# McDonough Business Strategy Challenge (MBSC) 2020
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"Business for the common good" – that is why teams from 22 universities participated in the McDonough Business Strategy Challenge 2020, one of the largest case competitions in the U.S. focused exclusively on non-profit organizations. In the MBSC, we were asked by CARE International, a global humanitarian aid provider, to offer solutions for an open platform to scale their great impact.

Within the 36-hour timeframe of the challenge, we strove to think boldly and practically. We researched key technology trends of today's world and thus leveraged technology to propose a way to raise donations and manage charitable activities to tackle issues of poverty in African women and justice. Thus, my fantastic teammates and I proposed a prototype mobile app to connect with stakeholders and a blockchain solution to secure this interaction.

In the semi-final, brackets of four to five teams competed with each other, with the champions of each of the five brackets advancing to the final. We were runners-up in bracket 2 in the semi-final, were ranked in the top 10 out of 22 teams in the competition and were one of the two Asian teams and the only one of three Hong Kong teams in a top-10 position. Our idea received very positive feedback from the Senior Assistant Dean and judges from the sector. We also benefited from observing the presentations of finalists, such as teams from Singapore Management University, George Washington University and so on.



I owe a big thank you to my coach and the College of Business for this opportunity. It was the best way to conclude my university case-competition journey. In addition to participating in the competition, I visited the White House and national museums and attended an NBA game. I will long remember the amazing opportunity I got to learn ways to innovate for enlarging social impact, to make friends from all over the globe, and to visit the beautiful city of Washington D.C.!