



B4B Challenge 2018-2019

AI & Beyond

PROSPECTUS

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# 1 General Information

## B4B Challenge

B4B Challenge is a contest organised by B4B Limited, a social enterprise that aims to promote the development of a healthy and sustainable ecosystem for Big Data and AI innovation in Hong Kong and to match talents and enterprises with an intensive accelerator program.

The theme of B4B Challenge 2018 is “AI, and Beyond”

### 1.1 Our Objectives

- Groom young talents in Hong Kong to develop their career in Big Data and AI.
- Facilitate Hong Kong Big Data and AI start-ups and students to apply their innovative solutions to Mainland China by connecting strategic resources from PRC market.
- Invite overseas and Mainland Chinese Big Data and AI talents to compete and exchange.
- Encourage Hong Kong enterprises to leverage Big Data and AI to compete in Hong Kong, mainland China as well as international markets.
- Connect Big Data and AI stakeholders and establish long-term collaboration among them in order to build a healthy, competitive and sustainable Big Data and AI ecosystem in Greater China.
- Enhance Hong Kong’s public awareness of the value and impact of Big Data and AI and improve their adoption and buy-in of Big Data and AI innovations.

## 1.2 Key Dates

- Application Deadline: 12:00 noon, 18th November, 2018 (Sunday, Hong Kong time)
- First Assessment Interviews will be conducted on assigned date from 27th to 30th November, 2018.
- Energiser Week: the 3rd or 4th week of January 2019 in Shanghai (exact place and dates to be announced in due course)
- Mentorship Program: Mid December 2018 – Mid March 2019
- Final Assessment: 23rd March, 2019 (exact dates to be announced in due course)

## 2 Award Streams

- 2.1 Start-ups and individual applications will be grouped into 3 award streams. Student applications will be grouped under student stream. For each stream, dedicated judging panel will select 3 teams as finalists to proceed to the accelerator stage.

Applicants are encouraged to design data driven digital solutions targeting, ***but not limited to***, the following industries or domains:

- Customer Loyalty
- Customer Service
- eCommerce
- Education
- FinTech
- Food and Beverage
- Healthcare
- Human Resources
- Manufacturing
- Marketing
- Retail
- Smart City
- Supply Chain Management
- Telecommunication
- Travel and Hospitality

- 2.2 Depending on the mix of applications received, the Organiser will have the discretion to reorganise or change the number of streams accordingly.
- 2.3 The Organiser reserves the right to assign which stream an application should belong.

## 3 Eligibility

3.1 Applicants can apply either as a start-up team or an individual team. There is no restriction to the number of members for a team, however, we believe the optimal number of team members should be from 3 to 6. The fully funded energiser week will cover 3 team members from each team.

### 3.2 For start-up company teams,

- The applying company must be incorporated in Hong Kong and have operated its business in Hong Kong for no more than five years as at the deadline of application (18<sup>th</sup> November, 2018), as evidenced by true copies of its earliest Hong Kong Business Registration Certificate and Certificate of Incorporation submitted.
- All team members must be aged 18 or above.
- All team members must be full time employees of the company.
- The applying company are not necessarily pure-play Big Data companies. Their core business can be in any industry but they are making use of Big Data Technology to empower their business models, products, services or technologies.

### 3.3 For individual teams,

- Any individuals aging 18 or above including students can enter this stream.
- At least one member in each individual team must qualify as one of the following categories of persons, as at the deadline of application (18<sup>th</sup> November, 2018).
  - ✧ Persons having the right of abode in Hong Kong, including Hong Kong permanent residents;
  - ✧ Persons having valid permission to stay in Hong Kong for residence;
  - ✧ Persons having valid permission to land in Hong Kong as a student; or

- ✧ Persons having valid permission to land in Hong Kong for employment.

### 3.4 For student teams,

- All member in each student team must have valid permission to land in Hong Kong as a student and aging 18 or above.

3.5 To foster innovation and creativity, B4B Challenge will not accept any proposed solution which has been made available to the public (whether in Hong Kong or elsewhere), by means of a written or oral description, by use, or in any other way, on or before the date of the final assessment.

For any dispute on this aspect, the Steering Committee reserve the right to disqualify any Applicants or award winners at the steering committee's sole absolute discretion.

3.6 Each company can only send one team and each team can only submit one application.

3.7 Each Applicant can only join one team.

3.8 Only completed Application Forms with the documents required to be enclosed as stated therein shall be considered valid entries.

## 4 Application Process

### 4.1 Submission of Application

Applicants must submit their applications at or before 12:00 noon, 18<sup>th</sup> November, 2018 (Hong Kong time).

### 4.2 Screening and First Assessment Interviews

After the end of the application period, applications submitted will be assigned in four award streams. There are four Judging Panels to shortlist no more than 10 teams for each stream for the First Assessment Interviews.

Each shortlisted team will be given a session of 20 minutes (10 minutes for presentation and 10 minutes for Q&A) to present and explain concisely their Big Data solution to the Judging Panel. We are inviting judges within our research from different disciplines for the screening and first assessment interviews. It will be team's interest to prepare the presentation, written and verbal, in both English and Chinese.

The Judging Panel will determine three finalist teams for each stream to proceed to the next stage – Accelerator Stage.

### 4.3 Accelerator Stage

At the Accelerator Stage, the three shortlisted finalist teams of each stream are eligible to participate in an Energiser Week in Beijing and the Mentorship Program, and to access datasets provided by Data Sponsors and Data Partners, to improve the team's solution.

Finalist teams will take part in the Final Assessment after the Accelerator Stage, and compete for the championship.

### 4.4 Final Assessment

Each finalist team will conduct a 20-minute presentation (10 minutes for presentation and 10 minutes for Q&A) of the improved solution to the Judging Panel.

### 4.5 Champion Teams

The Judging Panel will then select one champion for each stream,

commending the team as outstanding Big Data Technology driven digital solution innovators. The Organiser will provide support by matching strategic resources according to the needs of each team.

## 5 Application Guidelines & Logistics

- 5.1 Applicants must complete and submit the Application Form (<https://goo.gl/forms/w9wQSkMjodQO348J3>) at or before 12:00 noon, 18<sup>th</sup> November, 2018 (Hong Kong time).
- 5.2 The Application Form must be completed in either Chinese or English.
- 5.3 Applications received after the deadline will not be accepted.
- 5.4 The Organiser will invite eligible teams to the First Assessment Interviews by email shortly after the application deadline. Applicant teams who are found not to be eligible will not be informed.
- 5.5 Applicants are expected to make themselves available for the First Assessment Interviews on the dates specified in Section 1.2. Shortlisted Applicants who fail to attend their First Assessment Interview will not be able to proceed further in B4B Challenge.
- 5.6 Applicants have to ensure that they have valid travel documents for visiting Mainland China for the Energiser Week departing on any date in the 3rd or 4th week of January 2019 (exact dates to be announced in due course). The right of finalist teams to participate in the Energiser Week will be forfeited in case of their member(s)' failure to present valid travel documents for the trip. It is highly recommended that Applicants should check and obtain valid travel documents for visiting Mainland China before the First Assessment Interviews. As the period between the announcement of results of the First Assessment Interviews and the departure date for the Energiser Week will be short, there may not be sufficient time for the Applicants to have their travel document applications processed.
- 5.7 Three finalist teams of each stream will enter the Accelerator Stage. Only finalist teams will be notified. The Organiser will notify the finalist teams on or after 1<sup>st</sup> December, 2018.

## 6 Assessment

### 6.1 Judging Panel

6.1.1 The Organiser has the full right and discretion in selecting members of the Judging Panel.

6.1.2 The Judging Panel would consist of professionals and experts such as AI & Big Data practitioners, and members from relevant industries and professional associations, venture capital companies, educational institutes and government bodies.

### 6.2 Assessment Criteria

Selection of finalist teams and champion teams for each stream will be based on the following assessment criteria:

- Innovation & Creativity
- Functionality & Quality
- Benefits & Marketing Potential
- Professionalism & Presentation

6.3 Should there be any dispute as to the results of the assessment, the decision of the Judging Panel shall be final.

## 7 Energiser Week

- 7.1 The finalist teams will be invited to the Energiser Week held in Shanghai in the 3rd or 4th week of January 2019 (precise place and dates to be announced in due course), where AI & Big Data Technology practitioners and professionals from sponsors, partners, and other corporations will share their experience and insights on business trends and operating environment in Digital application and usage.
- 7.2 All finalists attending the Energiser Week are expected to attend all events in the official program as determined by the Organiser.

## 8 Mentorship Program

Mentors from sponsors and partners would share the challenges faced by their industries and practical experience, and provide guidance and support to the finalist teams, through face to face seminars and meetings, email or phone calls, as necessary and appropriate.

## 9 Data-sets for B4B Challenge

### 9.1 Data-sets for B4B Challenge

- 9.1.1 The Organiser will offer data-sets provided by the Data Sponsors and Data Partners for finalist teams' use to develop their solutions.
- 9.1.2 The data provided by the Data Sponsors and Data Partners ("Sponsors' data") will be provided on an as is basis, and will be used to develop solutions for B4B Challenge only.
- 9.1.3 Sponsors' data remains the property of respective Data Sponsors and Data Partners. Attempt to download part or all of these data will result in disqualification from B4B Challenge and will be liable for legal consequences.

### 9.2 Data Use for B4B Challenge

- 9.2.1 Finalist teams can use any data sources for B4B Challenge, including those derived from sources other than the Sponsors' data.
- 9.2.2 The Organiser has no obligation to check that the Applicants' use of the data is authorised and legal, or that such use has not infringed any intellectual property rights, and shall not be liable for unauthorised, illegal and/or infringing use by the Applicants, if any.

### 9.3 Data Security & Privacy

#### Data Privacy

The data set to be used in this challenge, including Sponsors' data and data brought in and used by the Applicants. The collection, use, disclosure and security protection of such data should strictly comply with the relevant data protection law in Hong Kong, including Personal Data (Privacy) Ordinance with particular reference to its data protection principles.

## 10 Personal Data Privacy Statement

The Organiser is committed to safeguarding the Applicants' privacy and pledges to observe the requirements of the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong).

Except as specified in the "Purpose of Collection" section below, the Organiser will not disclose any Applicant's personally identifiable information to third parties except when having the Applicant's permission or under special circumstances, such as where required by law or in order to protect the Organiser's legal rights, or in connection with a merger, acquisition or sale of all or a substantial part of the Organiser's business, with or to another company. The Organiser will take all reasonable steps to ensure that the personal data the Applicants provide to the Organiser are properly stored.

### Purpose of Collection

1. The personal data provided by means of this Application Form will be used for the following purposes:
  - (i) registration of Entries and verification of the eligibility of the Applicants;
  - (ii) correspondence with the Applicants;
  - (iii) announcement of the results of B4B Challenge and award of the prizes relating to B4B Challenge;
  - (iv) identification of the Applicants in publication, printing, display and exhibition of the designs; and
  - (v) enforcement of provisions of the prospectus of B4B Challenge.
2. It is obligatory for the Applicants to provide certain categories of personal data as required by this Application Form. Applicants who fail to provide the data required may be disqualified from B4B Challenge.
3. Personal data of an Applicant provided in this Application Form, as held by the Organiser, will be kept confidential. Nonetheless, such data may be disclosed to (i) the Organiser and its directors, officers,

employees, servants and agents, (ii) any professional advisers appointed by the Organiser and the Organiser's auditors, (iii) any employees, servants, agents, affiliates, contractors or third party service providers who provides administrative, telecommunications, computer, payment, printing or other services to the Organiser in relation to B4B Challenge, (iv) any persons and corporate entities to whom the Organiser is obliged to disclose under the requirement of any law relating to the Organiser or any of its affiliates or business partners, (v) any governmental and judicial bodies or regulators, and (vi) the public, for purposes mentioned in paragraph 1 above.

4. The Organiser may transfer the personal data provided in this Application Form in connection with a transaction with another company which affects the control, governance, structure and/or management of all or a substantial part of its business, or if required to satisfy applicable legal or regulatory requirements.
5. The Organiser shall keep the Applicants' personal data for as long as necessary to achieve the purpose for which it was collected and to comply with legal requirements. If the Organiser no longer needs the Applicants' personal data for any purpose, it will take reasonable steps to securely delete or destroy such personal data.

## Access to Personal Data

The Applicants have a right to request access to and/or correction of their personal data provided in their Entry in accordance with the Personal Data (Privacy) Ordinance, subject to the Organiser's right to charge a reasonable fee for processing such data access and correction request. Should an Applicant need to exercise the right, the Applicant should make his/her request in writing to the Organiser at [info@b4bchallenge.com](mailto:info@b4bchallenge.com)

# 11 Confidentiality and Intellectual Property

- 11.1 Contestants are free to install any software and tool on the cloud environment to develop their solution. However, the Organiser is not obliged to check that the contestants' use of the software and tools is authorised and legal, or that such use has not infringed any intellectual property rights, and shall not be liable for unauthorised, illegal and/or infringing use by the contestants, if any.
- 11.2 In case the Applicant has used the intellectual or lawful protected property of a third party, he/she should do so with the permission of the owner. If necessary, the Applicant should also submit the written consent of the owner along with the Application Form.
- 11.3 The Applicants are obliged to acknowledge any third parties that have contributed to the developed solution.
- 11.4 The author(s) will retain all intellectual property rights of their solutions submitted and/or developed during B4B Challenge, except under the circumstances stated below (Section 11.5 – 11.9).
- 11.5 The Organiser will not ask judges, mentors, helpers or the audience to agree to or sign any non-disclosure statements.
- 11.6 All public sessions of B4B Challenge, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be transmitted to interested persons through media, which may include radio, television, film, broadcast, cable programme, literary publication and the Internet. Any data or information discussed or divulged in public sessions by Applicants should be considered information that will enter the public domain. Applicants should not assume or intend to assume any right of confidentiality, trust, fiduciary or other legal relationship in any data or information discussed, divulged or presented in these sessions.

- 11.7 The Organiser may make or reproduce photocopies, photographs, videotapes (DVDs), audiotapes, broadcasts, cable programmes, and/or newsprint of whatever nature of the presentations, including any material submitted or presented in the course of B4B Challenge, by all means and in all media and formats, whether currently existing or subsequently invented. The Organiser has non-exclusive, worldwide, irrevocable, perpetual, royalty-free rights and licences in all languages, and in all media, to use or to publish the materials in any other medium. Without prejudice to the foregoing, the Organiser may reproduce the Applicants' names, likeness, appearance and photographs, films and recordings by all means and in all media, for the purpose of advertising, publicity and otherwise in relation to the promotion of B4B Challenge and the commercial rights relating thereto.
- 11.8 All materials distributed and produced by the Organiser during B4B Challenge, and the whole of the content of the Organiser's official website, are the rightful property of the Organiser protected under amongst others copyright and trade mark laws. These materials may not be digitalised, photocopied or otherwise reproduced, posted or transmitted, in whole or in part, without the written permission of the Organiser.
- 11.9 The Applicants are the owners of all information, documents and solutions submitted to the Organiser, and are authorised to submit the same to the Organiser, and to grant the rights, licences and releases set out in these rules.

## 12 Disqualification

- 12.1 The Organiser reserves the right in its absolute discretion to disqualify any team if it has reasonable grounds to believe that one or more Applicant(s) of that team have breached any of these rules or any applicable law (including copyright law), or has otherwise infringed the intellectual property right of any other entity/person. Each Applicant acknowledges and agrees that any failure of his/hers to comply with any of the foregoing could lead to disqualification of his/her team, and the Organiser is not required to give any reason for such disqualification.
- 12.2 In the event that a prize-winner is disqualified from B4B Challenge, the Organiser will select an alternative prize-winner according to the same assessment criteria, and such selection will be subject to these rules.

## 13 Resolution of Conflicts

- 13.1 The Organiser will not be liable for any claims regarding the selection procedure or assessment criteria.
- 13.2 The Organiser will not be responsible or liable for any loss, theft, damage or non-authorised use of any material submitted and presented by Applicants during the course of B4B Challenge that may occur.
- 13.3 The Organiser reserves the right to amend or interpret all details of B4B Challenge.
- 13.4 If there is any discrepancy, inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

## 14 Release and Limits on Liability

- 14.1 The Organiser is not responsible for any problems which may limit an Applicant's ability to participate in B4B Challenge, such as
- technical malfunctions of electronic equipment, computer online systems, servers, or providers;
  - computer hardware or software failures;
  - phone lines, traffic or congestion on the Internet or any website;
  - for any other technical problems including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled, or misdirected Application Forms or communications.
- 14.2 The Organiser is also not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with B4B Challenge, including, without limitation, errors or malfunctions which may occur in connection with the administration of B4B Challenge, or arising from natural disasters, war, fire, flood, earthquake, explosion, acts of terrorism, epidemic or pan-epidemic or civil commotion, strikes or lockouts or labor disputes or other events that prevent B4B Challenge from functioning as intended.
- 14.3 The Organiser reserves the right to modify, suspend or terminate B4B Challenge in the event that the cloud environment becomes infected by a computer virus or is otherwise technically impaired, and to cancel or suspend B4B Challenge in its entirety should tampering, unauthorised intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper play of B4B Challenge.

- 14.4 By entering B4B Challenge, each Applicant hereby irrevocably releases and forever discharges the Organiser, its affiliated and subsidiary companies, and the officers, directors, partners, managers, members, trustees, employees, contractors, agents and suppliers of each (collectively, the "Associated Parties"), from any and all actions, causes of actions, claims, damages, losses, liabilities and demands of any nature whatsoever that the Applicant now has or hereafter may have against the Organiser and/or the Associated Parties howsoever arising from or relating to the Applicant's participation in B4B Challenge.
- 14.5 To the maximum extent permitted by applicable law, the Organiser and the Associated Parties exclude all liability and responsibility for any amount or kind of loss or damage that may result to an Applicant or a third party (including without limitation, any direct, indirect, punitive or consequential loss or damage or any loss of income, profits, goodwill, data, contracts, use of money, or loss or damage arising from or connected in any way to business interruption and whether in tort (including without limitation negligence, contract or otherwise)) in connection with B4B Challenge and/or the Organiser's official website.

## 15 Governing Law and Jurisdiction for B4B Challenge

B4B Challenge, including all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of an Applicant, shall be governed by and construed exclusively in accordance with the substantive laws of Hong Kong.

Each Applicant agrees that any action at law or in equity arising out of or relating to B4B Challenge, or awarding of a prize, shall be filed exclusively in the courts of Hong Kong.

By participating in B4B Challenge, all Applicants waive any claims that may arise under the laws of countries, territories or jurisdictions other than Hong Kong. Those who choose to participate in B4B Challenge from locations outside of Hong Kong do so on their own initiative and are responsible for compliance with local laws if and to the extent local laws are applicable.

If any provision of these rules is held to be invalid by a court of law or similar, such provision shall be deemed to be severed from these rules and invalidity shall not affect the enforceability of any other provisions not held to be invalid.

## 16 Information & Enquiries

Please check [www.b4bchallenge.com](http://www.b4bchallenge.com) and follow our Facebook page [www.facebook.com/b4bbigdatahub](https://www.facebook.com/b4bbigdatahub) for more information and latest news about B4B Challenge.

For enquiries please contact us at [info@b4bchallenge.com](mailto:info@b4bchallenge.com).