HKUST Pre-University Program 2026
Name: Entrepreneurship & Innovation Transforming Ideas into Ventures (PREU 2501)
Duration: July 20-24, 2026
Instructor: Prof. JoonNak CHOI (JC)

HKUST Pre-University Program
Undergraduate Recruitment and Admissions Office

		20-Jul	21-Jul	22-Jul	23-Jul	24-Jul
		Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
09:30-11:00	**Topic**	Orientation Organised by PreU	Introduction: What is Entrepreneurship? Innovation?	Making a Business Case	Go-To-Market Strategies	Student Team Pitches
11:15-12:45	**Topic**		Origins: The Silicon Valley Model	Research & Business Model Validation	Executive Talk	Wrap-up Lecture & Certificate Distributions
12:45-14:15	**Lunch**	**Lunch**	**Lunch**	**Lunch**	**Lunch**	**Lunch**
14:15-15:45	**Topic**	Social Activity - USTouch Organised by PreU	Executive Talk	City Excursion (Optional) Organised by PreU	Financial Modeling	Leadership Forum & Gala Dinner (Business Attire) Orgainsed by HKUST PreU
16:00-17:30	**Topic**		Executive Talk / Workshop		Stakeholder Analysis & Crafting a Pitch	

Notes:
This is the preliminary program itinerary, and the final itinerary will be shared two weeks prior to the start of the program.
The content above is subject to change without notice. Students should regularly check the website and their email for any updates.