



inspired Social Entrepreneurship

Join us this summer for our signature 2-week full-day camp, based in CoCoon,
Hong Kong's leading coworking space for startups and entrepreneurs!

Level :	Dates :	Time :	Venue :
For ages 13-18	Part I: July 11-16 (Mon-Sat)	10:00am - 5:00pm*	CoCoon Causeway Bay, Hong Kong
	Part II: July 18-22 (Mon-Fri)		

*Lunch not included but we can order lunch for students each day. There are many options nearby and students can choose to eat out or at CoCoon. Speakers often stay to have lunch with students as well.

10:00 AM

Presentation of the daily theme e.g. Empathy

10:30 AM

Designing Thinking Workshop



Baker & Bloom's signature inspirED Social Entrepreneurship day camp is based in Cocoon, one of Hong Kong's largest co-working spaces for startups and entrepreneurs. This intensive summer program for ages 13 to 18 develops socially conscious leaders and equips students with the business and communication skills they need to design their own individual service projects.

11:30 AM

Special Guest Speaker from an EdTech startup

12:30 PM

Lunch with speaker OR on your own

13:30 PM

Personal Service Project Time and Individual Coaching

In Part I of the program, we teach students about the various facets of social entrepreneurship, such as leadership, passion and technology. By applying Harvard Project Zero and Stanford Design School learning and thinking strategies, students learn what it means to launch a successful social enterprise in Hong Kong. Students employ the Harvard Business School case method, do hands-on volunteer work to develop firsthand knowledge and awareness about important social issues in Hong Kong.



15:00 PM

Case study on KIVA, a microfinance social enterprise



In Part II, students learn how to develop their ideas into project proposals that can enrich their personal portfolios and jumpstart their IB CAS or MYP Personal Projects. Students have the opportunity to pitch their projects to a panel of successful social entrepreneurs and leaders in the business and non-profit community and gain exposure to creative and sustainable solutions.

Join us for an exciting experience that will prepare your mind and heart for a purposeful, passion-driven life!

16:00 PM

Team Activity e.g. analyze different models of food assistance social enterprises in preparation for a site visit



16:45 PM

Daily Journal and Reflection

17:00 PM

Board Games and Pizza Night





Renée Boey
Head Teacher

Renée taught as an IB English and Humanities teacher at The ISF Academy and has coached debate, public speaking, and personal statement writing for over a decade. She is passionate about helping students find what moves and excites them and putting their talents to good use. Renée designed the inspirED Social Entrepreneurship Program to give students exposure to how individuals and organizations can create social impact and greater value with tools such as the Business Model Canvas, pitching skills, design thinking, and qualities such as grit and empathy.

Renée won the Rector's Medal for service to the community from St. Paul's School in Concord N.H. and she has a BA Hons in English from Harvard, where she was the Director of the Philips Brooks House Citizenship Program. She has continued to develop professionally through the IB Organization, the Harvard Graduate School of Education's Project Zero Institute, and she obtained an MPhil in Renaissance Literature from Cambridge and her PGDE from The University of Hong Kong.

Renée helped develop the curriculum for CoCoon's Student Training in Entrepreneurship Program and has been a workshop facilitator for the Kids4Kids Powered by Youth Forum for the past two years. She is the Co-Chair of the Harvard Book Prize, Scholarship, and Mentorship program.

Introduction to Social Entrepreneurship;
Microfinance; Passion and Purpose

Day 1

Technology & Social Innovation

Day 2

Creative Confidence
and Design Thinking

Day 3

Launching a Successful Social
Enterprise in HK; Social
Impact Metrics

Day 4

Service Field Trip Day
& Case Study

Day 5

Leadership, Teamwork
and Tribes

Day 6

Business Model Canvas;
Successful Young Social
Entrepreneurs

Day 7

Social Media and
Social Enterprise

Day 8

Project Day;
Rapid Prototyping

Day 9

Pitching Workshop;
Startup Ecosystem

Day 10

Pitch Day

Day 11



Erica Ma
Co-Teacher

A graduate of Stanford University, **Erica** began her career in Silicon Valley at American retail chain Macy's and world-renowned e-commerce company eBay. Erica later returned to Hong Kong to manage and operate CoCoon, the city's largest co-working space for startups. At CoCoon, she helps run the Student Training in Entrepreneurship Program (STEP), which places students into internships at Hong Kong startups. Her depth of experience in entrepreneurship and technology from the United States has helped her build a community in Hong Kong that is not only truly home-grown, but also focuses on international collaboration.

Erica also currently lends her expertise as Technology Advisory Council Member to The Women's Foundation, empowering young girls and women to realize their true potential. She is excited to offer her knowledge of business strategy, community building and fundraising to the young students of the Social Entrepreneurship Program this summer.

Stephany serves as a Senior Project Manager for the luxury brand Burberry, where she leads the execution of its architecture construction projects. Since graduating from UC Berkeley with a BA in Architecture, Stephany has worked with international brands like GEOX and Converse to implement new construction designs in Hong Kong and mainland China.

After obtaining a Certification for Corporate Sustainability and Innovation from Harvard Extension, Stephany imparted her knowledge of digital fabrication and 3D printing to young people as a workshop leader and guest university professor in Shanghai.

Stephany actively collaborates with Dim Sum Labs, a non-profit hackerspace that addresses the needs of the underserved creative community in Hong Kong by providing them with space, workshops and resources. Stephany looks forward to sharing her passion and more than a decade of experience in management and design.



Stephany Xu
Co-Teacher

Richard King Program Facilitator

Richard King is currently a student at both Tian Zhen International College in Beijing, and at the Stanford Online High School. He has worked extensively over the course of 5 years as camp counselor at the Tian Zhen College's summer camp. He also won the Best Pitch Award in Baker & Blooms' Social Entrepreneurship Program 2014 for planning to host charity gaming tournaments. Richard is currently training in preparation for the Spartan Race's Agoge program in October.

Past Speakers & Judges

Arnold Chan – Teach4HK 良師香港, Founder (Harvard Business School)

Rachel Chan – Junior Achievement HK, CEO

Ada Chu – The Hong Kong Jockey Club Charities (Cambridge, Harvard Business School)

Kenny Cheung – Nurturing Social Minds /

The Yeh Family Philanthropy, Programme Executive

Anca Chung – HK Youth Arts Foundation,

Senior Manager Corporate Communications (Penn, LSE)

Fion Leung – Time Auction HK, Co-founder (HKUST)

Theodore Ma – CoCoon, Co-founder

– MaBelle Jewellery, Managing Director (Stanford)

Svetlana Kumanova – Twopresents, Co-founder (Wharton Business School)

Andrew Kwan – OutWhiz and Edore, Founder and CEO (Harvard, Stanford)

Stephanie Tan – The Kinnet, Executive Director – Table for Two, Co-founder (French Culinary Institute)

Brian Tang – MakerCamp 2015 HK, Organizer – Kids4Kids, Board Member

Roland Yau – CoCoon Pitch Night Judge, Investment Director (NYU, Peking University, University of London, LLB)

Suetzi Wong – Time Auction HK, Co-founder (University of Southern California)

“ Testimonials

"I learned about how empathy helps address the real needs of people and also how important resilience is - learning to accept failure and not give up is not easy but important if you are trying to solve big problems."

- Social Entrepreneurship 2015 Student

"It was great to have the opportunity to learn about different types of social enterprises, human-centered design, and the design thinking process. I also learned what kind of leader I could become. Even though I don't normally speak up in classes, I was able to gain knowledge from the people around me. I am thankful that I joined this program and got to learn how to plan a project properly, step by step."

- Social Entrepreneurship 2015 Student

"Hearing from speakers and learning their stories, it's so inspiring to see how far they have come starting from scratch. I also enjoyed asking for their views and insights on personal growth and well-being. Though my future career path remains ambiguous, I've definitely learnt how passion and interests can change lives. I don't know what industry I will set foot on but I'm sure I will adopt social entrepreneurial thinking no matter what I do, where I go."

- Social Entrepreneurship 2015 Student

"We learned about lots of social problems that we either ignore or are ignorant of like poverty and coffin homes right here in Hong Kong. The program made me more aware of these problems and I feel more empowered to make a difference. I liked hearing about The Kinnet (social enterprise that serves the elderly) because the founder talked about the idea that health is not just physical and how the design of their living environment and entertainment makes a difference too."

- Social Entrepreneurship 2015 Student

"The pitching workshop and rehearsals were useful because the speaker gave us concise feedback and spoke eloquently himself. The Business Model Canvas was also helpful in planning my project and presenting it clearly. I'm thankful for the chance to pitch in front of judges!"

- Social Entrepreneurship 2015 Student

"My daughter participated in the inspirED Social Entrepreneurship program this July. Interacting with underprivileged children only slightly younger than herself and listening to speakers from a range of social enterprises gave my daughter more empathy and understanding about social issues in Hong Kong. She became noticeably more mature and gained a greater sense of personal responsibility after the 2 weeks. She learned how to develop a business model for her own charity project which will be a terrific roadmap for the coming years."

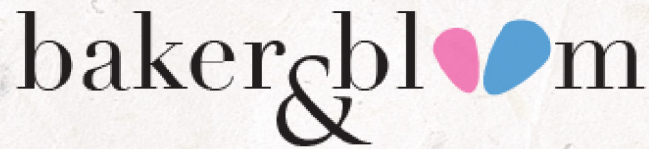
- Parent of Participant

"The presentation on the property social enterprise "Light Be" by Social Ventures Hong Kong became the inspiration for my service project. Subsequently managing to get in touch with someone who had direct connections with the organization proved to be of extreme value as well."

- Social Entrepreneurship 2014 Student

100% of participants recommend the SE Program!





Young people need motivation, guidance, and thoughtful feedback to grow and develop their potential. Baker & Bloom offers a supportive community of teachers and mentors as well as premium resources, networks, and models to do just that. Baker and Bloom courses are centered around our holistic Four-Leaf Approach.

Baker and Bloom Education Center

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CoCoon is one of Hong Kong's largest and most active co-working spaces for startups and entrepreneurs. With 9,000 square feet of space, CoCoon features eco-friendly interiors, free high-speed Wifi, an indoor café, conference rooms, a studio and plenty of natural light.

CoCoon

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www.hkcocoon.org