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.

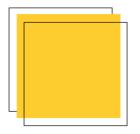
Best Regards,

#### **AIESEC in Hong Kong**

Follow us for updated information:

Instagram: <a href="https://www.instagram.com/outlier\_csv/">https://www.instagram.com/outlier\_csv/</a>
Facebook: <a href="https://www.facebook.com/OutlierCSV">https://www.facebook.com/OutlierCSV</a>

Website: outlier.aiesec.hk



# UTLIER

# 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**

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

O outlier\_csv

1 Outlier CSV Challenge

Apply at outlier.aiesec.hk

Organizer

**Case Track Partners** 







