

**Booz Allen Hamilton Social Entrepreneurship Challenge
Business Plan Competition
Saturday, May 8, 2004**

Backgrounder

The Booz Allen Hamilton Social Entrepreneurship Challenge

- This is an innovative collaboration between leading management consulting firm Booz Allen Hamilton (BAH) and the Faculty of Business Administration of The Chinese University of Hong Kong (CUHK) to help develop socially responsible business leaders for the Greater China region. It is the first collaboration of this kind in Hong Kong.
- The objective is to bring together business, university and community organization to collaborate on a programme that has constructive and worthwhile outcomes for the community.

Organizers of the Business Plan Competition

- The Business Plan Competition is the first initiative under the BAH Social Entrepreneurship Challenge. St. Stephen's Society, a local charity (please see below for detailed background) has been chosen as the partner in this project.

Objective of the Competition:

- The objective is to develop business plans for members of the St. Stephen Society who are former drug addicts with entrepreneurial aspirations. Each plan must have realistic projections for the target markets and must generate revenue. In addition, it has to be implemented with ease by St. Stephen's Society as well as fulfill its overall mission of helping its members attain job and life skills to re-integrate into the community.

The Business Competition

- The Business Competition will be held on

Date: Saturday, May 8, 2004, 9:00 a.m. – 12:25 p.m.

Venue: Amber Room, CUHK MBA Town Centre, Bank of America Tower
12 Harcourt Road, Central, Hong Kong

- The panel of judges will comprise:

Dr. Edward Tse
Managing Director, Greater China
Booz Allen Hamilton

Ms. Margaret Kendall
Director
Help Mobile Training

Mr. Patrick Tse
Principal
Booz Allen Hamilton

Participants:

- Five teams of 21 students from CUHK's full-time MBA Programme have joined the competition.

Business Plans Submitted:

- Proposed ventures include a unique cleaning service, artistic and cultural products, trendy restaurant in Causeway Bay, recycled paper products for corporate gifts, and a composting service that turns hotels' kitchen vegetable and fruit waste into fertilizer for landscaping projects.
- The five teams have worked closely with Goodworks Ltd that take rehabilitated members from St. Stephens Society and provide them with job skills training, help them find employment, and assist some of them to start small and medium sized businesses.

Prizes:

- BAH will award the winning team with cash prizes and internships in its Greater China operations. The winners will work alongside BAH executives on real consulting projects.
- The Winner will be announced, and the prizes presented at the Awards Dinner to be held on the same day at:

Time: 6:45 pm

Venue: The American Club, 47/F, Two Exchange Square, Central, Hong Kong

Profile of the Organizers:

Booz Allen Hamilton

- BAH has been at the forefront of management consulting for businesses and governments for 90 years. With 14,000 employees on six continents, the firm generates annual revenues of over US\$2.5 billion. BAH provides services in strategy, organization, operations, systems, and technology to the world's leading corporations, government and other public agencies, emerging growth companies, and institutions.
- BAH has a long history of operating in Greater China from its offices in Hong Kong and Shanghai. It has advised many leading local and multinational institutions in a broad range of industries including financial services, telecommunications, consumer goods, transportation and the government sector.

CUHK Faculty of Business Administration

- The CUHK's Faculty of Business Administration is a pioneer in business education in Hong Kong. It was the first university in Hong Kong to offer an undergraduate business administration programme (1963), full-time MBA Programme (1966), part-time MBA Programme (1977) as well as Executive MBA Programme (1993).
- It was also one of the first to establish formal links with academic institutions in the mainland. Currently, the Faculty offers two co-operative programmes in the mainland: the MBA in Finance Programme with Tsinghua University (2000) and the Master of Professional Accountancy Programme with the Shanghai National Accounting Institute (2002). A new Executive MBA Programme in China, organized in co-operation with the Xian Jiaotong University, will be launched later this year.

St. Stephen's Society:

- St. Stephen's Society is a charity organization that helps people with drug addiction problems to become fully rehabilitated and able to return to society with important job and life skills. Ms. Jackie Pullinger, the founder, began the work of drug rehabilitation and youth care in the Kowloon Walled City in 1966.
- Since its inception as a Charity in 1981, St. Stephen's Society also helps various welfare projects in Hong Kong such as the Society for the Rehabilitation of Drug Abusers (SARDA), and thousands of drug addicts to get off and stay off drugs.