

GSC: PolyU Pre-Challenge to groom student entrepreneurs

With the aim of grooming the business minds of students and encouraging them to explore their entrepreneurial dreams, the *GSC: PolyU Pre-Challenge* was held on 13 April 2010.

A total of 39 multi-disciplinary teams, comprised of 118 students, signed up for the contest. After competitive selection, 18 qualifying teams were chosen to enter Round II, and three finalist teams with the highest scores were invited to compete once again in the Final Round on 13 April.

During the Final Round, the three teams presented their business proposals to the panel of high-profile judges to compete for the *Gold, Platinum and Diamond Award for Innovation*. Judges were impressed by the contesting students' collective talents, and initiative that put their passion and knowledge into practice, adding real value to our community while opening limitless opportunities for their own development.

Four students, Mike, Louis, Zhenguang & Ling formed a multi-disciplinary team, beat 38 teams and become the champion. The *Diamond Award for Innovation* winning team project, *GOOGLOR*, provides an innovative e-commerce solution to accelerating the urban recycling rate by indexing and geographically labeling reliable recycling spots on Google Maps. The judges were impressed by the talents of the *GOOGLOR* team members, especially their outstanding presentation skills and the “go beyond profit” concept. Apart from the considerable economic return to the investor, *GOOGLOR* also promotes corporate social responsibility while raising community's awareness of environmental protection globally.

A chewing gum with a unique function – flavour balancing, a project titled *Balance*, took the *Platinum Award for Innovation*. *Balance* is an extraordinary chewing gum that defines the confectionary industry with special texture. Seeing the trend of soaring concern for healthy life-styles, it shapes healthy food consumption habit by fulfilling a desire of which the consumer was unaware. This idea would definitely be a major revolution in chewing gum, according to the 4 creators from AF.

We can turn tooth-brushing into a lifestyle!! Thanks to the *Gold Award* winning team with their *Toothpaste Cube*, we can bring the exact no. of toothpaste cube we need when we travel, and we can pick different favours and shapes to make tooth-brushing more personalized.



In addition to the above-mentioned awards, a full list of all winning teams is as follows:-

Diamond Award for Innovation – *GOOGLOR*

SHEN Jingyi, Mike (MM), LIU Zhengyang (COMP), LIU Xiao, Louis (EIE), QI Ling (SHTM)

Platinum Award for Innovation – *Balance*

TANG Wai Lam, Knox, CHEUNG Yuk Han, CHEUNG Pan Lok & LI Man Wai, Vivian (AF)

Gold Award for Innovation – *Toothpaste Cube*

WONG Lam Lam, Sophie & SUEN Yu Ting, Teresa (AF)

Excellence Award for Innovation X 3 teams

Auto Learn

LAM Pak Chuen, Burton (COMP & MM), HA Wai Lun (ME), FONG Tsang Ming (ISE), CHEUNG Tsz King (COMP)

Easy Queuing

FENG Ziqiang (COMP), SUN Jianwen & LU Ziyi (AF), SUN Yuou (ISE)

Magic Glove

HU Yi & LUO Min (AF), MA Cheng (BRE)

Merit Award for Innovation X 3 teams

Bio-Cutlery

IP King Him, LAU Pau Shan & SIN Wai Han, Joey (MM)

GLAD Tri-cle Bag

TSANG Kin Yung, Ken, KO Yuet Yan, Lydia & CHAN Ka Wai, Ivy (MM)

U Home

LAM Pak Chuen, Burton (COMP & MM), HA Wai Lun (ME), FONG Tsang Ming (ISE), CHEUNG Tsz King (COMP)

