

HKUST Pre-University Program 2026

Name: Program Itinerary - Entrepreneurship & Innovation

Duration: July 20-24, 2026

Instructor: Prof. JoonNak CHOI (JC)



HKUST Pre-University Program
Undergraduate Recruitment and Admissions Office



		20-Jul Monday	21-Jul Tuesday	22-Jul Wednesday	23-Jul Thursday	24-Jul Friday
09:30-11:00	Topic	Orientation	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	Group Discussion	Wrap-up Lecture & Certificate Distributions
12:45-14:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
14:15-15:45	Topic	Social Activity - USTouch	Executive Talk	City Excursion (Optional)	Financial Modeling	Leadership Forum and Gala Dinner (Optional)
16:00-17:30	Topic		Workshop / Talks (Optional)		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.						