



OUTLIER 2022  
SMART LIVING INNOVATION CHALLENGE

# HARNESSING YOUTH POWER

to hack profitable and socially impactful solutions

Feb 12 - 13  
Zoom

Feb 19  
Cyberport

Dear students,

Are you passionate about a social issue? Do you have some burning ideas in your mind but nowhere to unleash them? Do you want to do something impactful in your community? Grab the chance to join the **Outlier 2022 Smart Living Innovation Challenge** now!

Smart living is not simply about social innovation. It is about the way we live, the way our community functions, the way we interact with others and much more. Smart living can be as small as how you get ready in the morning, to as large as creating sustainable cities. By living smartly, we also bring value to businesses and our communities.

This year AIESEC in Hong Kong is collaborating with **Cyberport** to bring you this exclusive challenge! In this competition, you will undergo design thinking training and work with companies like **Jardine Matheson, Nan Fung Group and Amazon Web Services** to create a user-centric business. Grab the chance to stay on top of recent business trends, pitch to top industry experts, and learn how smart living can have an impact on our daily lives. Winners of the competition can win **cash prizes** of up to **\$15000**, **internship opportunities**, and funding to turn your smart living ideas into a **real business!**

#### Details:

- Dates: 12-13th and 19th February
- Format: Semi-remote (Virtual Bootcamp, Physical Finale)
- Eligible: All undergraduate students in Hong Kong, regardless of nationality, academic curriculum and year of study are welcome to join!
- **SIGN UP** for our *virtual info session* on **3 or 4 January at 6 PM** to learn more about the event! \*the content of the two sessions would be the same, choose one that suits your availability.

Registration link: <https://bit.ly/OutlierInfoSession>

**Application Details:**

Price: \$120 (\$80 for early-bird discount)

Deadline:

- 8 JANUARY 2022 (Early-bird)
- 22 JANUARY 2022 (Main round)

APPLY HERE: <https://bit.ly/OutlierAppForm>

**Testimonial from our past winner:**



Samyuktha Parameswaran (Outlier 2021 Champion)

*“The CSV Innovation challenge was a case competition unlike any other. This competition has definitely enhanced my interests in youth mental health and allowed me to become passionate about solving pressing, real-world issues thoroughly.”*

Connect with other youths and unlock your entrepreneurial spirit. Network with impactful leaders and advance your career development. Sign up now for the **Outlier 2022 Smart Living Innovation Challenge** and make the world a better place for you and me!

For more information, please visit our website [outlier.aiesec.hk](https://outlier.aiesec.hk). Hope to see you there!

Best Regards,

**AIESEC in Hong Kong**

Follow us for updated information:

Instagram: [https://www.instagram.com/outlier\\_smartliving/](https://www.instagram.com/outlier_smartliving/)

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

Website: [outlier.aiesec.hk](http://outlier.aiesec.hk)