

Entrepreneurship



CPCE Employability Services Office

ENTREPRENEURSHIP

[noun] /ˌɒn.trə.prəˈnɜː.ʃɪp/

skill in starting new businesses, especially when this involves seeing new opportunities

Turning Ideas into Action

CESO supports students in turning ideas into meaningful action. Through practical learning, mentorship, competitions and entrepreneurial programmes, we help students develop an entrepreneurial mindset, transform creative ideas into viable concepts, and explore opportunities for future ventures.



THE POWER OF ENTREPRENEURIAL THINKING



Entrepreneurship is more than starting a business.

It is a mindset that helps students:

- Identify opportunities and unmet needs
- Solve problems creatively
- Adapt to change and uncertainty
- Turn ideas into practical solutions
- Create social and economic value

In a fast-changing world, entrepreneurial thinking empowers students to shape their own paths and turn challenges into opportunities.

Ideation &



CESO encourages students to discover opportunities and turn creative ideas into practical concepts. Through brainstorming, design thinking and hands-on experimentation, students learn to challenge assumptions, explore emerging trends and develop solutions to real-world problems.



Innovation



iG-Lab

Operated by CESO, iG-Lab provides a collaborative environment for students to explore and develop innovative ideas.

Students can:

- Brainstorm and experiment with new concepts
- Receive mentorship and consultation
- Test and refine their ideas
- Gather feedback
- Explore the practical potential of their projects

Entrepreneurship Sharing Sessions



Experienced entrepreneurs and industry practitioners share how they:

- **Identify opportunities**
- **Overcome challenges and setbacks**
- **Make key business decisions**
- **Turn ideas into ventures**

Students gain first-hand insights into entrepreneurship and the realities of starting and developing a business.



Entrepreneurial Workshops

CESO offers interactive workshops that encourage students to explore new ideas and apply creative thinking into practical challenges. Through hands-on activities, students gain experience in generating, refining, and validating their ideas while learning to consider real-world limitations and opportunities. A diverse range of entrepreneurial workshops have been organized, including Canvas Bag Workshop and Board Game Design Workshop. These workshops inspire students to think creatively, identify market opportunities, and develop solutions with practical constraints in mind that support future innovation and venture development.



Key Focus Areas

Practical Learning & Competitions

Challenge-based activities allow students to put entrepreneurial ideas into practice. Through competitions and real-world scenarios, students develop:

- Problem-solving
- Decision-making
- Communication
- Adaptability
- Pitching and presentation skills

Students also learn to respond to feedback, refine their concepts and turn ideas into more viable solutions.





CPCE VentureTHON

CPCE VentureTHON is a social enterprise business idea pitching competition that challenges students to address social issues in Hong Kong through innovative and practical solutions.

The competition provides opportunities for students from Business and Design disciplines to:

- **Work in cross-disciplinary teams**
- **Identify real-world needs**
- **Develop innovative solutions**
- **Build business ideas**
- **Pitch their concepts to judges**
- **Receive professional feedback**



Entrepreneurial Networks & Peer Mentoring

Entrepreneurship grows through connections as well as ideas.

CESO creates opportunities for students to:

- Exchange ideas and experiences
- Learn from peers and entrepreneurs
- Receive practical advice and feedback
- Build professional networks
- Explore potential collaborations

These connections help students develop their ventures with greater confidence and resilience.



VentureTHON Victory Roundtable



The VentureTHON Victory Roundtable connects students with entrepreneurs, industry practitioners and judges through interactive discussions.

Participants can:

- Discuss entrepreneurial challenges
- Receive practical business advice
- Gain industry perspectives
- Refine their business ideas
- Build connections with peers and professionals



Key Focus Areas

Talent Development

CESO's Talent Development Programmes help students strengthen the capabilities needed for future study, careers and entrepreneurial development.

Key capabilities include:

Capability	Development Focus
Leadership	Taking initiative and working effectively with others
Communication	Presenting ideas clearly and professionally
Problem-solving	Responding to challenges with practical solutions
Resilience	Learning from setbacks and adapting to change
Independence	Taking ownership of personal and professional development



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Your Elite Path (YEP)

Your Elite Path (YEP) brings together high-performing CPCE students with strong academic and extracurricular achievements.

Participants gain access to:

- Industry training sessions
- Networking opportunities
- Professional development
- Internship experience sharing

The Your Elite Path Booklet features selected students' internship experiences, reflections and key learnings.



Your Reliable Talent (YRT)

Your Reliable Talent (YRT) supports final-year PolyU SPEED students as they prepare for their transition into the workplace.

Selected students receive:

- Professional development workshops
- Workplace skills advice
- Professional portrait-shooting services
- Employer exposure through the YRT Booklet

Their profiles are featured in the Your Reliable Talent Booklet, which is distributed to over 3,000 employers across Hong Kong.





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