思維」(Design Thinking) 的分享會中，講者以 “What you know you know. What you know you don't know. What you don't know you don't know.” 為設計思維作開場白，正正點出了我們為甚麼要學習，學甚麼，我們除學已知及已知的未知外，更應抱持著好奇心去追尋更廣闊的未知世界。

本校推行STEAM 教育，除於各科滲入相關內容外，亦嘗試以跨學科學習模式推行 STEAM Project，並引入「設計思維」，讓學生在日常生活中得到啟發，透過協作討論、實踐和驗證，把知識應用到生活當中，除增強學生的同理心、好奇心及促進他們嘗試探求不同的解決方案外，亦能提升學生自主學習、協作及運用科技等能力，這正是廿一世紀社會人才所需。

本屆 STEAM Project 學生環繞本校身處社區-觀塘區為研習對象，以 “Better living from a small step to a big smile” 為主題，期望學生透過研習活動構思可行方案，讓區內各持份者有更優質的生活。80位參與學生分別來自小四至小六，以跨級及平均能力模式分成 16 組。在三個多月的研習過程中，先進行社區考察，透過觀察、訪問他人，獲取一手資料，以了解社區情況及不



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Dr Ernest Lo – Postdoctoral Scholar at Stanford University (Croucher Foundation)



Unmanned Store R&D:

DBS • Audience • Future Impact Lab • Media

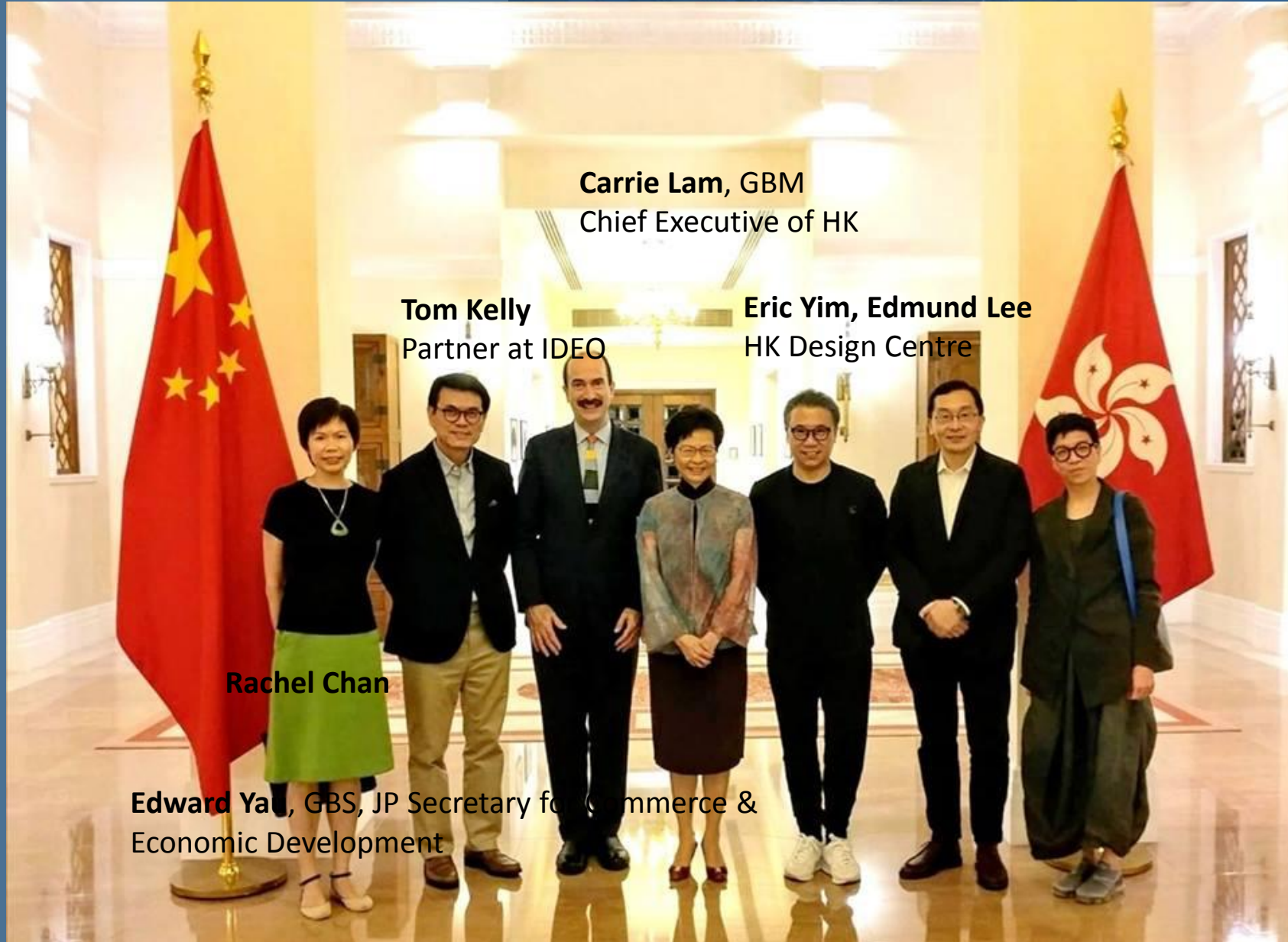


UNWIRE.HK

DBS BusinessClass 零售業創新科技活動 帶領零售商從創新邁向顛覆 | 香港 UNWIRE.HK 玩生活 · 樂科技



Rachel Chan – Creating Value for Hong Kong (Business, Education, Society)



Carrie Lam, GBM
Chief Executive of HK

Tom Kelly
Partner at IDEO

Eric Yim, Edmund Lee
HK Design Centre

Rachel Chan

Edward Yau, GBS, JP Secretary for Commerce & Economic Development



Gregg "Dr G" Li • 1st

 Sinoalpha Ventures

Selected Key Roles

Independent Non-Exec Director @ Cyberport HK

Independent Non-Exec Director @ The Urban Renewal Authority of HK


Visiting Professor/Scholar-in-Residence in Entrepreneurship and Family Bus @ Tsinghua University

Honorary President @ Invotech

Advisory Committee Member, Center for Family Business @ CUHK

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity 
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Entrepreneurship, Design and Innovation – Programme Structure

Faculty Core Courses

- Financial Accounting
- Micro-economics
- Statistics or Economic Data Analysis
- Corporate

Business Core Courses

- Information Systems
- Management
- Marketing
- Strategic Management

Create Value

Innovate and Bring Impact

Ability to Implement

Open New Potential (Design Thinking)

Entrepreneurship (from Funding to Organization)

Ability to facilitate solution among stakeholders/clients

Business environment knowledge

Theory and Principles

Thinking Mentality

Skill

Market Knowledge

(Commercial and Social) Industry Readiness

Mirroring Executive Innovation & Entrepreneurship Education



DO YOU ASPIRE TO BECOME AN ENTREPRENEUR?

BUT YOU LACK...

GOOD SKILL SETS / IDEAS / PRODUCTS / TEAMMATES /
MENTORS / BUSINESS NETWORKS / PRACTICE OPPORTUNITIES

MINOR in SCIENCE ENTREPRENEURSHIP

for UG students (max 20) from all faculties

YEAR 2019 - 20

DR. ROCKY LAW

PROGRAM DIRECTOR OF THE MINOR IN SCIENCE ENTREPRENEURSHIP

JOIN OUR INFO SESSION TO LEARN MORE



Knowledge of
entrepreneurs
hip



Insights into forming business
from technological
innovation & customer need



How to produce investment
and business proposals



Pitching skills
for
fundraising

*It is anticipated that students from different faculties will form their
own startup companies upon completion of this Minor.*

Program Structure

- 6 Courses (6 credits each) for Students from All faculties
 - 2019-20 1st Semester
 - ENTR2001 Professional and Leadership Development
 - IIMT1611 Principles of Technology Entrepreneurship
 - 2019-20 2nd Semester
 - ENTR3001 Science-based Innovation Development
 - ENTR3002 Customer Analysis and Strategic Marketing
 - 2019-20 Summer Semester
 - ENTR4966 Entrepreneurship Internship
 - 2020-21 1st Semester
 - ENTR4999 Entrepreneurship Project

Mentor Pool

Selected seasoned mentors



Dr. Samson Tam,
Chairman of Group
Sense (International)
Limited



Dr. Wai Shun Lo,
General Partner
of DL Capitals
(點亮資本)



Mr. Edmond Lau,
Managing Director
of LingFeng Capital
Management Ltd
(領汎資本)



Mr. Mingles Tsai, CXO
of ParticleX



Mr. Fred Yung, Former
Head of HKSTP
incubation program,

And more.....



CREATIVITY, INNOVATION & ENTREPRENEURSHIP IN CHINA: DOOR TO NEW OPPORTUNITIES IN GUANGDONG-HONG KONG-MACAU

JUNE 23 · JULY 14, 2019



PROGRAMME DETAILS
LOCATION
NO. OF HKU CREDITS
APPLICATION DEADLINE
ENQUIRIES

[HTTPS://WWW.FBE.HKU.HK/CIEC/CHINA'S GREATER BAY AREA](https://www.fbe.hku.hk/ciec/china's-greater-bay-area)
12
MARCH 31, 2019
CIEC@HKU.HK

APPLY NOW



Bay Area stats

Comparing the pan-Pearl River Delta with three major deltas in the world

	Tokyo Delta	New York Delta	San Francisco Delta	Pan-Pearl River Delta
Area /10,000 km	3.68	1.74	1.79	5.6
Population/ 10,000	4,347	2,340	715	6,671
GDP/ trillion US\$	1.8	1.4	0.76	1.36
Per-capita GDP/ 10,000 US\$	4.1	6.9	9.9	2
Tertiary industry share/%	82.3	89.4	82.8	62.2
GDP share to country/%	41	7.7	4.4	10.8
Freight turnover/ 10,000 teu	766	465	227	6,520
Flight passenger turnover	1.12	1.3	0.71	1.75
Number of World 100 best universities	2	2	2	4
Number of Forbes 500 best companies	60	28	22	16

Source: Guangdong-Hong Kong-Macao Greater Bay Area Forum, Tencent

2016 GDP of Bay Area cities (US\$b)



SCMP

Intellectual Properties & Innovation by Idea Intellectual
Microsoft
DHL
Science Park
The Mills
HK Design Centre
Under Production
HK Exchange
Cocoon
Hengqin Planning & Development Exhibition
Hengqin nearby companies
Sands China
Macau Tourist Board Committee
Guangzhou Hotel (In-hotel) and Area Redevelopment
Lee Kum Kee at Xinhui
E-Fund Management
China Resource University
Tusstar
Konka Group and 萬象天地
Chow Tai Fook
OCT LOFT
深圳市工业展览馆
當代藝術與城市規劃展覽館
Huawei

Intellectual Properties & Innovation by Idea	Intellectual Properties
Microsoft	Technology Application
DHL	Logistic
Science Park	Incubation Programme
The Mills	Heritage and Redevelopment
HK Design Centre	Gov promotion of design value
Under Production	Social Enterprise
HK Exchange	Financial Market
Cocoon	Funding and Incubator
Hengqin Planning & Development Exhibition	Hengqin City development
Hengqin nearby companies	Related business development together with city development
Sands China	Entertainment business and responsible gambling
Macau Tourist Board Committee	Tourism Economics
Guangzhou Hotel (In-hotel) and Area Redevelopment	Hospitality, Heritage and Re-development
Lee Kum Kee at Xinhui	Product
E-Fund Management	Investment and Funding
China Resource University	Innovation Ecosystem
Tusstar	Shared office
Konka Group and 萬象天地	Retail business (Properties)
Chow Tai Fook	Retail business (Product)
OCT LOFT	Business Park
深圳市工业展览馆	Shenzhen business development
當代藝術與城市規劃展覽館	Cultural Industry
Huawei	Technology Development and Application

Organised by:



香港大學創新及創業中心 iDendron
HKU Innovation & Entrepreneurship Hub - iDendron
香港大學經濟及工商管理學院
The University of Hong Kong - Faculty of Business and Economics
香港大學理學院
The University of Hong Kong - Faculty of Science

Ocean Park X HKU Hackathon

Edutainment with innovation

9-20 June 2019

An experiential learning process where participants will discover unmet needs and develop innovative solutions in the fields of **education, entertainment and conservation** in **real setting of Ocean Park**

What you can get:

- Work in **interdisciplinary** teams to solve unmet needs
- Encounter and get **mentored** by industry experts and academic leaders
- **Pitch** your solutions to influential industry professionals
- Potential solutions stand a chance to be **implemented** at Ocean Park



Who can join:
HKU Undergraduate, postgraduate students
HKU Graduate of no more than 3 years

APPLICATION DEADLINE:
15 April 2019 (Mon)
<http://bit.ly/OPHKUHack2019>





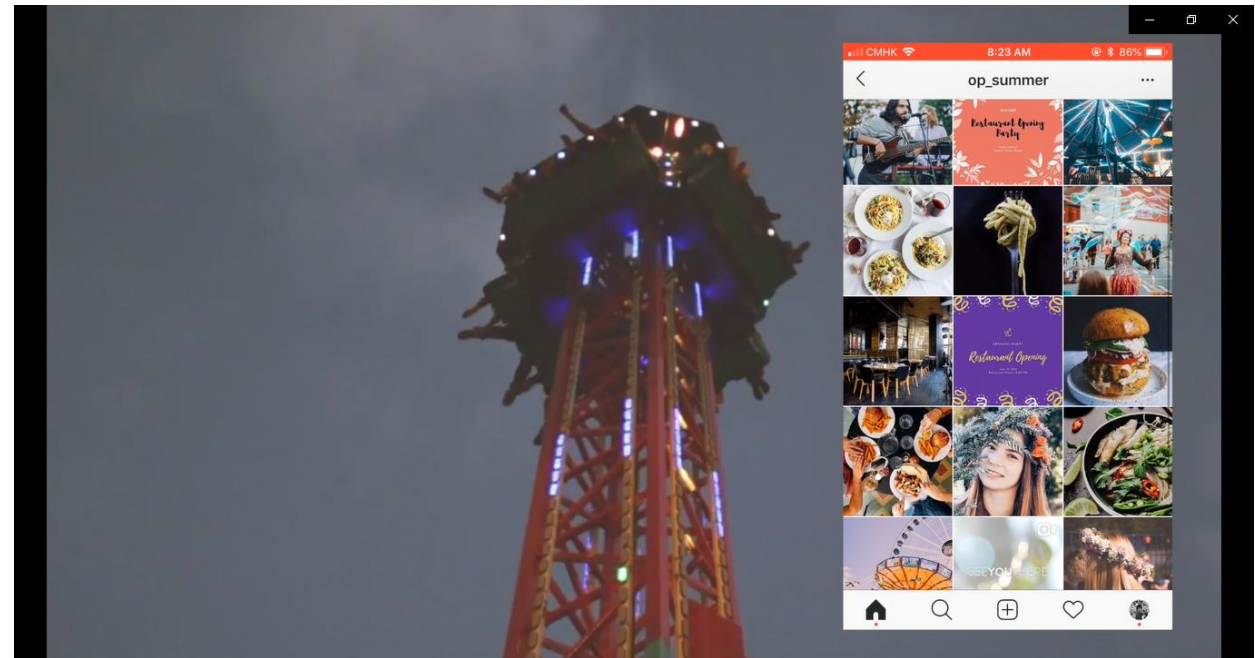
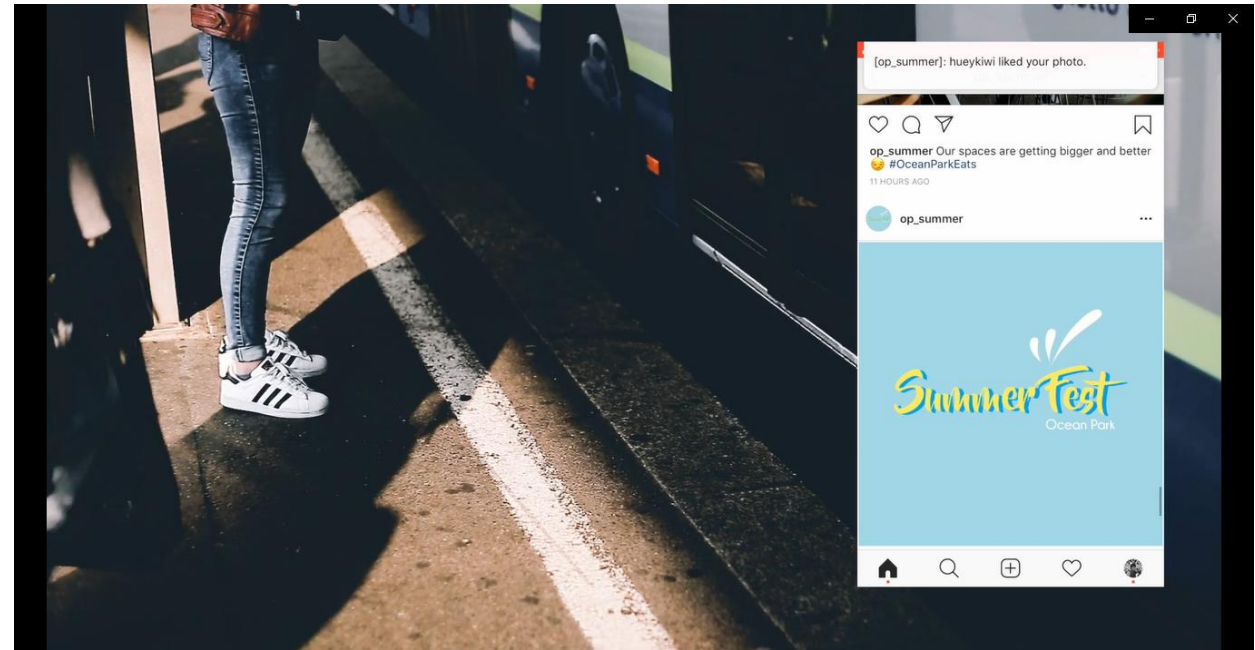
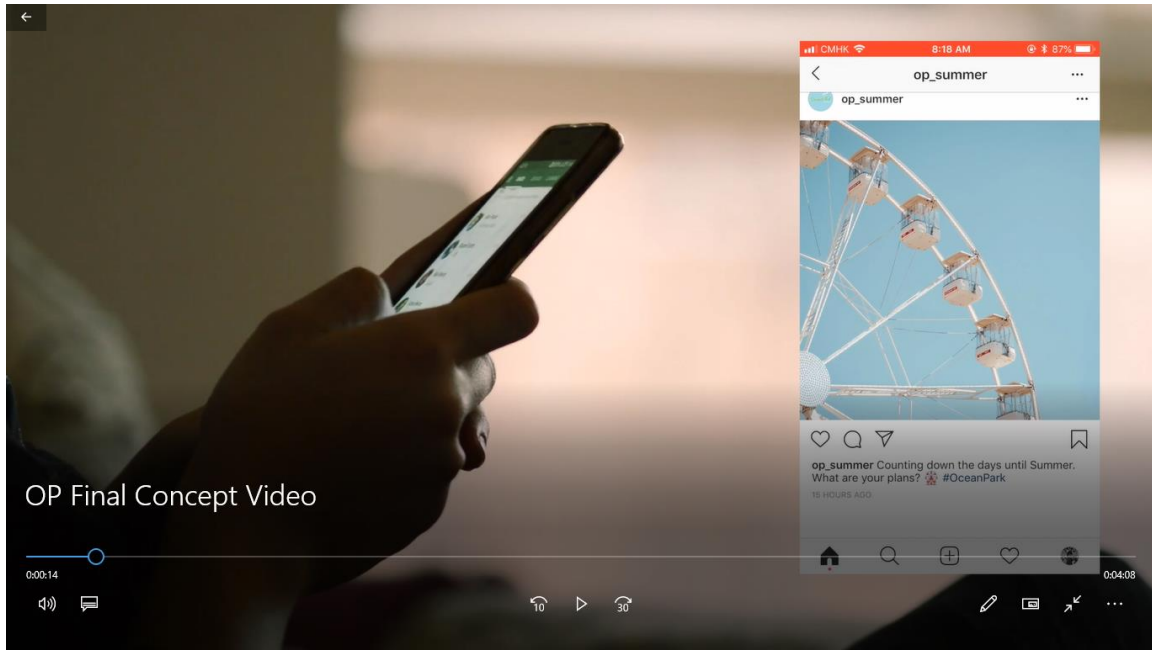


- Career opportunities in banking (*service innovation*), gov (*service transformation*), arts management (*wkcd*), marketing, education..
- Our students are currently working for morgan stanley, kpmg, jones lang lasalle, bank of china, cathay pacific, government sector...
- And doing Start-Up as an Entrepreneur!



Tiffany, *Lenovo Global Future Leaders Program 2017*: “Lenovo offers a truly globalized and diverse platform for young people to develop and grow. Although I just started my career as part of the Global Future Leaders Program 2017, I am already given important responsibilities such as planning our PC product portfolio for the following 3 years.... I also participated in the Lenovo Innovation Hackathon with a team of Lenovo Global Future Leaders (2017) based in Beijing. Within 52 hours, we were able to develop and pitch a roadtrip companion app called On The Road. ... I met passionate engineers, marketers, and students from all corners of China”





Co-Creation of Community

社區共創項目

Themes

Hakka Reinvention

Rural Art & Education

*Rural Appropriate
Technology & Design*

Natural Craftsmanship

"Co-creation of the Community" (3Cs) Scheme of the HSBC Rural Sustainability Project seeks to involve specialists of different expertise to serve as community curators to help identify and utilise both the tangible and intangible rural capital of villages for the revitalisation of sustainable rural communities.

We are now inviting creative proposals from artists, architects, scientists or any specialist groups keen to contribute to rural revitalisation and sustainability.

IMPORTANT DATES

Application Deadline for Briefing Tour	19 Nov 2018
Briefing Tour to Lai Chi Wo	8 Dec 2018
Deadline for Proposal Submission	31 Mar 2019

For more details:

TEL

5917-4905 (Mr Leung)

EMAIL

ruralw@hku.hk

WEB

<http://www.socsc.hku.hk/ps/lai-chi-wo/en/pages/co-creation/approach/>



Initiated by



Supported by



To Survive Tomorrow, You Need to Be T-shaped

- Businesses increasingly need people who can **cross-pollinate** across disciplines.
- They need **T-shaped** people who are deep in at least one area while knowledgeable in many.



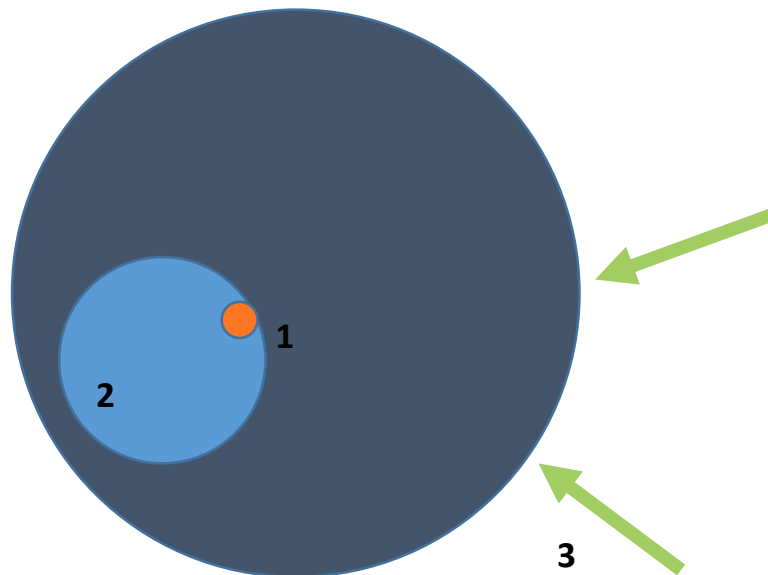
Empathy across disciplines

(coupled with)

Deep knowledge in specific areas

The three level of addressing the stakeholders

1. Addressing what they want
2. Addressing what they need
3. 'Educating' them with your vision, your insight



Qualitative Market Research

Based on opinions and experiences

Smaller sample

Interviews, focus group

In-depth analysis

Open Ended questions

Quantitative Market Research

Based on numbers

Larger sample

On-line & postal surveys, CATI surveys

% of people agreed with a statement

Mostly Closed questions

10 Digital Transformation

and Innovation Keys

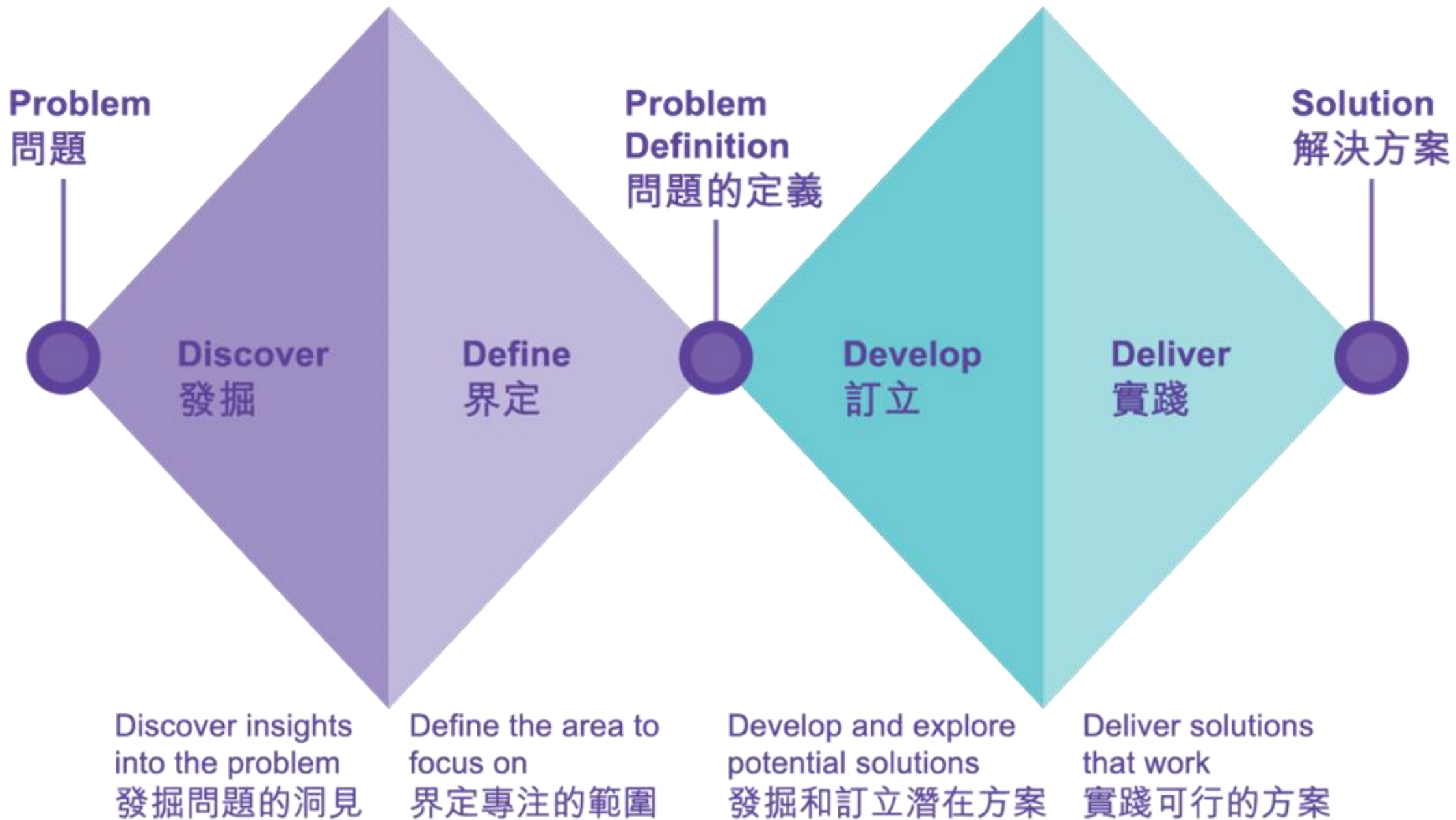
- 1 Design Thinking
- 2 Multi-disciplinary Innovation and Inheritance
- 3 T-shaped awareness
- 4 Blockchain – Distributed Ledger: The value creator
- 5 'Four in one' (Information + Business + Funding + Logistic) Stream
- 6 Open Banking: A new finance ecosystem
- 7 Insight and Community Manager
- 8 As component in Smart City, empowered by IoT
- 9 AI adoption with availability of media data
- 10 The rise of UI/UX

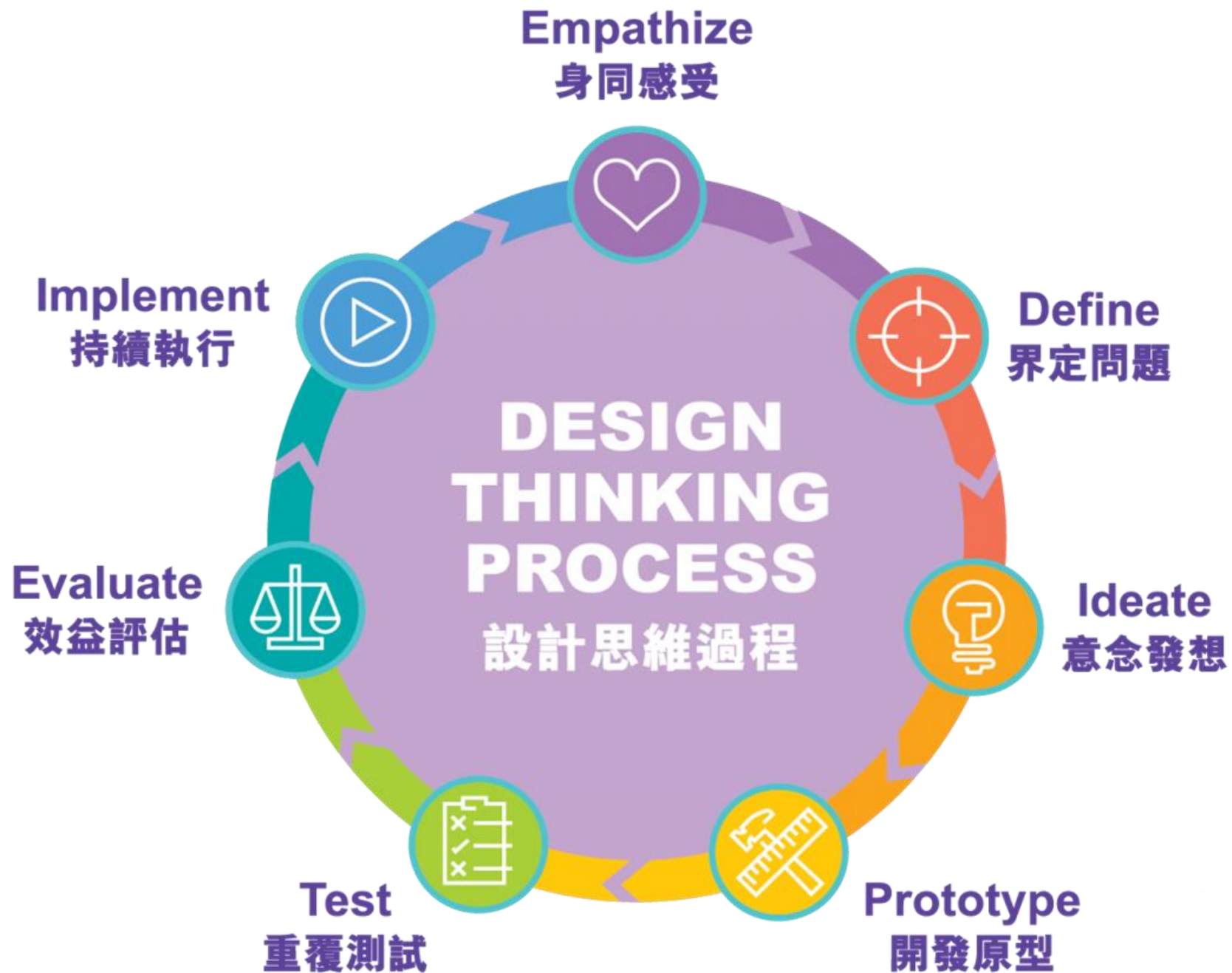


10 數位化轉型與創新關鍵

- 1 設計思考
- 2 跨學科創新與傳承
- 3 T 形意識
- 4 區塊鏈 - 分散式分類帳：價值創造者
- 5 '四位一體'（資訊流+商務流+資金流+物流）
- 6 開放銀行：一個新的金融生態系統
- 7 洞見和社區管理經理
- 8 由物聯網串聯智慧城市的有關部分
- 9 媒體資料支援的人工智慧應用
- 10 使用者體驗/使用者介面的興起

Design Thinking and Design Doing





1 Compassion
Empathizing with others to understand problems from their perspectives.

3 Creativity
Opening oneself to multiple possibilities and opportunities to identify new solutions.

5 Curiosity
Taking the initiative to explore and learn beyond one's own skillset and domain of knowledge.

7 Communication
Mastering interpersonal skills to connect and exchange ideas with stakeholders.

1 同理心 (COMPASSION)
從他人的角度理解問題。

3 創造力 (CREATIVITY)
開放自己，接受各種可能性和機遇，以找出全新方案。

5 好奇心 (CURIOSITY)
主動發掘和學習超乎一己之技術和知識。

7 溝通 (COMMUNICATION)
擁有良好的人際技巧，與持份者聯繫和交流意見。

2 合作 (COLLABORATION)
與團隊中不同成員合作，以達致共同目標。

4 批判思考 (CRITICAL THINKING)
界定和重新界定問題，以及使用質化和量化方法以評估和解決問題。

6 信心 (CONFIDENCE)
能夠接受模稜兩可，具有企業家精神和堅定不移的信心來採取果斷的行動。

2 Collaboration
Working together with diverse members in a team to reach a common goal.

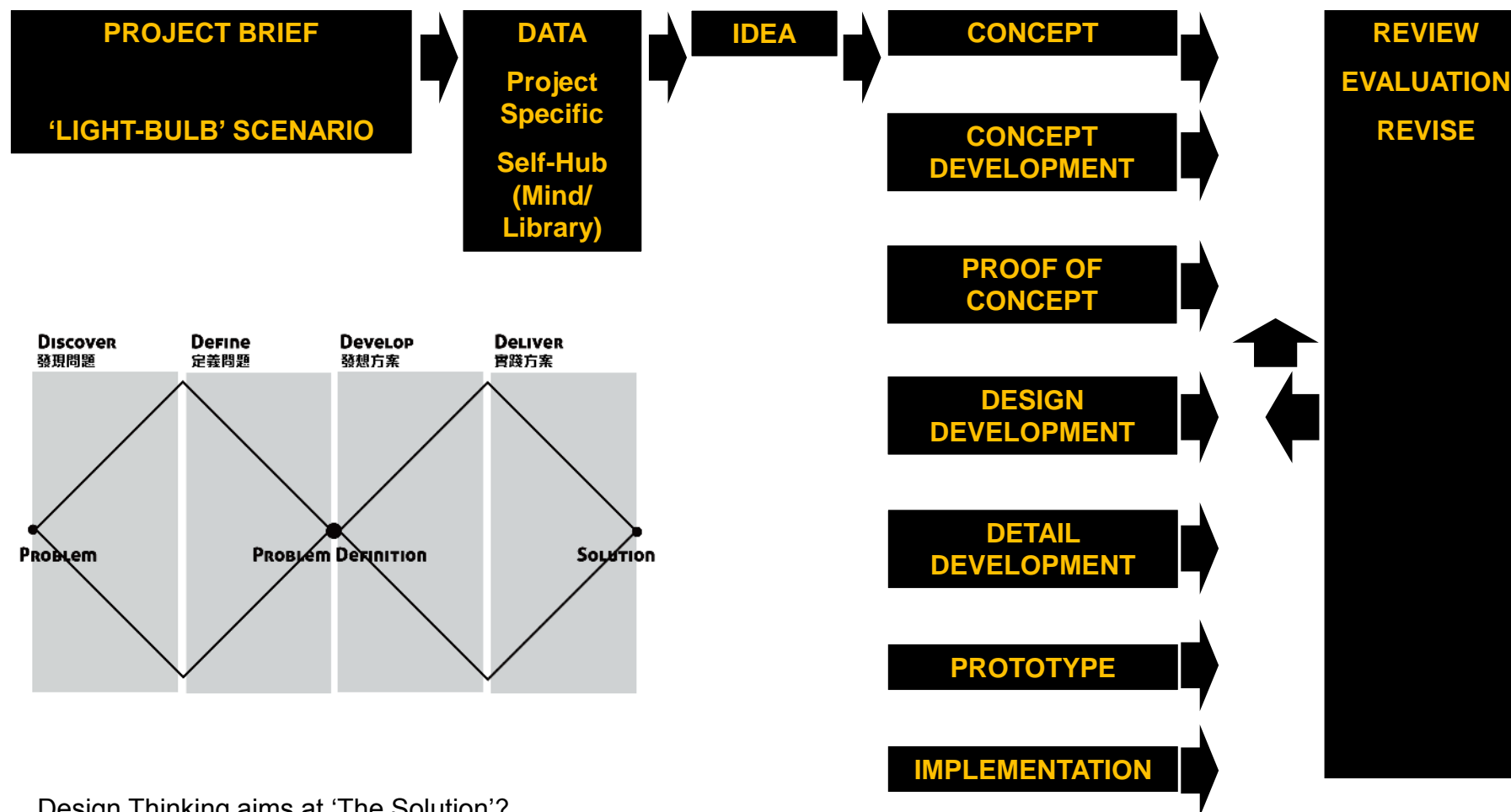
4 Critical Thinking
Defining and redefining problems, and applying both qualitative and quantitative methods to assess and solve them.

6 Confidence
Coping with ambiguity, and demonstrating the conviction and entrepreneurial spirit to take action.

設計思維讓我們重新建構問題，
並構想創新點子去解決問題

**Design Thinking allows us to reconstruct the question, and to assembly
new ideas to form concept, and implement to address the pain-points.**

反覆執行 Iterative



設計思維並非線性過程，當中所獲取的新反饋和洞見，有助發展其他方案和持續改進。

Design Thinking is non-linear process. The feedback, evaluation and insight could help the further development and improvement.

Authentic

尋找自己的元素, 挑戰自己的自我
解決問題的個人風格
給社會帶來衝擊和貢獻!!

To challenge and find your own style in
innovation management and problem solving,
and bring contribution and impact to the society!



**Class presentation at Asia Miles (Revolutionary Dining Experience)
at AM's HQ boardroom to the Management Team**

Case studies **Asiamiles:**

- First, introduced company-wide 1-day Design Thinking workshop
- then, introduced small mentor-led projects.
- Research changed to acting as a horizontal team that touched many verticals such as marketing, partnership member services, data analytics.
- KPI 1: ability to make the “Voice of the Customer” heard
- KPI 2: appropriate customer insights for design and development of various touchpoints, services and propositions of the Asia Miles programme, using principles of design thinking.
- Insights from qualitative and quantitative research
- Three guiding principles: 1. customer-centricity expanding into stakeholder-centricity, to distribute value to members, customers, employees and shareholders. 2. taking tolerable risks, and, 3. executing with a bias to action.
- Tolerable risk empowered the company to try new initiatives.
- “fail fast and fail small”



Asiamiles - Insights driven organization

- marrying the qualitative science or social science gleaned through customer research to the data science models from the analytics team. While this was not an easy task,
- Different languages between the two disciplines but give birth to well-rounded insights.
- Data scientists harnessed copious amounts of unstructured company data to look for information that had implications on improving business such as customer satisfaction drivers, revenue trends and others
- Conducting interviews with customers to define what entertainment meant and eliciting psychological patterns in their redemption behaviour.



Conducting in-person interviews with their members revealed that while purchasing concert tickets was a functional need, attending a memorable concert was the real desire that members were seeking, one that they would recall for years to come. Being able to provide concert tickets using Asia Miles redemption platform proved to be a uniquely valuable proposition to their member base.



Do "new trends" always rule out "old traditions"?

Trendition 潮留

Thank you

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Wechat: josephphchan



Value generated from Blockchain Technology

- T-shaped innovation
- Why (studying) Business / What is the purpose of Business
- The Pioneering Technology and their Value: AI, Big Data (Future Quantum Information), IoT and Blockchain
- The value in AI
- The value in Big Data
- **The value in IoT**
- Why the Blockchain is the missing piece and its value
- Case I: Trusted Certificate from the Ecosystem
- Case IIa: Adoption in Casino Business – the wider network
- Case IIb: Adoption in Casino Industry – Responsible Gambling and Improved Audit System
- Case IIc: Person Data Privacy and GDPR (General Data Protection Regulation)
- The value in ERC20 in an ecosystem
- From Ethereum to a wide crypto market (ICO)*
- The next level in value in NFT (ERC721, ERC998, ERC1050 etc.)
- Metaphor of Artwork (while there are Art Basel and Art Central in HK this week...)



IOT

- Make 'things' connected and communicating to each other
- Usage Analysis and to develop the relationship among things
- (via seamless data transfer process)
- Generate the pattern and to predict the outcome: Personalization and Convenience (Combination), Information Synthesis (Big Data), Optimization (AI)
- Trusted Connection and Validation among the connected outlet -> (Blockchain)

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Here's why blockchain is a **game changer** for IoT


Leveraging blockchain for your IoT data offers new ways to automate business processes among your partners without setting up a complex and expensive centralized IT infrastructure.

Blockchain's data protection fosters:


- Stronger working relationship with your partners
- Greater efficiency as partners take advantage of the information provided



Enable IoT devices to participate in blockchain transactions



Reimagine the world's most fundamental business interactions; open the door to invent new styles of digital interactions



Reduce the cost and complexity of operating sustaining business

Why blockchain is a game changer for IoT according to the IBM infographic

Blockchain x Internet of Things

From a distributed infrastructure, the cross-over brings increasing scenarios and uses cases – as a way to convergence

Internet of things is to link up different devices and system to enhance the performance and service, while strength in blockchain is about its enabling transaction and interactions

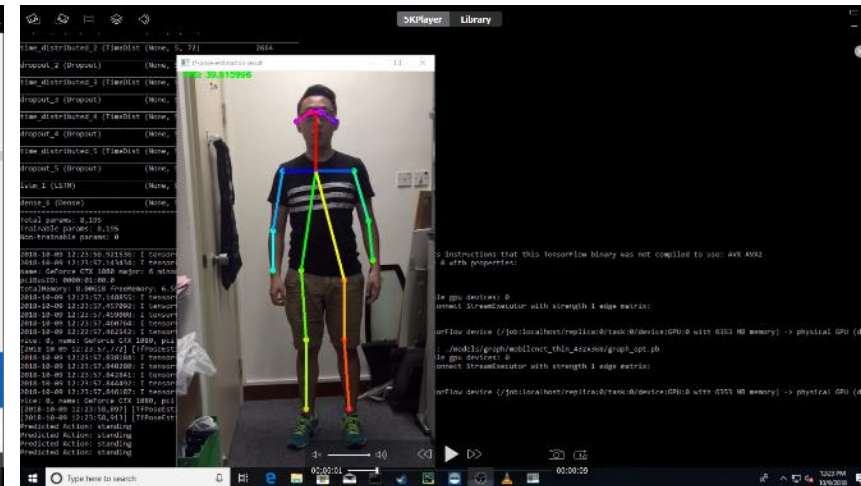
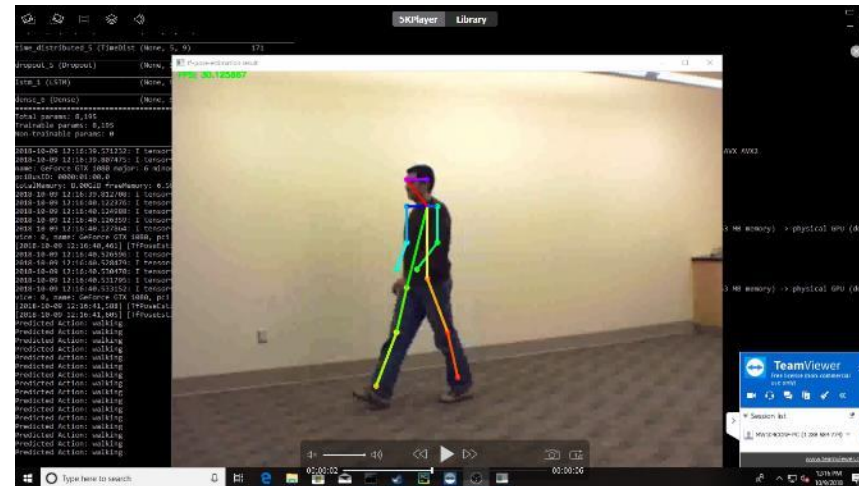
9th Digital Transformation and Innovation Keys

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AI

- Machine Learning
- Reallocation of resource – time and resource saving value
- Large amount of information -> (Big Data) -> (Blockchain)
- Large amount of repetitive action
- Collection of the info and plan the afterward response
- Analysis and synthesis of information -> (Consensus via BC.)
- Trial and Error, testing to reduce failure risk (fail fast approach)
- Optimization of outcome
- Target predictable outcome

Value generated from Blockchain Technology

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Big Data

- Personalization
- via classification of information and analysis
- via information synthesis -> (AI & IOT)
- Supported by machine learning -> (AI)
- To increase productivity
- By building the model from data collected
- Understand users to support marketing and product development to have better time saving and output quality -> flow of data and encrypted data (Blockchain)
- Improved marketing pinpointing and precise positioning
- Develop the audience and the related audience