

THE 2025 HONG KONG INTER-UNIVERSITY

# GENAI HACKATHON

FOR **SUSTAINABLE  
DEVELOPMENT** GOALS

## LAUNCH DAY

# EVENT EMCEE



**Mr Michael Campion**

**Partner**

**Quinlan and Associates**

# SPONSORS AND ORGANISING UNIVERSITIES



# TODAY'S AGENDA

**10.00 OPENING CEREMONY**

**10.15 ICEBREAKERS**

**10.30 RULES OF THE EVENT**

**11.00 MORNING PRESENTATIONS**

**12.00 LUNCH & TEAM FORMATION**

**13.30 PATHWAYS & SUPPORT**

**14.00 AFTERNOON WORKSHOPS/FREE TIME**

**16.00 END OF DAY**

# TODAY'S SPEAKERS (AM)



**Mr David Begbie**  
Crossroads Foundation

**A Heart of Change**



**Mr Brian Tang**  
The University of Hong Kong

**Designing Ethical AI Solutions in an  
Agentic World**



**Dr Jac Leung**  
Hong Kong University of Science and  
Technology

**GenAI for Design Thinking**

# TODAY'S SPEAKERS (PM)



**Mr. Raymond Tsang**

**Global Training Advisor/ Senior Technical Advisor  
Alibaba Academy, Alibaba Cloud**

**Prompt Engineering and application of  
Alibaba Cloud AI Model Studio**



**Ms. Diana Pang**

**Senior Foresight Analyst,  
Arup**

**GenAI in Cultural Heritage**

# TODAY'S SPEAKERS (PM)



**Dr. Meike Sauerwein**

Lecturer I, Division of Environment and  
Sustainability, The Hong Kong University of  
Science and Technology



**Ms. Skiee Hui**

Lecturer I, Division of Environment and  
Sustainability, The Hong Kong  
University of Science and Technology



**Dr. Leon Lei**

Senior Education Development, Talent and  
Education Development Office Officer, City  
University of Hong Kong

**Sustainable Design and Biodiversity**

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# GENAI HACKATHON

FOR **SUSTAINABLE  
DEVELOPMENT** **GOALS**

## OPENING & PHOTOS

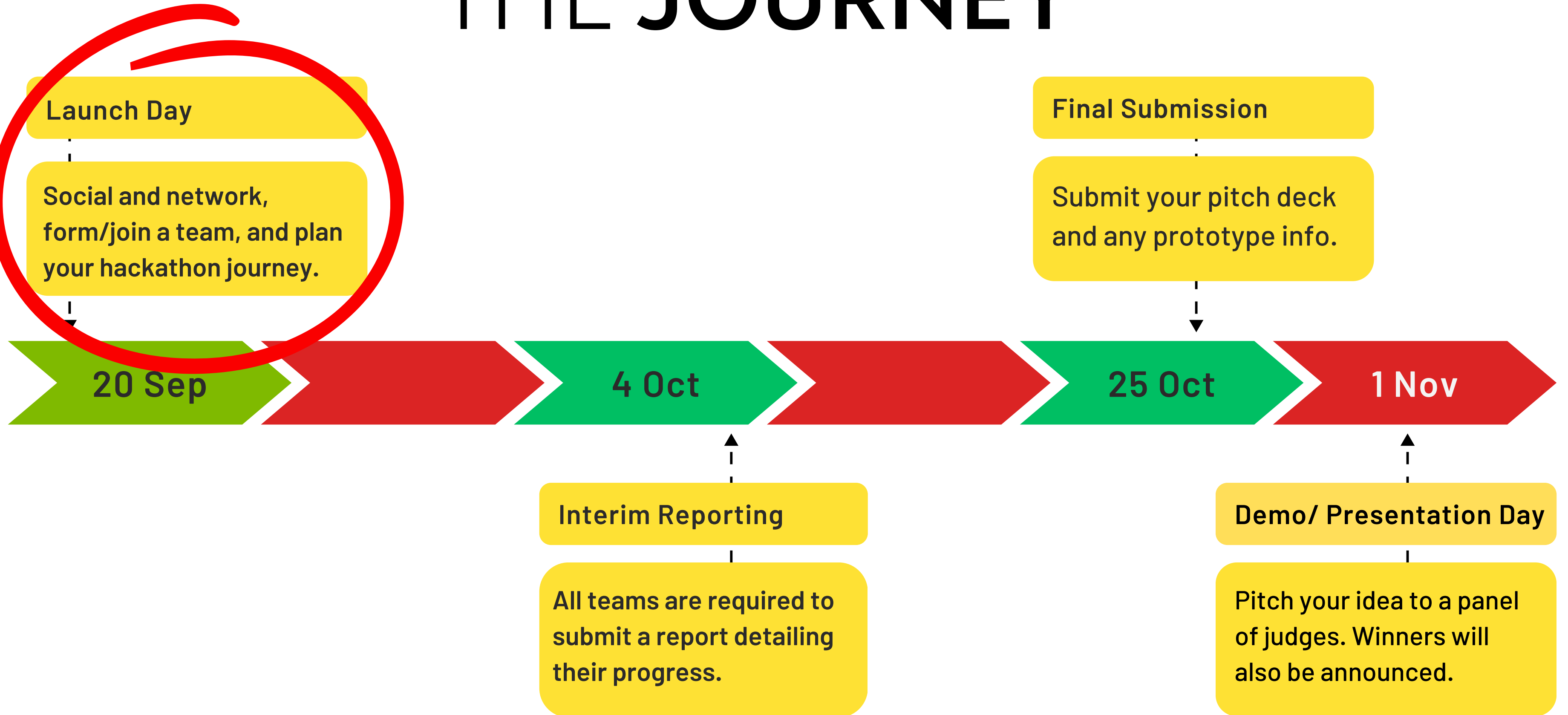
# ICEBREAKER

# RULES OF THE EVENT

# WHY THIS HACKATHON

- Tech for social good
- Networking and making friends
- Entrepreneurship pathways
- Playing and having fun!

# THE JOURNEY





# THEMATIC TRACKS

Youth Empowerment and Inclusive Futures

Resilient and Adaptable Communities

Sustainable Design and Biodiversity

Artistic and Cultural Innovation



# TEAM COMPOSITION

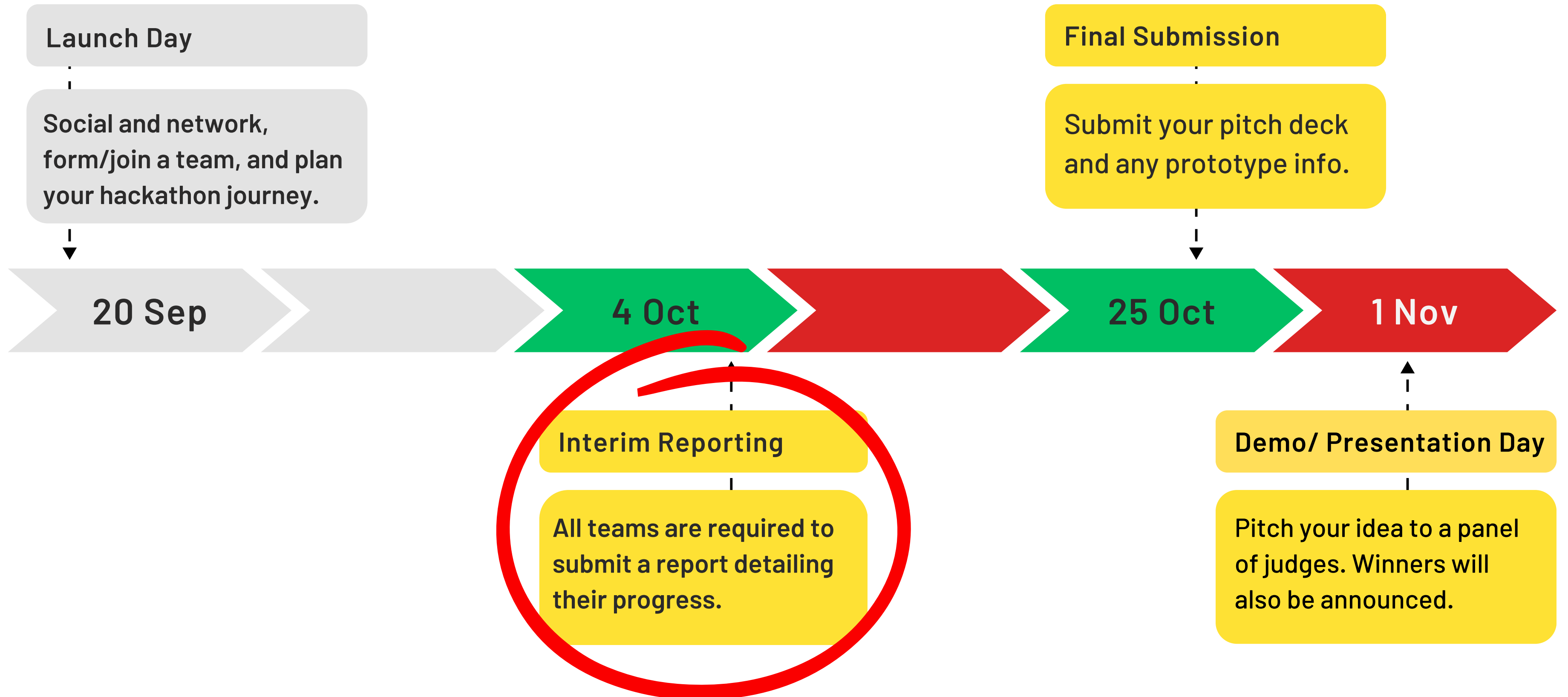
- Teams Size: 3 – 5 students
- Encourage mixed disciplines and university teams
- At least 50% undergraduate students per team



# FINDING *MENTORS*

- Optional
- Expertise and insights
- Strengthens your pitch
- Support your team for next phases  
(incubation, seed stage, start-up)

# THE JOURNEY

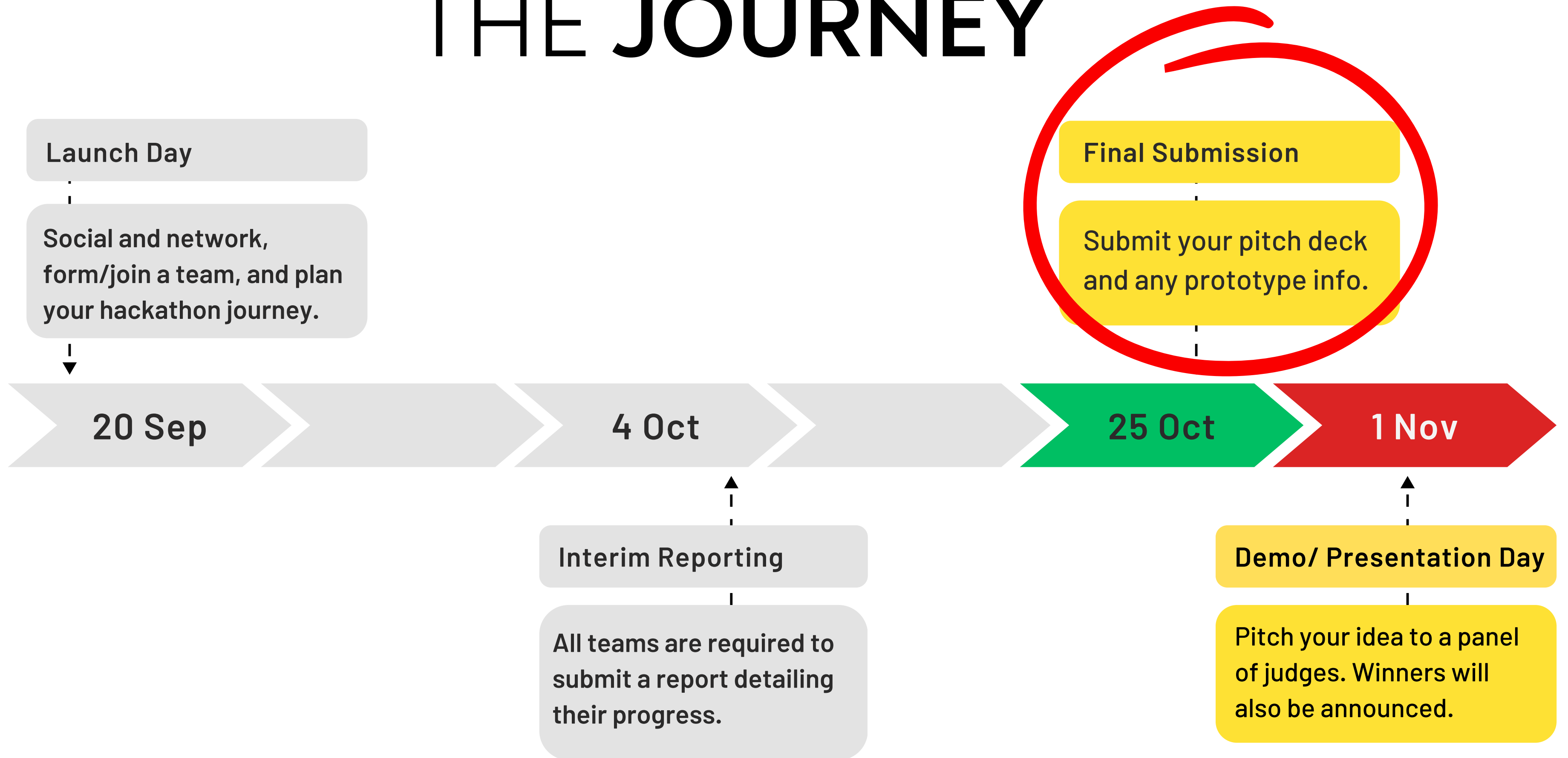


# INTERIM REPORT

Submit by **04 Oct 2025**

- Progress report clarifying the scope of your team's social problem and the preliminary idea to be developed.
- Template will be available on event website.
- Team composition cannot be changed after this date.

# THE JOURNEY





# FINAL SUBMISSION

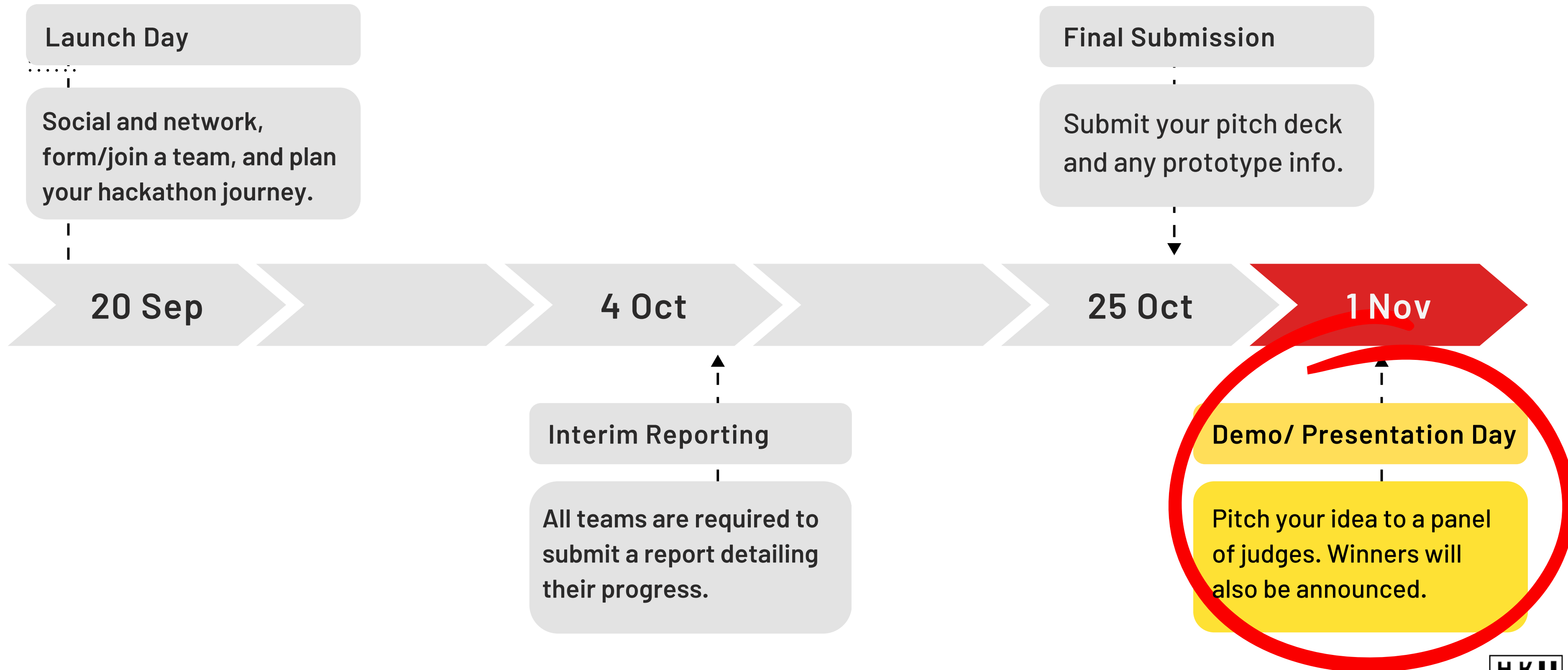
Submit by **25 Oct 2025**

- Pitch Deck (5 minutes) - may include appendices
- Prototype demos (preference a video)
- Any additional information (appendices, technical files etc.)

Only 40 teams will be selected to proceed to the final pitch day.

Late submissions may be penalised or rejected.

# THE JOURNEY





# PITCH DAY

Selected teams will pitch on **01 November 2025** to a panel of judges.

Presentation schedule will be announced via email, Discord, and on the event website.

Teams will compete in thematic tracks.



# JUDGING CRITERIA

- Convincing framing of problem (20%)
- Prototype/ demo (20%)
- Appropriate technical component (20%)
- Feasibility and impact (20%)
- Sustainability and ethics (20%)

# AWARDS

12 prizes are contributed by the organising universities.

- Gold Prize (Winner): \$5,000 x 4 themes
- Silver Prize (1st Runner-up): \$3,000 x 4 themes
- Bronze Prize (2nd Runner-up): \$2,000 x 4 themes



# FAST TRACKS

4 out of 12 winners will go straight to the semi-finals of the Hong Kong Social Enterprise Challenges (HKSEC).

All gold winning teams will progress to the finale of the Hong Kong Science & Technology Park's Techathon+ 2025.



# MORNING KEYNOTES

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**Mr David Begbie**

Director  
Crossroads Foundation

**A Heart of Change**



**Mr Brian Tang**

Executive Director of LITE Lab, Faculty of Law  
The University of Hong Kong

**Designing Ethical AI Solutions in an  
Agentic World**



**Dr Jac Leung**

Lecturer, Division of Integrative Systems and Design  
Hong Kong University of Science and Technology

**GenAI for Design Thinking**

# MORNING KEYNOTES



**Mr David Begbie**  
**Director, Crossroads**  
**Foundation**

**A Heart of  
Change**



**Crossroads  
Foundation**  
**國際十字路會**

# MORNING KEYNOTES

## Designing Ethical AI Solutions in an Agentic World



**Mr Brian Tang**  
**Executive Director of LITE Lab, Faculty of Law**  
**The University of Hong Kong**

# MORNING KEYNOTES



## GenAI for Design Thinking



**DIVISION OF INTEGRATIVE SYSTEMS  
AND DESIGN**

**Dr Jac Leung**

**Lecturer, Division of Integrative Systems and Design  
Hong Kong University of Science and Technology**



# LUNCH BREAK

## UNTIL 1:30

# TEAM FORMATION

**Deadline: 6:00 pm  
20 Sep 2025**

**Team details will be posted  
on the event website.**

**Lunch break until 1:30 pm**

**WELCOME  
BACK**

# ENTREPRENEURSHIP PATHWAYS

- Over \$300,000 of seed funding available for winning and runner-up teams.
- Incubation and expert mentoring to further develop your social innovation.
- Fast-track entry into other competitions.

# HONG KONG SOCIAL ENTERPRISE CHALLENGE



**HKSEC**  
香港社會企業挑戰賽  
HONG KONG SOCIAL ENTERPRISE CHALLENGE



- The top social enterprise competition in Hong Kong.
- Champion Team will receive a Startup Award of HK\$300,000, while 1st Runner-up Teams will receive HK\$150,000 each.
- 12 winning teams selected for fast-track to semi-finals.
- Non-winning or selected teams can join through general track.
- Interested team must register by **28 Oct 2025**
- First round submissions (business plan) by 17 Nov 2025

# HONG KONG TECHATHON+



- Hong Kong's premier tech competition, organised by HKSTP.
- Direct Access to Over HK \$1.4 Million Seed Funding & Numerous Incubation Support Programmes. Prizes up to \$15,000.
- All gold winning teams fast-tracked into finals. The change of teammates and ideas are not allowed.
- Semi-final pitch on 1 Nov at Kowloon Tong. (Register at <https://www.hktechathon.com/en> by **26 Oct 2025**.)

# ALIBABA ENTREPRENEURSHIP FUND JUMPSTARTER ZPIRE

- 6-month Student AI Challenge
- 2026 theme: Integrative Wellness: Mental health, FoodTech & Nutrition Innovation, Active Living & SportTech, Community and Social Wellness, Open Track.
- Submit your pitch by **31 Oct 2025**.

A promotional poster for the Jumpstarter Zpire Student AI Challenge. The background features abstract, colorful, diagonal streaks in shades of blue, purple, and orange. At the top, the text 'JUMPSTARTER' is in white, followed by 'ZPIRE' in large, stylized letters with a color gradient from orange to purple. Below that, 'STUDENT AI CHALLENGE' is written in white, with 'AI' inside a circle. In the center, 'PRIZE FOR TOP 5 TEAMS' is in white, followed by 'Valued at' in a pink script font. Below this, 'HKD 100,000' is displayed in large, bold, multi-colored letters. At the bottom, there are two lines of text: 'Cash rewards' preceded by a stack of coins icon, and 'Summer Internship Opportunity' preceded by a person at a computer icon.

JUMPSTARTER  
ZPIRE  
STUDENT AI CHALLENGE

PRIZE FOR TOP 5 TEAMS  
*Valued at*  
**HKD 100,000**

💰 Cash rewards  
💻 Summer Internship Opportunity

# ALIBABA CLOUD CREDITS

- Teams can apply for free credits for access to Alibaba Cloud AI tools for prototyping.
- One account per team.
- Email will be sent next week.



# AFTERNOON WORKSHOPS

# APOLOGIES



**Prompt Engineering and application of  
Alibaba Cloud AI Model Studio**

**Mr. Raymond Tsang**

**Global Training Advisor/ Senior Technical Advisor  
Alibaba Academy, Alibaba Cloud**

**ACADEMY**

 **Alibaba Cloud**

# AFTERNOON WORKSHOP

## GenAI in Cultural Heritage

**Venue: CPD-LG.34**  
**(Same floor, next door)**

**2:00 pm - 3:00 pm**



**Ms. Diana Pang**  
Senior Foresight Analyst, Arup

**ARUP**

# AFTERNOON PRESENTERS



**Dr. Meike Sauerwein**

Lecturer I, Division of Environment and  
Sustainability, The Hong Kong University of  
Science and Technology



**Ms. Skiee Hui**

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Sustainability, The Hong Kong  
University of Science and Technology



**Dr. Leon Lei**

Senior Education Development, Talent and  
Education Development Office Officer, City  
University of Hong Kong

**Sustainable Design and Biodiversity**

**Venue: CPD-LG.18**  
**(Same floor, next door)**

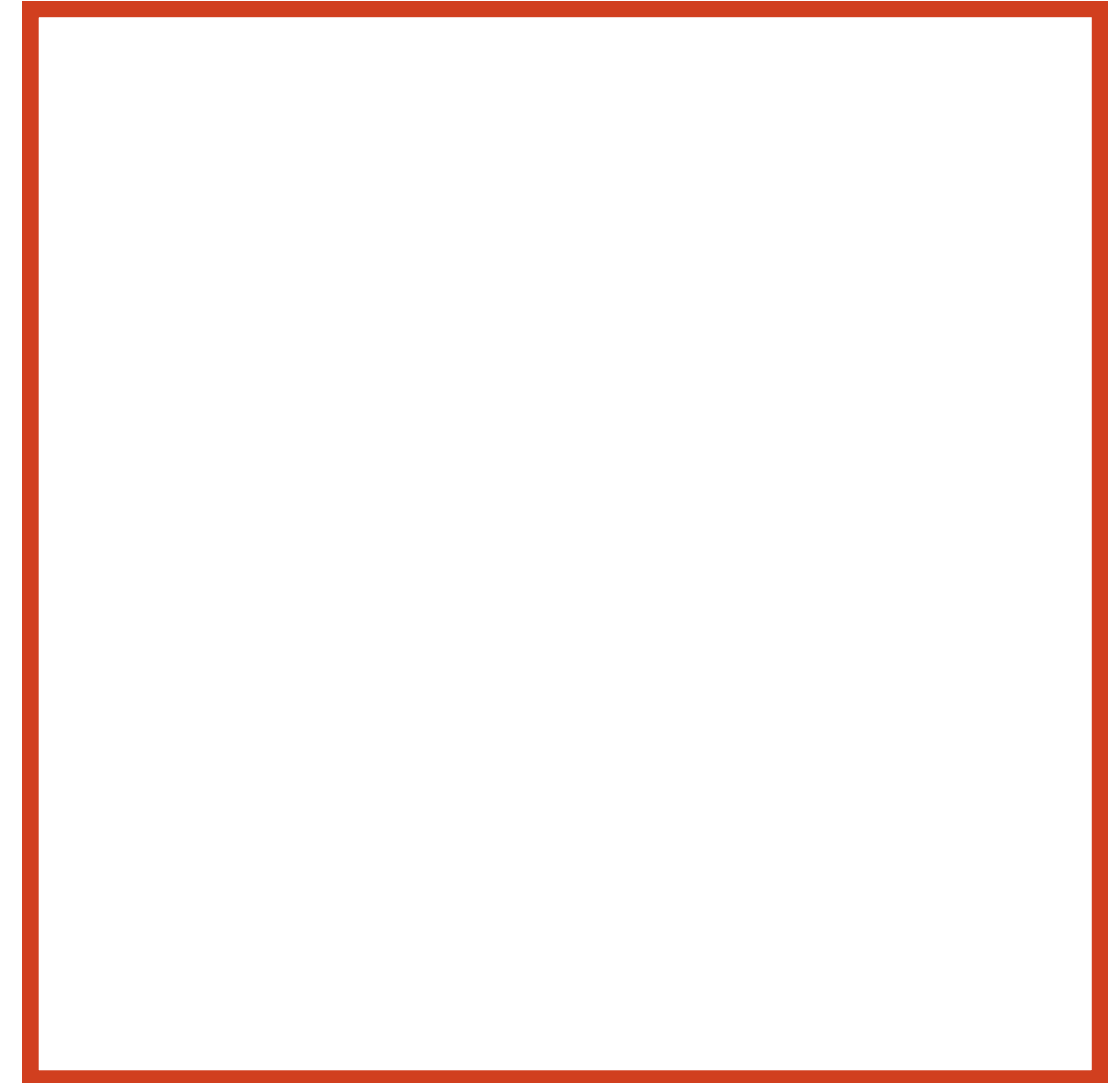
**2:00 pm - 4:00 pm**

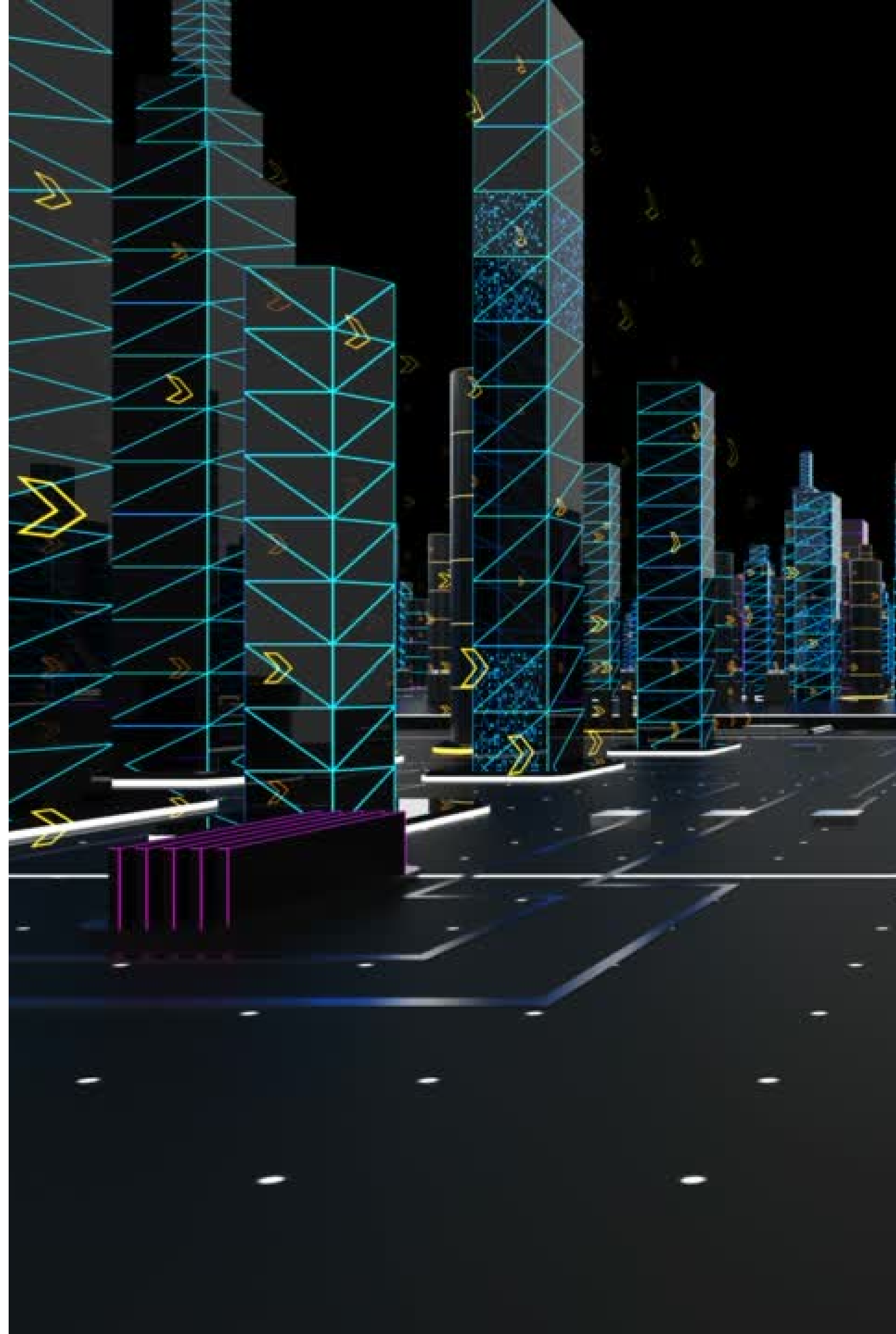
# FREE TIME FOR TEAMWORK

**Venue: Lecture Hall II  
(Stay Here)**

# OTHER WORKSHOPS

- Will be posted on the frontpage of event website ([www.hack4sdg.com](http://www.hack4sdg.com))
- Free to attend
- Registration may be required due to limited capacity.





# FINAL REMINDERS

- Always start with the social problems and pain points the GenAI-powered solution will address.
- Communicate well with your teammates. Share responsibilities based on each person's strengths and skills.
- Work on your pitch! Find a mentor to give you feedback.
- Experiment and have fun!

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LET THE  
JOURNEY BEGIN!