



2021 GYEC China Division · Shanghai Competition Schedule

2021.07.19 - 07.31

Date	Time	Activity
Day 1 · Jul 19 (Mon)	10:00–17:00	Airport pickup
	14:00–17:00	Check-in & registration
	17:00–18:00	Ice-breaking ceremony (formal attire required)
	18:00–21:00	Welcome Dinner & Opening Ceremony
	Evening	Rest / room check
Day 2 · Jul 20 (Tue)	07:00–08:00	Breakfast
	08:30–09:30	Module 1 – Risk & Growth
	09:45–10:45	Module 1 – Finding Opportunity
	11:00–12:00	Team discussion / course review
	12:30–13:30	Lunch
	14:00–16:00	Expert Lecture: Origin & Development of China's Private Express Industry (Ma Honggen, Founder of Shentong Express Beijing)
	16:00–18:00	Team discussion / mentor guidance
	18:30–20:00	Dinner
	20:00–21:30	Team work / project improvement
Day 3 · Jul 21 (Wed)	08:30–10:45	Module 1 – Entrepreneurial Mindset & Meeting Customer Needs
	14:00–16:00	Expert Lecture: Socialization & Collaboration in Globalization (Jashin Lin, Global Project Manager, ByteDance)
	Rest of day	Team discussion, mentor guidance, dinner, project improvement
Day 4 · Jul 22 (Thu)	08:30–11:15	Module 2 – Networking & Collaboration; Research & Learning
	Afternoon & Evening	Team sessions, mentor guidance, dinner, project improvement
Day 5 · Jul 23 (Fri)	08:30–10:45	Module 2 – Management of Entrepreneurs; Communication & Persuasion
	14:00–16:00	Expert Lecture: Design Psychology – Emotion-Driven Innovation (Chen Hua, Fortune 500 Consultant)
	Evening	Team sessions, mentor guidance, dinner, project improvement
Day 6 · Jul 24 (Sat)	08:30–10:45	Module 3 – Lean Startup; Value Proposition Canvas
	14:00–16:00	Expert Lecture: Intangible Cultural Heritage & Sustainable Development (Bai Lin, Inheritor of Beijing Straw Figurine Art)
	Evening	Team sessions, mentor guidance, dinner, project improvement
Day 7 · Jul 25 (Sun)	08:30–10:45	Module 3 – Design Thinking; Business Model Canvas
	14:00–16:00	Expert Lecture: “Road to Character” and Adam’s Two Sides (Sam Lin, VisionaryEdu)
	Evening	Team sessions, mentor guidance, dinner, project improvement
	08:30–10:45	Module 4 – Minimum Viable Product; Building Your MVP



Day 8 · Jul 26 (Mon)	14:00–16:00	Expert Lecture: Visualizing MVP (Bai Yonghui, PMP/Agile Expert)
	Evening	Team sessions, mentor guidance, dinner, project improvement
Day 9 · Jul 27 (Tue)	09:30–17:00	Outdoor Challenge – UN 17 Sustainable Development Goals
	Evening	Dinner & rest
Day 10 · Jul 28 (Wed)	08:30–10:45	Module 4 – Testing MVP; Module 5 – Pivot & Finances
	14:00–16:00	Expert Lecture: Personalization & Differentiation in Market Competition (Zhou Qiwei, HSBC China)
	Evening	Team sessions, mentor guidance, dinner, project improvement
Day 11 · Jul 29 (Thu)	08:30–10:45	Module 5 – Metrics & Systems; Scaling
	14:00–16:00	Expert Lecture: Entrepreneurship in China's Private Education (Chen Qiyong, Founder of Woodpecker Education)
	Evening	Team sessions, mentor guidance, dinner, project improvement
Day 12 · Jul 30 (Fri)	08:30–10:45	Module 5 – Public Speaking & Pitch; Money Matters All
	14:00–18:00	Final Pitch – 8 min pitch + 8 min Q&A per team (formal attire required)
	20:00–21:30	Movie Night
Day 13 · Jul 31 (Sat)	08:30–10:30	Closing & Award Ceremony (formal attire required)
	10:30–13:30	Departure