

Subject: **APPLY NOW! Outlier 2021 CSV Innovation Challenge**

Dear students,

Greetings from AIESEC!

We are back with the **Outlier 2021 CSV Innovation Challenge**, the biggest and most lucrative case competition in Hong Kong, engaging 250+ university students to hack socially impactful business models. This year, we are proud to join forces with **New World Development, Sun Life Financial and Amazon Web Services** as our three case track partners. Winning teams from the Challenge will earn **lucrative cash prizes, get internship opportunities with our partners and receive funding** to actualize their business models!

To **KNOW MORE** about the Challenge and **APPLY**, please visit: outlier.aiesec.hk.

Don't worry if it's your first time joining a case competition. Unlike other competitions, we will provide you with a comprehensive design thinking training over a bootcamp to guide you through the entire process of ideation and business model creation!

Grab your chance to gain practical insights and a hands-on experience of innovating pioneering solutions that shape a better and brighter future for Hong Kong, by being part of the CSV movement.

Best Regards,

AIESEC in Hong Kong

Follow us for updated information:

Instagram: https://www.instagram.com/outlier_csv/

Facebook: <https://www.facebook.com/OutlierCSV>

Website: outlier.aiesec.hk



● OUTLIER

HARNESSING YOUTH POWER

to hack profitable and socially impactful solutions

Join Outlier 2021 Creating Shared Value Challenge in a group of four to five to create impactful business ideas to address social needs! Be the beacon of yourself and the society for the sake of our better Home Kong!

THE THREE CASE TRACKS



Youth
Development



Diversity
& Inclusion



Technology
for Healthcare

REWARDS

1

CASH PRIZE

Champion \$15,000
1st Runner-Up \$10,000
2nd Runner-Up \$5,000

2

INTERNSHIP OPPORTUNITIES

5 confirmed positions at
New World Development
5 confirmed positions at
Sun Life Financial

APPLICATION

DEADLINE

15th JAN 2021

DATE & FORMAT

JAN 30-31 & FEB 7

Zoom

FOR MORE INFORMATION



outlier_csv



Outlier CSV Challenge

Apply at outlier.aiesec.hk

Organizer



Case Track Partners

