

Group	Problems Addressed (List a few)	Implementations and Social Impacts
1	<ul style="list-style-type: none"> <li>- Different perceptions towards electronic games between teenagers and elder, and the worsening relationships derived</li> <li>- Parents, teachers and the society generally regard electronic games as hobby that may hinder academic results</li> <li>- Game-loving teenagers lacking academic strengths may have low self-confidence</li> </ul>	<p><b>Brief</b></p> <p>『打』造新『機』遇 is a platform to support parents and teens by providing workshops about eSports (電競) industry. The key idea of business is to introduce new means for middle-class parents to better connect with their children who are interested in playing electronic games. The platform also aims at providing teens an early exposure to eSports industry, and motivate them to start career planning in advance.</p> <p><b>Implementations</b></p> <p>Parents shall pay for workshops that enable them to understand and experience their children’s electronic game interests. Meanwhile, the platform provides courses/ trainings to school teens about theories and necessary competence to become professional eSports player. Inter-school competitions will be held, winner to be grnaded an internship position in game development companies. While 『打』造新『機』遇 platform acquires resources from these companies, they can also advertise the gaming industry and abosrt talents.</p> <p><b>Social Impacts</b></p> <ul style="list-style-type: none"> <li>- Recognition and support to game industry and eSports in Hong Kong</li> <li>- Improvement of Parent-Child relations</li> <li>- Increse teenagers’ flexibility towards adversities</li> <li>- Introduce a new career path to the teenagers</li> </ul>

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2	<ol style="list-style-type: none"> <li>1. Teenagers lack of thorough and clear understanding of different industries</li> <li>2. Teenagers aged 15-24 (who have quited schools) lack of aspiration for future but willing to get a job</li> <li>3. The left-out teenagers do not have sufficient resources for proper life planning</li> </ol>	<p><b>Y Not...?Why Not!</b> is a production house targeting to light up career prospect of teenagers. Through producing recruitment and CSR video for different companies, it hopes to deepem the understanding of youngsters towards different industries and their relative career opportunities. The production house shall recruit youngsters to become “Youth Opinion Leader” (YOL), and involve in filming process. It hopes that video production can be a media to reach out teenagers and inspire the new generations.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>1. Team formation: experienced HR personnel and video producers</li> <li>2. Apply for SIE fund for idea testing</li> <li>3. Pitch a few big corporates to place order of recruitment thru using YOL</li> <li>4. Setup of production house</li> <li>5. Recruiting YOLs</li> <li>6. Launching signature project</li> </ol> <p><b>Social Impacts</b></p> <ul style="list-style-type: none"> <li>• Reaching out isolated teenagers</li> <li>• Enhancing teenagers’ understanding of job market and industry nature</li> <li>• Providing new insights and extend the horizon for better career planning</li> <li>• Building corporate CSR image through video production</li> <li>• Recruiting new blood, especially for industries facing manpower deficiency</li> </ul>

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3	<ol style="list-style-type: none"> <li>1. Growing number of university students who are unprepared for challenges in workplace and lack of vision for future career prospect</li> <li>2. Inadequate confidence and persistence among youngsters</li> </ol>	<p><b>Brief</b></p> <p>C-師計劃 is a career development programme designed for students who don't have a clear idea about their future career. The programme consists of 4 major components, career training, consultancy, internship (often in niche industry) and mentorship. The programme hopes to create value for both students and company. By participating in an array of mentorship and career training session offered by our programme, students could regain their confidence and persistence while equipped with the skills required in the workplace and established a concrete goal for their future career.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>1. Provide career guidance and training prior to internship placement in the industry.</li> <li>2. Identify company's needs by consultation, and; if necessary, assist them to formulate internship programme.</li> <li>3. Matching students' interest and company's need.</li> <li>4. Hiring experienced mentors (retired person) from respective industry to guide and provide assistance for students</li> <li>5. Evaluate outcome and achievement with the student, the mentor and the company.</li> </ol> <p><b>Social Impacts</b></p> <ul style="list-style-type: none"> <li>• Create diversity in future labour market</li> <li>• Enable students to learn the career prospect of non-mainstream industry</li> <li>• Enhancement of student's confidence and self-understanding</li> </ul>

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4	<ol style="list-style-type: none"> <li>1. Anxiety arising during the transition of young old from work to retirement</li> <li>2. Weak social connection or dull social life</li> <li>3. Dissatisfaction towards pre-retirement life</li> </ol>	<p><b>Brief</b></p> <p><b>Life Enrichment</b> 豐盛人生 establishes a website that provides a series of services to Young Old (YO), with major concerns about health and entertainment after retirement. The website shall collaborate partners like travel agencies, sponsors, restaurants and NGOs. It aims at providing easy accessible information and channels for YO to meet new friends with common interests. The ultimate goal is to build up an informative platform for YO, on which their retirement life can be enriched with joy and satisfaction.</p> <p><b>Implementations</b></p> <ul style="list-style-type: none"> <li>- Set up a company at the cost of HKD 200,000-300,000. The setup cost will be shared by 10-15 partners of retired friends</li> <li>- Identify YOs and data collection on needs/ interest of recent retired group</li> <li>- Analyse collected information and extract a few items for trial (etc. craftsmanship course, 美食團) and create a webpage</li> <li>- Line up potential partners (e.g. travel agencies, clinics, restaurants etc.)</li> <li>- Initial marketing mainly thru snowball network amongst partners of the company</li> </ul> <p><b>Social Impacts</b></p> <ul style="list-style-type: none"> <li>- Smooth transition of life span from full time job to retirement</li> <li>- Expand scope of social life thru easy access to useful and actionable information</li> <li>- Raise public's awareness about YO needs</li> </ul>

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5	<p>1. Many Young-Old (YOs) would like to pursue their entrepreneurial dreams. However, there is a lack of social support and understanding of YO's dream, hindering their second career development</p>	<p><b>Brief</b></p> <p>By offering professional consulting services, <b>Silver Dream Consultancy</b> aims to assist passionate entrepreneurs at their early pre-retire period to plan ahead retirement life which related to business set-up. The company will approach and partner with big firms to help their senior staffs to prepare retirement life. They will organize workshops, seminars and case sharing to let them understand the importance, option and strategy of retirement planning to smoothize or assist their entrepreneurial journey. Also they will organize social event amongst members to create a mutual help network and create common interest amongst small groups.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>1. Identify middle-class YOs who are interested in setting up businesses</li> <li>2. Provide consultancy services (knowledge exchange and networking)</li> <li>3. Organise social functions for YOs and their family to reduce family tension</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>1. Raise public awareness towards the needs of retirement planning</li> <li>2. Build up Young Old think tank for second career development</li> <li>3. Assist YOs to pursue business start-up dream</li> </ol>

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6	<ol style="list-style-type: none"> <li>1. Young old (YO) often lack earlier second life planning prior to retirement.</li> <li>2. Uneasy match of skills, expertise, and lifelong interests</li> <li>3. Lack of social support and self-fulfillment after retirement</li> </ol>	<p><b>Brief</b></p> <p><b>Buddies’ Club</b> targets pre Young Olds (YOs) aged of 45+ and are soon retired. This project aims at offering opportunities for them to develop interests, form common interest groups and provide interest course trial sessions. The goal to enhance sense of self-actualization, build up peer support network and explore potential talents.</p> <p><b>Implementations</b></p> <ol style="list-style-type: none"> <li>1. Offer interest class trial sessions for interest development</li> <li>2. Form common interest groups ( niche skills e.g., acapella, ukulele, etc)</li> <li>3. Develop membership and loyalty discount system</li> <li>4. Form a bridge between pre YOs and YOs (retirement transition support)</li> </ol> <p><b>Social Impacts</b></p> <ol style="list-style-type: none"> <li>1. Help pre -Os develop interests for better second-life planning</li> <li>2. Promote community and social support among pre-YOs and YOs</li> <li>3. Allow knowledge and skills circulation out of formal career settings</li> </ol>