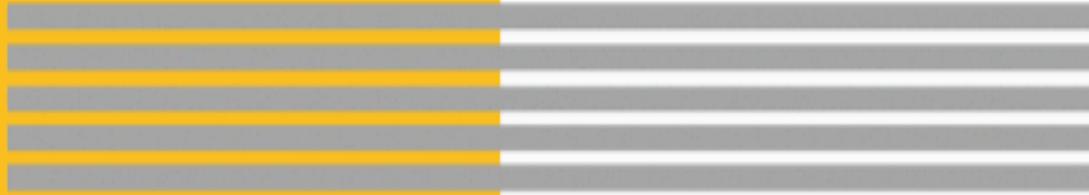


ENACTUS HONG KONG

2026
*Social Leaders Entrepreneurial
Empowerment Program Information
Package
(Project Team)*

Engage the youth. Innovate for sustainability. Improve the world.

A decorative graphic consisting of four horizontal lines of varying lengths and colors (grey and yellow) extending from the left side of the page towards the right.

Foreword

Thank you for your interest in participating in the Social Leaders Entrepreneurship Empowerment Program (SLEEP) and we are excited to have you aboard. The aim of this handbook is to aid you in preparing your project and to guide you through the consultation process.

If you have any enquiries regarding the role of a project team, please contact Ms. Bibi Hajirah, Incubation Division Manager of Enactus Hong Kong, at incubation@enactus.hk or by phone at 65783317.

We deliver our gratitude for the following organizations, to together support youth empowerment.

Organizer:



[Instagram@enactushongkong/Linkedin@Enactus Hong Kong](#)

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Introduction to Enactus

Enactus is the world's largest experiential learning platform dedicated to creating a better world while developing the next generation of entrepreneurial leaders and social innovators. The Enactus network of global business, academic and student leaders are unified by our vision—to create a better, more sustainable world.

Our vision To create a better, more sustainable world.

Our mission Engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world.

**WE BELIEVE INVESTING IN STUDENTS WHO TAKE
ENTREPRENEURIAL
ACTION FOR OTHERS
CREATES A BETTER WORLD FOR
US ALL.**

Our 72,000 students are entrepreneurial, values-driven social innovators across 1,730 campuses in 36 countries, positively impacting the lives of 1.3 million people each year. Guided by educators and supported by business leaders, teams of students conduct needs assessments in their community, identify potential solutions to complex issues and implement community impact projects. This results in communities benefiting from collaboration and fresh innovation, plus students gain the valuable experience to advance their personal and professional lives.

As in business, we believe that competition encourages innovation. For Enactus, this means more lives are impacted every day.

An annual series of regional and national competitions showcases Enactus teams' impact, evaluated by global business leaders. **National champion teams advance to the prestigious Enactus World Cup for competition, collaboration and celebration**; in 2026, the Enactus World Cup takes place in **Sao Paulo, Brazil**.

Introduction to Social Leaders Entrepreneurship Empowerment Program (SLEEP)

The Social Leaders Entrepreneurial Empowerment Programme is not just a short-term initiative; it is a long-term commitment to fostering social innovation, entrepreneurship, and global engagement for multiple years already. Our 4-month program is designed to link students together, accelerate their journey towards ideating a social enterprise, and provide them with the necessary resources and support to make their vision a reality.

1. **Linking Students Together:** We believe in the power of collaboration and networking. Through the Social Leaders Entrepreneurial Empowerment Programme, students will have the opportunity to connect with like-minded individuals who share their passion for social change. By forming project teams, students can leverage their collective knowledge, skills, and experiences to create innovative solutions to pressing societal challenges.
2. **Accelerating Ideation:** We understand that turning ideas into action can be challenging. That's why our program provides a supportive environment for students to accelerate their ideation process. Through workshops, seminars, and mentoring sessions, students will receive guidance on refining their ideas, conducting market research, and developing a viable business model for their social enterprise.
3. **Seasoned Business Advisors:** To further enhance students' entrepreneurial journey, we connect them with seasoned business advisors who have extensive experience in social entrepreneurship and business management. These advisors will provide valuable insights, guidance, and mentorship throughout the program, empowering students with the knowledge and skills needed to navigate the complex world of social innovation.
4. **Global Outlook:** We recognize the importance of a global perspective in today's interconnected world. As part of the program, students will have the opportunity to collaborate with Enactus, a renowned international network of student-led social entrepreneurship organizations. This affiliation opens doors to connect with Enactus chapters in other countries, enabling students to exchange ideas, learn from diverse cultural perspectives, and expand their network on a global scale.
5. **Incubation Opportunities:** We believe in nurturing students' social enterprises from ideation to implementation. Our program provides project teams with the opportunity to compete for incubation opportunities, where students can access resources, mentoring, and funding to further develop and launch their social ventures. This hands-on experience in social innovation and business management is



invaluable for future career development, regardless of whether students choose to pursue entrepreneurship or not.

The Social Leaders Entrepreneurial Empowerment Programme is more than just a program; it is a transformative experience that equips students with the knowledge, skills, and global outlook needed to make a positive impact on society. By linking students together, accelerating ideation, connecting with seasoned business advisors, and offering incubation opportunities, we provide a comprehensive platform for students to unleash their entrepreneurial potential and create sustainable solutions to address pressing social issues.

Join us on this journey of social innovation and entrepreneurship. Together, we can ignite students' potential and transform communities for a better future.

Definition of “Early Stage” and “Mature Stage”

This year, teams will be categorized into Early-Stage and Mature-Stage groups. Each team will compete **only against others within the same category** to ensure fair competition among teams at similar levels of development.

Early stage:

Definition of Early Stage (eligibility criteria):

A project at the earliest conceptual phase: beyond pure ideation, but before any meaningful validation or development has begun

Examples of Early Stage:

- A general idea/direction for solving a social problem
- An intuitive belief that the concept could work
- Before real-world execution or prototype
- Before in-depth feasibility study or detailed research
- Without a specific plan or timeline
- Without significant funding, partnerships or initial resources

Mature stage:

Definition of Mature Stage (eligibility criteria):

A team with a clear idea and full explanation, already operating with a working product or service used by real beneficiaries/customers. Mature teams often have prior competition experience or proven traction.

Examples of Mature Stage:

- A working product/service already in use by real beneficiaries or customers
- Evidence of traction (e.g., pilot results, paying users, measurable social outcomes)
- Completed feasibility or market validation, with iterations based on learnings
- Demonstrated social impact (e.g., at least 3 events/workshops; “We conducted 5 workshops for 100 students”)
- Active promotion channels (at least one online platform such as Instagram, LinkedIn, or a website)
- IG example: Ricefort
- LinkedIn example: SmartAge Intelligence
- Website example: Friendstress
- Financial sustainability (e.g., generating revenue beyond one-off university grants; “We earned \$1,000 from sales”)

General Information of SLEEP

Payment Structure:

- **Early-bird Rate (until 18 Feb):** HK\$250 enrolment fee + HK\$150 deposit
- **Standard Rate (after 18 Feb):** HK\$350 enrolment fee + HK\$150 deposit

Team Structure:

Current students enrolled in diploma, associate, bachelor's, master's, or doctoral degree programs at any tertiary institution in Hong Kong in 2026.

1. Each participant can only join **one team**.
2. Teams may include members from **different institutions**.
3. Interdisciplinary teams are encouraged (but not required).
4. Teams may also enter other business plan competitions.
5. Teams can add, reduce, or replace members **before the Regional Competition booklet production**.
6. Each team must have **2–6 members**.

Rules:

- 1 Teams retain full intellectual property ownership of their social venture plan, both before and after the competition.
2. Teams must warrant that their idea does not knowingly infringe upon the intellectual property rights of any third party.
3. Pre-existing IP: If using pre-existing IP (e.g., a patent, code, or technology developed prior to the competition), teams must declare its origin and ownership clearly in their submission. Proof of right to use (e.g., a license from a university) may be required.
- 4 Participation in public sessions (e.g., presentations, Q&A) constitutes consent for public viewing and potential broadcasting across various media channels. Information shared in these settings is considered public record, and entrants are advised that no right of confidentiality applies to materials or data divulged during these sessions.

Timeline of SLEEP

In **Workshops 1, 2, and the Pitching Competition**, early stage and mature stage teams will participate in two separate sessions featuring distinct content: **morning sessions for early stage teams** and **afternoon sessions for mature stage teams**. Please note that the dates listed below are **tentative** and may be subject to change if necessary. Any updates will be communicated to participants via **email and other channels**.

Events	Date
Opening Ceremony [Will be conducted at the same time for both early stage team and mature stage team] [Day of Pair-up between Project Team and Advisor] [All members are required to attend unless valid reasons with documentary proof]	28 March (Sat)
Consultation Session 1 with Advisor	Before 12 April (Sun)
Workshop 1 (Lecture)	18 April (Sat)
Workshop 2 (Sharing/Site Visit)	23 May (Sat)
Consultation Session 2 with Advisor	Before 14 June (Sun)
Pitching Competition	20 June (Sat)
Regional Competition for Enactus World Cup Introduction	25 July (Sat) (TBC)

Programme Highlights of Early-Stage SLEEP

This year's early-stage program aims to be an **entrepreneurship-focused competition**. Leveraging Enactus' long-established networks, it will provide high-quality **workshops** and **networking opportunities**. With the support of **mentors** and **peer buddies**, the program seeks to uncover ideas with potential and **social insight**—perhaps just a spark of inspiration—that have not yet been fully planned or considered for implementation, and transform them into **actionable projects**. This aligns with Enactus' consistent mission of **inspiring the next generation to create positive social impact**.

Business Advisory Mentorship and Peer body Support

- Participants will be matched with **working professionals** to gain at least 2 consultation sessions for their social innovation projects.
- Participants will also be matched with a **peer buddy**, who is a young specialist in the startup ecosystem, to work together on refining their ideas throughout the process.

Training to Ideation

- Supportive environment for students to accelerate their ideation process.
- Training workshops, seminars, and mentoring sessions.
- Guidance on refining ideas, conducting market research, and developing a viable business model.
- Focus on turning ideas into actionable plans for social enterprises.
- Peer mentoring from peer buddies with rich experience in social entrepreneurship.

Site Visit Experience

- Project teams would have an opportunity to visit start-up related organizations.
- Facilitate project teams in terms of gathering resources to help them with the progress of running the project and enhance the impact brought by their projects.
- Depending on individual projects and their situation, participate in the actual research or implementation of the projects if possible

Potential Incubation Opportunities

- Enactus would aid in meet-up with top Incubators and Venture Capitalists in Hong Kong.
- Potential elevator pitch opportunity with seasoned entrepreneurs and social innovation enablers.
- Help the project team achieve its objectives on corporate social responsibility.

Marketing Opportunities for Project Teams

- Project teams could utilise Enactus website and social media accounts to promote the progress and growth of the projects.

Programme Highlights of Mature-Stage SLEEP

This year's early-stage program aims to be an **entrepreneurship-focused competition**. Leveraging Enactus' long-established networks, it will provide high-quality **workshops** and **networking opportunities**. With the support of **mentors** and **peer buddies**, the program seeks to strengthen projects that are **already planned and ready for implementation**, helping teams refine strategies and scale their social impact. This aligns with Enactus' consistent mission of **inspiring the next generation to create positive social impact**.

Business Advisory Programme (BAP)

- Participants will be matched with **working professionals** to gain at least 2 consultation sessions for their social innovation projects.
- Participants will also be matched with a **peer buddy**, who is a young specialist in the startup ecosystem, to work together on refining their ideas throughout the process.

Potential Funding Opportunities with Venture Capitalists

- Showcase scalable social impact projects and disruptive innovations that compel venture capitalists to invest.
- Encourage teams in their mature stages to obtain seed funding to broaden the range of project services they offer.

Networking Resources Opportunities

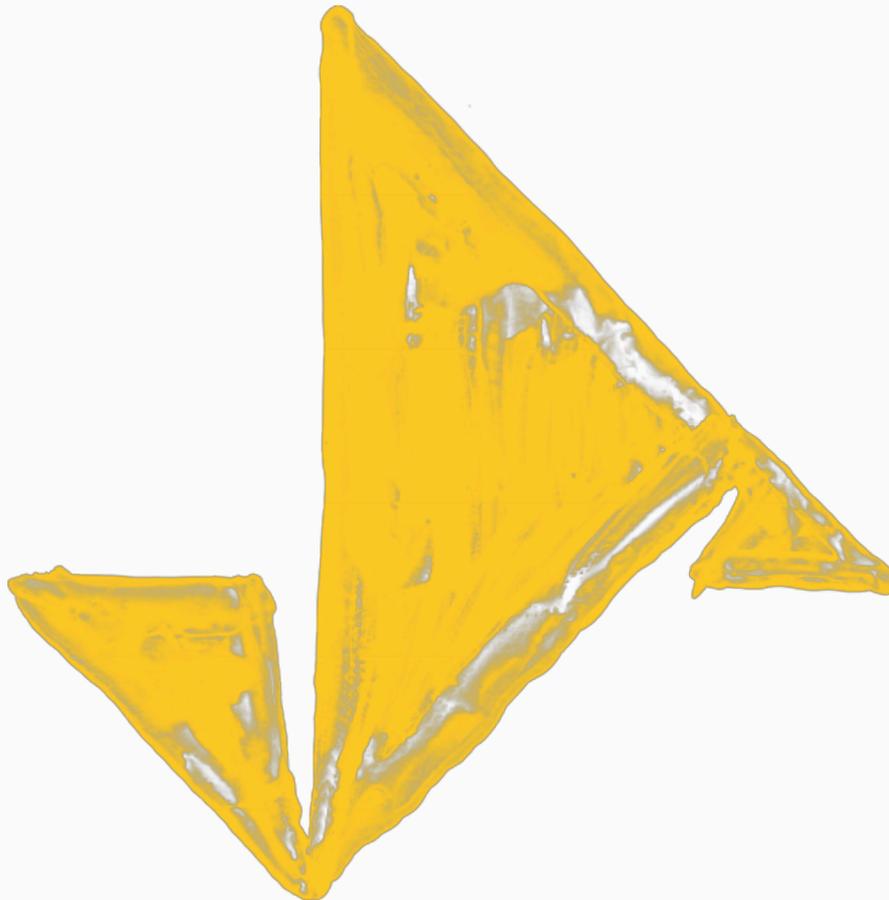
- Enactus seeks to facilitate engagement with aspiring entrepreneurs and startup founders to cultivate long-term professional networks.
- Exploring strategic partnerships, enhancing the service delivery and operational efficiency.

Valuable Exchanging on Social Impact Strategies

- Enactus would aid in meet-up with top Incubators and Venture Capitalists in Hong Kong.
- Potential elevator pitch opportunity with diverse entrepreneurs and social innovation enablers.
- Help the project team achieve its objectives on corporate social responsibility.
- Learn how to measure the success of project KPI, impact assessments, and stakeholder surveys.

Marketing Opportunities for Project Teams

- Project teams could utilise Enactus website and social media accounts to promote the progress and growth of the projects



Registration Link: <https://forms.gle/8HUvo2FGZESqmog29>

If you are interested in joining this year SLEEP, please be reminded with the deadline listed below:

Early-stage: **1 March**

Mature-stage: **8 March**

Remember to follow [Instagram@enactushongkong](https://www.instagram.com/enactushongkong) to get the latest update from us!

**We look forward to empowering a
new generation of entrepreneurs
with you**