

OASA Business Model Brainstorming Workshop @ CUHK

10th July 2021, 8:30 am to 2:00 pm

Introduction

Since last September when OASA became a zygote, the operation team has been working laboriously to create and substantiate a new working business model that can be sustained and scaled; and this is being compiled and created from a myriad of different projects that we believe are beginning to resonate with our target market. Currently we have more than a handful of fun but tough projects, each with a different set of assumptions, different target, allied with different partners, and delivered through a variety of instructional designs.

But this organic process is slow, opportunistic, and limited by the present constraint of resources, opportunities, and talents on the ground. Much more can be done and with others. To have a much broader and better perspective of possibilities, Gregg and Perry proposed that we come together and jam this summer, before we become too fixated and allow circumstances to pull OASA by forces, that in the long run, may not have any impact or relevance at all. We need to step back then go forward.

Direction

Venue: CUHK, School of Hotel Management, 5th Floor, Cheng Yu Tung Building, Shatin (Exit at University Station, East Rail).

Time: 0830 to 1400

Workshop Leader and Master Trainer: Perry Lam

Hosting Committee: Marketing Advisory Committee. Paid by OASA.

Purpose of this Offsite

1. Energize: Have fun, enjoy the company of others, build camaraderie, celebrate, enhance communications, and remind ourselves why we are doing this
2. Crystalize: Explore and continue to refine, critique, and strengthen our business model
3. Socialize: Discuss and explore a new category of membership for diplomats

Participation and Attendance

Invitation: 25 Max in Total

- Team Generation X (those with or without children, Board): **(Aaron is team facilitator)** Claudia, David, Gregg, Thomas, Patrick, Ben, Fletcher, and Rosana
- Team Generation U (professors and council members): **(Perry is team facilitator)** Iris, CK, Richard, MY, John Z., SungWoo, Tricia, and Quentin
- Team Generation Z: **(Alvin is team facilitator)** Monique, Adrian, Justin, Sean, Xenia, Cynthia, Helen, and Cat

One Way Zoom: Stephen, Roy, others. (We will set up a zoom in case others want to listen in. Please note we are not expecting a hybrid mode as we don't have the personnel or technology for this. Those on the Council and Board are most welcome to listen in.

Special Topics, Discussions, and Presentations

1. Quick Review of Our Various Projects: Thomas, Hubie, Perry, and Gregg (15 minutes each)
2. Other Interesting Business Models (Time Permitting):
 - Enactus Business Model: Iris (15 mins)
 - The Junior Achievement Business Model: Monique Wong
 - The Teach-for-Hong Kong Business Model: Justin
3. Just for fun:
 - Membership for Diplomats

Final Flow

Time	Subject	Speaker	Remarks
8:30	Quick Breakfast at lunchroom of CUHK School of Hotel Management. Warm Up	Perry	Coffee and Continental Breakfast. Warm up fun by Master Trainer Perry.
9:00	Opening Warm Up Introduction and Team Set up. Rundown of Today's Event	Perry/Gregg	Intro to the Marketing Advisory Committee and Members. Logistics of breakout rooms at 11 am. Assignment of Breakout Teams by helpers (Sean, Cynthia, and Justin).
9:00	A Brief Review of Various Projects and our Critical Success Factors	Gregg/Thomas	Quick stock-take since birth. 15 mins.

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			Review of Problems to Solve. 15 mins. Thomas on Mission StarGate and other ideas.
9:30	The HKU Academy Program and the CUHK Space Tourism Program	Hubie/Gregg	A brief review and update.
9:45	Business Model – Junior Achievement	Special Guest Monique Wong	What makes JA so special and what it has done for the youth?
10:00	Plenary Discussion and Reflection	Perry	
10:15	Business Model – Teach for Hong Kong	Justin/Sean	What makes TFHK so special and what it has done for the youth?
10:30	The Enactus Model and other Model (Time Permitting)	Iris	
10:45	Plenary - Discussion	Perry/Gregg	After this move to 2/F Coffee Shop area. Lunch room staff needs to prepare our lunch room for us.
11:00	First Break then Move Discussion to Small Group Outside		Perry, Aaron, and Alvin as facilitators. Everyone fills out three boxes in the canvas worksheet, then discuss. (Helpers hand out Business Canvas Sheets.
11:30	Plenary Discussion (new location).	Perry/Aaron	Team spokesperson present their teams' reactions
12:00	Summary and Next Step	Perry/Gregg	What have we learnt thus far? Where are we going next?
12:30	Lunch		
12:45	Gift Presentation by Richard		Gift by Richard Leung. Picture Taking. Ends by 14:30 latest.
13:30	Discussion on New Membership Category for Government Officials (in lunch room)	Hubie/Gregg	Everyone invited but not required.
14:00	End		Thank you to CUHK