

# mYouth

**Mobile, Young, Opportunity, Unity, Technology, Help**

## **The mYouth**

In order to arouse the interest of Mobile apps development of youth in the world, to identify the talented youth with innovative mind, to have exchange among talents in different countries and different cultures, we are happy to be one of organizers to represent Hong Kong SAR and have partnership with 9 other countries in the world, Singapore (Asia), Macedonia (Europe), Poland (Europe), Spain (Europe), Italy (Europe), Austria (Europe), Togo(Africa), Senegal (Africa) and Ghana (Africa).

**Cyberport mYouth Mobile App Code Jam Competition** is one of events in IT Fest (HK) during the month of April 2016 with duration of 2 days, which it is expected that a minimum of 20 young people will take participation and will work on coding, and a minimum of 5 mobile apps will be developed out of which two winners will be selected. They will represent HKSAR to enjoy 21 days training in Macedonia. This activity includes several Mobile Apps Development Workshops, Seminars and Sharing sessions for the teenagers who are under 30 years old.

For your additional information, Hong Kong New Emerging Technology Education Association is a non-profit making educational organization, mainly aimed at promoting the development of the local Information Technology through promoting and organizing information technology related activities and competitions. We hope to provide young people more opportunities to access and learn new technology products in order to broaden their horizons and improve their creativity.

## **A. Theme of mYouth Program 2016: Sustainable Development Goal (SDG)**

### **Topics:**

#### **i) Fight Poverty, Hunger and Disease**

Rewards the most effective content and applications addressing issues of extreme poverty and hunger, offering solutions for those whose income is less than \$ 1 a day, supporting the reduction of diseases and fighting the spread of HIV/AIDS and malaria.

#### **ii. Education for All**

Gives credit to the most innovative content, platforms and solutions to give boys and girls in the world a full course of primary schooling, to advance training for personal development and jobs, and to achieve a high level of understanding and knowledge of the global information society and its promises, challenges and opportunities.

#### **iii. Women Empowerment**

Demonstrates the most inspiring content and communities which promote gender equality and empower women, eliminate gender disparity in education and at work places, facilitate access of women to all levels of political decision making and strengthen women's contribution to the peaceful resolution of conflicts.

**iv. Go Green, Climate Change**

Showcases the ground-breaking applications and content addressing the natural environment, promoting environmental sustainability, integrating the principles of environmentally sustainable development into policy programmes, reversing the loss of environmental resources and biodiversity, reducing the proportion of people without sustainable access to safe drinking water and improving the lives of slum dwellers.

**v. Digital Generation**

This category combines topics closely connected with the SDGs such as media, culture, urbanisation and employment.

**vi. Innovation for SDGs**

What is SDG?

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

<https://sustainabledevelopment.un.org/?menu=1300>



## What to Expect

Cyberport **mYouth Mobile App Code Jam Competition** to experience code jamming continuously for 33 hours in Cyberport with coaching sessions by IT professionals.

**21 days-training (for mobile app coding) in Macedonia** to learn latest coding with Youth from Singapore (Asia), Macedonia (Europe), Poland (Europe), Spain (Europe), Italy (Europe), Austria (Europe), Togo(Africa), Senegal (Africa), Ghana (Africa).

**mYouth Code Jam in Austria in November** winner can represent Hong Kong to compete with the other 9 countries.

### **Nominate participants to other Asia and International IT competitions**

boarder participants' horizon and let the whole world to know your great work such as APICTA, World Summit Youth Award(WSYA),Imagine Cup ,2016 全國高校商業精英挑戰賽“浩方杯” & the China Pan-Pearl River Delta Region (泛珠三角地區) University IT Project Competition

## Who Should Apply

Hong Kong students, startups founders and/ or entrepreneurs-to-be, who:

- Want to make an impact in everyday's life with creative solutions and innovations using mobile technology;
- Have the established business/ high-potential business idea to bring innovation to user's daily life while using mobile technology ;
- Have a vision to expand outside of HK and reach markets beyond; and
- Have completed groundwork and preferably have launched the business for at least one year.

### **Eligibility of Applicants\***

- Applicants can apply as a team consisting of **ONE to FOUR** members;
- The team leader (business founder) must be **Hong Kong resident** with a Hong Kong Identity Card who primarily lives, works and/or studies full-time in Hong Kong;
- All team member(s) must between the **ages of 18-30 (Born or after 1 Jan 1986 & Born not later than 16 Apr 1998)**
- Each team must apply with an established business/ high-potential business idea to bring innovation to user's daily life while using mobile technology, and to match with at least one of the theme topics.

\*Each participant can only be associated with ONE team, and each team can only submit ONE idea.

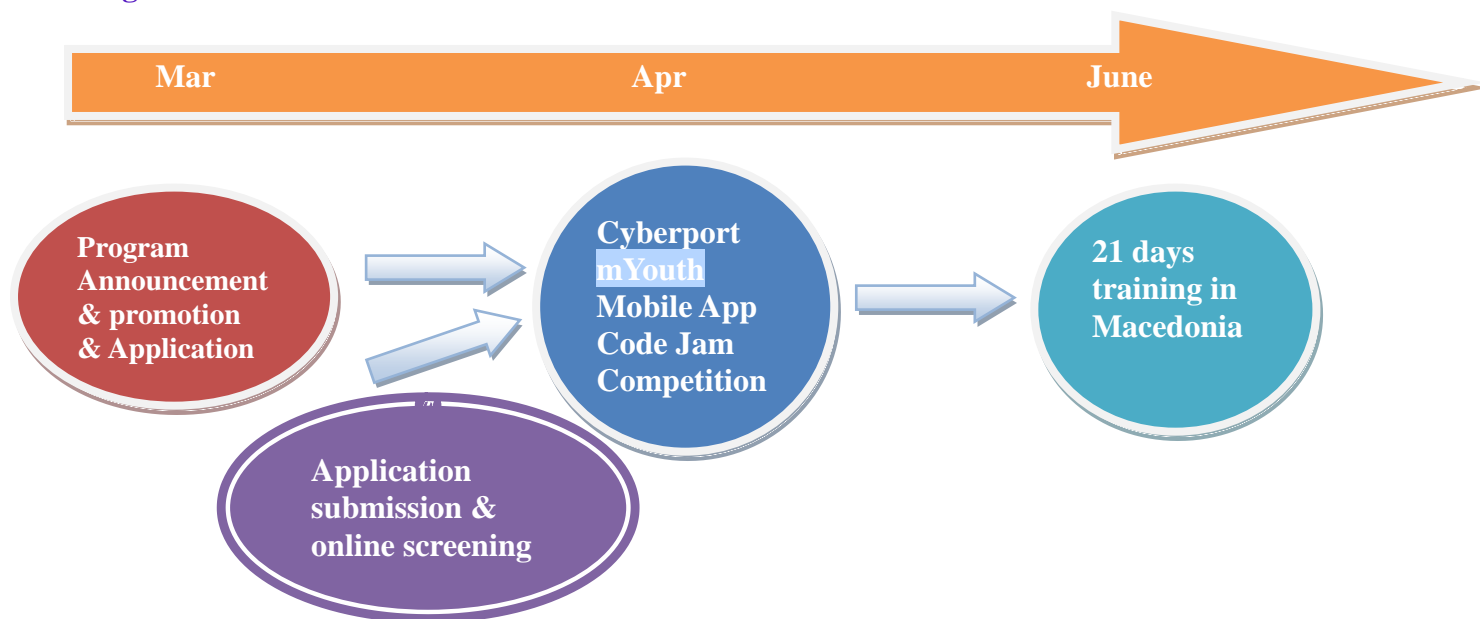
## Screening Process

The business summaries and videos received will be evaluated by our judges, who will be a group of seasoned entrepreneurs, business leaders, educators and IT professionals. After online evaluation, around 20-30 teams (to be confirmed) will be invited to attend the code jam.

### Selection Criteria:

Criteria	Weighting (%)
<b>Content:</b> Quality, comprehensiveness and impact of content and relevance for MDGs.	20
<b>Design:</b> Usability, navigation and aesthetic value of layout and graphics	20
<b>Innovation &amp; Creativity:</b> Demonstration of significant originality and initiative	20
<b>Interactivity:</b> Level of engagement and action offered to site users	10
<b>Sustainability:</b> Project survival over time	10
<b>Strategic value:</b> Get action on reaching one of the eight MDGs	10
<b>Presentation:</b> well organized, professional	10
<b>Total</b>	<b>100</b>

## Program Timeline



### [Application Guideline](#) | [FAQ](#)

Step 1: Prepare a **Business Summary** and a **2-minute Video to introduce the team** and business idea;

Step 2: Upload the business summary to Google drive and upload the video to YouTube;

Step 3: Fill in the online Application Form, provide the required information and links to your business summary & YouTube video before or on 11 April, 2016 17:00. Team leaders must make sure that each team member completes and submits the application form before the deadline. **Eligible teams will receive a confirmation email on 14 Apr, 2016.**

**Enquiry: [info@hknetea.org](mailto:info@hknetea.org) / 3583 0006**