

## **Learning Report**

### **Team Bookit**

Enactus World Cup is an annual competition where participants have to go through both Regional and National Round to represent its country for presenting their entrepreneurial actions in making a change to the world, along with sparking business innovation and delivering power for social impact. After winning the Regional Round in Hong Kong, Team Bookit is glad to receive the invitation for joining the National Round in Shanghai during May 2018 to compete against elites from different regions of China.

While Team Bookit was more than excited in participating in the National Round, our team soon start preparing presentation materials in Simplified Chinese and making practices in Mandarin as it was one of the many rules for the National Round. It was quite a challenging experience to our team as most of the time we present in English for our university courses. Nonetheless, with our unfailing effort in practices, we eventually felt confident enough in making an informing presentation to the judges who appreciated our effort in making adequate preparation. Also impressed by them was our in-depth research on current Hong Kong textbook market, along with regulations on the changes of book editions, indicating the stark fact that Team Bookit understands clearly on what the existing challenges and gaps are in the textbook market.

With more than 50 winning teams in the Regional Round of China, each team was then randomly assigned into different divisions to get picked for the final round of National Competition. It was such a memorable experience to see groups of youngsters who are passionate in making a change to the society and introducing innovative ideas to the society. In our division, one of the teams has developed a liquefied mask for kids in which kids are no longer required to wear the traditional mask to tackle against air pollution since young children did not find it comfortable to have a mask covering their mouths and noses. This ground breaking technology has helped the team to win the Champion of National Round as both judges and audiences were so impressed with their brilliant idea. Though losing the competition, we were so delighted by seeing plenteous creative ideas and the enthusiasm brought along with the teams.

The experience of participating in the National Round was undoubtedly a fruitful experience as we not only had the opportunity to pitch our idea to judges, but also received comprehensive feedbacks on how we could improve our business model to make Bookit a sustainable social enterprise for instance by introducing targeted advertisement or analyzing users' data for third party purpose. Despite insightful recommendations, our team also shared our concerns on these issues and we had a thorough discussion among judges and teams on how each other's business model could be improved. During the discussion, judges led us to think from multiple perspectives and understand what the needs of

different stakeholders are including parents, students and schools. Our team has then leveraged on these sharp acumens to further enhance our model whilst creating societal impacts to the secondhand textbook market.

All in all, the participation of National Round of Enactus World Cup was a remarkable experience as it brings us both experiences in pitching ideas as well as the opportunity to think out of the box. Also worth mentioning was the overwhelming feedbacks by judges and other teams since they were so supportive in giving us ideas. It was truly an unforgettable trip to Shanghai and we are proud to have been one of the participants.

