B4B Challenge 2025-26 Prospectus

	中文	English
1	**比赛简介**	**About the Contest**
1.1	**关于 B4B 大数据商业应用挑战赛** B4B 大数据商业应用挑战赛由 B4B Limited 主办。B4B Limited 是一家致力推动发展中国香港大数据技术和智能科技创新发展的社企，营造健康及可持续的数据初创生态环境，并通过高强度的加速器计划，促进人才与企业的配对与连接。	**About B4B Challenge** B4B Challenge is an annual contest organised by B4B Limited, a Hong Kong social enterprise that aims to promote the development of a healthy and sustainable ecosystem for Big Data and intelligent technology innovation and to match young talents and enterprises with an intensive accelerator programme.

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1.2	**比赛目的** • 培养人才，包括助力香港青年在大数据和人工智能领域发展职业生涯 • 帮助大数据与人工智能初创企业、人才及学生对接有用资源，支持他们的创新想法落地 • 邀请来自海外和中国大陆的大数据与人工智能人才及专家，与本地人才交流分享知识 • 为大数据与人工智能初创企业和学生创造更多实践机会，提升他们在行业内的经验和曝光度 • 汇聚从事大数据与人工智能领域的个人和团体，促进持续合作，在香港及大中华地区构建一个活跃、强大且持久的社区 • 提升香港公众对大数据和人工智能重要性及积极影响的认知，鼓励这些技术在日常生活中的广泛应用 • 为产业链提供有价值、碳高效的解决方案 • 鼓励参赛者探索其解决方案在跨行业领域的更广泛应用潜力	**Objectives of the Contest** • Groom talents which include youth in Hong Kong to develop their career in big data & AI • Help big data & AI start-ups / Talents / Students connect with useful resources to support their innovative ideas • Invite big data and AI talents and experts from overseas and the Mainland to meet and share knowledge with local talents • Create opportunities for big data & AI start-ups and students to gain more experience and visibility in the field • Bring together people and groups working in big data and AI to encourage ongoing cooperation and build a strong, active, and lasting community in Hong Kong and the Greater China region • Raise public awareness in Hong Kong about the importance and positive impact of big data and AI, and encourage greater use of these technologies in everyday life • Provide valuable, carbon-efficient solutions to industry chain • Encouraging participants to explore the broader cross-industry potential of their solutions
1.3	**B4B 大数据商业应用挑战赛 2025-26 的主题为：** • **AI 驱动的碳科技** • **AI 驱动的虚拟科技**	**The themes of B4B Challenge 2025-26 are:** • **Carbon Tech powered by AI** • **Virtual Tech powered by AI**

1.4	**重要日期** • 现在- 2026 年 3 月 20 日: 参赛报名 • 2026 年 3 月- 4 月: 辅导计划与工作坊, 专家甄选入围决赛的方案 • 2026 年 4 月 12 日: 进入展馆与展位搭建 • 2026 年 4 月 13-16 日: 香港国际创科展与颁奖典礼	**Key Dates** • Now - 20 Mar 2026: Recruitment • Mar - Apr 2026: Mentorship & Workshop, Final Assessment • 12 Apr 2026: Move-in and Set-up for Exhibition • 13-16 Apr 2026: Exhibition, Award Ceremony
2	**主题介绍**	**Theme Introduction**
2.1	**科技促进 ESG** 今年，我们的比赛以“科技促进 ESG”为主题，强调科技在推动环境、社会和治理（ESG）倡议中的重要角色。参赛者将利用创新解决方案，探索科技如何应对气候变化、社会不平等和企业责任等全球性挑战。这一主题鼓励创造性思维和合作，激励团队开发不仅能推进商业目标，还能为社会和环境作出积极贡献的项目。我们相信，通过专注于科技驱动的 ESG 解决方案，我们能够赋能下一代领导者，创造一个可持续和公平的未来。	**Tech for ESG** This year, our competition centers on the theme "Tech for ESG," highlighting the vital role that technology plays in promoting Environmental, Social, and Governance (ESG) initiatives. By harnessing innovative solutions, participants will explore how technology can address pressing global challenges such as climate change, social inequality, and corporate responsibility. This theme encourages creative thinking and collaboration, inspiring teams to develop projects that not only advance business objectives but also contribute positively to society and the environment. We believe that by focusing on tech-driven solutions for ESG, we can empower the next generation of leaders to create a sustainable and equitable future.

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2.2	**B4B 大数据商业应用挑战赛 2025-26 的主题为：** • **AI 驱动的碳科技** • **AI 驱动的虚拟科技** **B4B 挑战赛**持续专注于如何透过技术的赋能，让房地产的价值链变得更加可持续，这包括从新建材、能源管理、设计与规划、施工与拆除到设施管理等各个环节。 人们可能将房地产业务与建筑和砖块联系在一起，但实际上，房地产行业与许多其他领域密切相关，涉及我们日常活动的方方面面，从工作场所、零售商店、交通站点，当然还有我们的家。 **虚拟科技**在硬件进步、价格可负担性和用户舒适度方面面临挑战。对强大计算系统的需求 以及潜在的晕动病限制了它的采用。数据也带来了挑战，需要高分辨率的 3D 模型、精细纹理和真实的数据集以提供沉浸式体验。其他挑战还包括实时数据传输、旁白匹配、人工智能驱动的剪辑、精准口型同步的配音以及高效处理能力。 克服这些挑战 对于使虚拟科技变得更可接触、更友好和更具成本效益至关重要。硬件升级、降低成本、改善舒适度和解决晕动病问题可以提升其采用率。此外，优化和处理数据、改善实时数据传输和扩大高质量数据集的可用性将有助于虚拟科技在各行各业的增长和潜力。此外，最新的 AI 技术可以显著提升上述领域的智能用户接口和改进。	**The themes of B4B Challenge 2025-26 are:** • **Carbon Tech powered by AI** • **Virtual Tech powered by AI** **B4B Challenge** continues to explore how the real estate value chain—encompassing new building materials, energy management, design and planning, construction and demolition, and facility management—can become more sustainable through technology. While one might associate real estate primarily with buildings and bricks, the property sector is intricately linked to a wide range of industries and daily activities, from workplaces and retail shopping outlets to transportation stations and, of course, our homes. **Virtual technology** faces several key challenges, including hardware limitations, affordability, and user comfort. The need for powerful computing systems and the risk of motion sickness continue to restrict widespread adoption. Data-related obstacles also persist, such as the requirement for high-resolution 3D models, detailed textures, and authentic datasets to create truly immersive experiences. Additional hurdles include real-time data transmission, voiceover matching, AI-driven editing, dubbing with accurate lip sync, and efficient processing. Overcoming these challenges is essential to making virtual technology more accessible, user-friendly, and cost-effective. Advancements such as improved hardware, cost reductions, enhanced comfort features, and effective solutions for motion sickness can significantly boost adoption. Similarly, better curation and processing of data, improved real-time transmission capabilities, and expanded availability of high-quality datasets will unlock greater growth and potential for virtual technology across various industries. Furthermore, smarter user interfaces and progress in the areas mentioned above could be dramatically enhanced by the latest AI technologies.

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3	参赛资格	Eligibility
3.1	**谁有资格参加比赛?** • 您拥有一个可靠且创新的解决方案 • 您的解决方案属于以下一个或多个领域：第 6.2 节、第 6.3 节和/或第 6.4 节 • 比赛没有性别、年龄、公司年资、规模限制。 我们更重视在提高碳效率和虚拟技术方面的实际创新能力	**Who is qualified to join the contest?** • You have a solid & innovative solution • Your solution falls into either one or multiple disciplines: Sections 6.2, 6.3 and/or 6.4 below • There is NO limitation of gender, age, size and history of company. We VALUE the actual innovative capacity in enhancing carbon efficiency and virtual technology
3.2	**团队成员** • 所有参赛队员必须满 18 岁或以上 • 对于企业团队，所有参赛队员必须为该参赛企业的员工 • 如果多家企业组团参赛，需有一个牵头单位来主要负责参赛事宜 • 参赛队员建议为产品团队的核心成员 • 参赛团队的队员数量没有限制	**Team Member** • All team members must be aged 18 or above • For Company Teams, all team members must be employees of the company • If multiple enterprises form a team to participate in the competition, a lead unit is required to take primary responsibility for competition-related matters • Team members are expected to be the core members of the product team • There is no restriction to the number of members for a team

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4	**报名与参赛**	**Application Process**
4.1	**报名指示与流程** 参赛团队必须在截止日期前完成并提交申请表（请参见比赛的官方网站：https://www.b4bchallenge.com/ ）。 • 申请表中需要提供公司/团队信息，队员信息和产品/项目简介。 详细要求请参阅申请表 • 申请表必须以中文或英文填写 • 完整且准确填写参赛表格，才会被视为有效参赛报名 • 在截止日期之后收到的申请将视为作废	**Application Guidelines & Logistics** Applicants must complete and submit the Application Form on or before the application deadline（https://www.b4bchallenge.com/ ） • Company/team information, team members information and product/project brief are required in the application form. Please refer to the application form for detailed requirements • The Application Form must be completed in either Chinese or English • Only completed Application Forms shall be considered valid entries • Applications received after the deadline will not be accepted

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4.2	**最佳 ESG 方案 - “AI 驱动的碳科技” 及 “AI 驱动的虚拟科技”** 在报名截至后，主办机构将会从 “**AI 驱动的碳科技**” **及 “AI 驱动的虚拟科技”** 方案选出最佳 ESG 方案。最佳方案团队将会获邀参加 B4B 加速器，并得到主办机构提供的权益。 • 最佳方案团队必须参加 B4B 加速器，包括且不限于顾问计划，香港国际创科展。 • 不参与 B4B 加速器的团队将会被取消比赛资格。 • 请提供一份 PPT 及 一段 3 分钟的通俗易懂视频，用简单的话解释行业痛点、解决方案以及碳排放影响。	**Best ESG Solutions - “Carbon Tech powered by AI” and “Virtual Tech powered by AI”** After the application deadline, the Organiser will invite valid applicants to join the selection assessments in which Best ESG Solutions will be selected. Teams of Best ESG Solutions will be invited to join the B4B Accelerator Program and to enjoy benefits provided by the Organiser. • Teams of Best ESG Solution must commit to join the activities and events from the B4B Accelerator Program, including but not limit to Advisors Program, InnoEX. • Teams that do not participate in the B4B Accelerator Program will be disqualified from B4B Challenge. • Provide a PPT and a 3-minute video in layman terms to explain the industry pain point, the solution and carbon impact.

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4.3	**最佳 “AI 驱动的虚拟科技 - 媒體” 奖项** 提交作品 • 成片创作赛（3 分钟）总结 作品规格要求 • 片长：最多 3 分钟（含片头片尾 credits）；超时部分不予评审 • 格式：MP4 • 分辨率：建议 1920×1080（1080p）或更高，至少 1280×720（720p）；画面比例需一致（横屏 16:9 或竖屏 9:16 均可，但全程统一）。 • 文件大小：建议≤500MB • AI 创作方案说明：必填，需清楚交代 参赛者必须提交一份详细的 AI 使用说明文档/工作流程（建议 PDF/Word 格式）。重点分为三部分： 1. 使用的 **AI** 工具清单逐项列出具体工具名称与功能，例如： • 文字 → 剧本：ChatGPT / Claude • 文字 → 影像/分镜：Runway Gen-3 / Kling AI • 影像 → 影像/风格：Midjourney / Flux • 配音/声音：ElevenLabs / Fish Speech • 音乐/音效：Suno / Udio • 剪辑/后制：CapCut AI / Runway 剪辑功能等 2. **AI** 在创作流程中的角色 分阶段说明 AI 负责的部分，例如： • 分镜或画面生成 • 角色/场景设计 • 配音或音乐生成 • 剪辑建议或多版本生成，请注明 AI 内容占整体比例，例如 50–90%	**“Virtual Tech powered by AI - Media” Awards** Submission • A 3-minute video summary Submission Specifications • Video Duration: 3 minutes maximum (including opening and closing credits). Entries exceeding 3 minutes will not be judged • Format: MP4 • Resolution: Recommend 1920x1080 (1080p) or higher, minimum 1280x720 (720p); aspect ratio must remain consistent throughout (horizontal 16:9 or vertical 9:16 is acceptable but must be uniform from start to finish). • File Size: Recommend ⩽ 500 MB • AI Creation Process Explanation: mandatory, must be clearly detailed Participants must submit a detailed document explaining their AI usage and workflow (recommended format: PDF or Word). The explanation should be divided into three main sections: 1. List of AI Tools Used. List each tool specifically, including its name and function, for example: • Text → Script: ChatGPT / Claude • Text → Image / Storyboard: Runway Gen-3 / Kling AI • Image → Image / Style Transfer: Midjourney / Flux • Voiceover / Sound: ElevenLabs / Fish Speech • Music / Sound Effects: Suno / Udio • Editing / Post-Production: CapCut AI / Runway editing features, etc. 2. AI's Role in the Creative Process Explain stage by stage which parts AI handled, for example: • Storyboard or scene generation

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3. 人类创作者的关键创作决策：强调人类主导的部分（这是评审重点，避免纯 AI 产出），例如：
   - 选择哪个 AI 生成版本
   - 如何修改剧本/对白
   - 如何手动剪辑、调整节奏
   - 如何掌控整体情感、视觉风格与高潮
   - 最终质量把关、润色与伦理考量

- Character / scene design
- Voiceover or music generation
- Editing suggestions or multi-version generation. Please indicate approximate proportion of AI-generated content in the final work e.g. 50-90%

3. Key Creative Decisions Made by the Human Creator Emphasise the human-led elements (this is a major judging focus – entries that appear to be purely AI-generated may be disadvantaged), for example:
   - Selecting which AI-generated version to use
   - Modifying the script / dialogue
   - Manually editing and adjusting pacing / rhythm
   - Directing the overall emotional tone, visual style, and climax
   - Final quality control, polishing, and ethical considerations

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5	**辅导计划及展览**	**Mentorship and Exhibition**
5.1	**辅导计划** 来自比赛赞助机构和合作伙伴的顾问将会与最佳方案团队通过研讨会和会议、电邮和电话进行适当和必要的沟通，分享行业面临的挑战和实践经验，并提供引导和支持。	**Mentorship Programme** Mentors from sponsors and partners would share the challenges faced by their industries and practical experience and provide guidance and support to the teams of Best ESG Solution, through seminars and meetings, email or phone calls, as necessary and appropriate.
5.2	**「香港国际创科展」** 精选团队将于 2026 年 4 月在香港会议展览中心的香港国际创科展上参加路演及展览。 • 团队的主要联系人应参加 B4B 展区的主要活动，路演和其他交流环节 • 整个展览期间，每个团队应有代表留在其展位 • 被挑選的团队须在 2026 年初提供其展台的展板设计供制作之以及提交在分享环节的汇报材料。确切的提交日期将会在比赛期间公布	**InnoEX** Selected teams will participate in presentations and exhibition in April 2026 at InnoEX at Hong Kong Convention and Exhibition Center. • The main contact of the team should attend the main events of B4B Pavilion, the presentation sessions, and some mingling sessions • representative(s) from each team should remain at their booth throughout the exhibition • Selected teams are required to provide the final artwork for their booth for production, and the final version of the pitching deck to be used in the sharing session in early April 2026. Exact deadline will be announced during the competition

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6	**比赛筛选与评审**	**Screening, Judging and Assessment**
6.1	**评审委员会** 主办机构将享有选择评审委员会成员的全部权利。 评审委员会的成员将包括大数据行业专家，以及来自相关行业、专业协会、风投公司、教育机构和政府组织等人士。	**Judging Panel** The Organiser has the full right and discretion in selecting members of the Judging Panel. The Judging Panel would consist of professionals and experts such as Big Data practitioners, and members from relevant industries and professional associations, venture capital companies, educational institutes and government bodies.
6.2	**评审准则 Best ESG Award - AI 驱动的碳科技** 各赛道的团队选择将根据 PPT 和 3 分钟视频的以下评判标准决定： • 科技或流程创新（25%） • 解决方案的功能性和质量（25%） • 部署，营销潜力和投资回报率（25%） • 团队专业性与表述表现力（25%） 如对评审结果有任何争议，一切均以评审委员会的最终决定为准。	**Judging Criteria for Best ESG Award - Carbon Tech powered by AI** Selection of teams for each stream will be based on the following assessment criteria on the PPT and 3-minute video: • Innovation & Creativity （25%） • Functionality & Quality（25%） • Implementation, Marketing Potential & Return on Investment（25%） • Professionalism & Presentation（25%） Should there be any dispute as to the results of the assessment, the decision of the Judging Panel shall be final.
6.3	**评审准则 Best ESG Award - AI 驱动的虚拟科技** 各赛道的团队选择将根据 PPT 和 3 分钟视频的以下评判标准决定：	**Judging Criteria for Best ESG Award - Virtual Tech powered by AI** Selection of teams for each stream will be based on the following assessment criteria

	• 科技或流程创新（25%） • 解决方案的功能性和质量（25%） • 部署，营销潜力和投资回报率（25%） • 团队专业性与表述表现力（25%） 如对评审结果有任何争议，一切均以评审委员会的最终决定为准。	on the PPT and 3-minute video: • Innovation & Creativity （25%） • Functionality & Quality（25%） • Implementation, Marketing Potential & Return on Investment（25%） • Professionalism & Presentation（25%） Should there be any dispute as to the results of the assessment, the decision of the Judging Panel shall be final.
6.4	**评审标准 AI 驱动的虚拟科技 – 媒體** **一共有 10 个奖项可供参与：** **1. 最佳 AI 短片大奖** ➢ 描述：专注故事最完整、情感最打动人、技术最成熟、视听最和谐的顶尖之作，旨在彰显 AI 叙事创作的成熟可能性 ➢ 評分準則： • 故事完整性 (35%) • 情感感染力 (20%) • AI 技术运用成熟度 (25%) • 视听整合（画面 / 声音 / 节奏）(20%) **2. 最佳故事创意奖** ➢ 描述：专注于故事本身，特别鼓励具原创性的世界观、深	**Judging Criteria for Virtual Tech powered by AI - Media** There is a total of 10 awards available for participation: **1. Best AI Short Film Award** ➢ Description：Focusing on the most complete stories, the most emotionally resonant narratives, the most technically mature productions, and the most harmonious audiovisual experiences, aim to showcase the mature potential of AI-driven narrative creation. ➢ Marking Scheme： • Story completeness (35%) • Emotional impact (20%) • AI technology application maturity (25%) • Audiovisual integration (visuals / sound / rhythm) (20%)

刻立体的角色塑造、令人意外的情节反转，以及强烈的情感张力。它非常适合那些重视故事品质、情绪表达与人物内心层次的创作者。最终将颁给当中最具创意、内涵深刻，或者最能深深打动人心的作品

- 評分準則:
  - 故事完整度与吸引力 (30%)
  - 主题深度与情感力 / 情节结构、反转与情感张力 (30%)
  - 原创性与观点 (20%)
  - 角色塑造与情感表达 (20%)

3. 最佳 AI 技术应用奖

- 描述：最佳 AI 技术应用奖 颁给在多工具整合（文生图 + 文生视频 + 语音合成 + 剪辑等）、Prompt 设计极为成熟、以及人机协作流程清晰且高效的作品，
- 特别表彰那些展现出真正智慧运用 AI 的技术水准，而非单纯堆叠工具数量的杰出短片
- 評分準則:
  - AI 角色明确性 | AI 是否在关键创作环节发挥作用 (30%)
  - 人机共创深度 | 是否见到「人选择 + 人导演 + AI 生成」(20%)
  - 技术创新或突破 | 是否有新用法或复合式应用 (20%)
  - 技术稳定性 | 有否明显失真、错位、失控 (30%)

2. Best Storytelling Award

- Description：Focusing on the story itself, particularly encouraging original world-building, deeply layered character development, unexpected plot twists, and powerful emotional resonance. It is ideal for creators who prioritize narrative quality, emotional expression, and the depth of character inner lives. The award will ultimately be given to the most creative, profoundly meaningful, or deeply moving work among the submissions.
- Marking Scheme:
  - Story completeness and appeal (30%)
  - Thematic depth and emotional strength / Plot structure, twists, and emotional tension (30%)
  - Originality and perspective (20%)
  - Character development and emotional expression (20%)

3. Best Use of AI Award

- Description：Best Use of AI Award presented to works demonstrating exceptional integration of multiple tools (text-to-image + text-to-video + speech synthesis + editing, etc.), highly mature Prompt design, and clear, efficient human-machine collaboration workflows. Special recognition is given to outstanding short films showcasing true technical mastery in AI application—not merely a stacking of tools.

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4. 最佳视觉风格奖

- 描述：视觉风格最鲜明、统一且充满艺术感染力，同时剪接节奏与声画同步极为出色的 AI 短片作品
- 評分準則：
  - 剪接与节奏 (10%)
  - 视觉与声音一致性 (20%)
  - 视觉风格如何强化主题与情绪 (30%)
  - 独特且高度一致的视觉美学 (40%)

5. 最佳配音奖

- 描述：AI 配音在口型同步、声音克隆、情感匹配与整体时长一致性上表现最出色、最自然融入原始影片的作品
- 評分準則：
  - 口型同步与对白节奏自然度 (35%)
  - 配音情感表达与角色个性匹配度 (15%)
  - 语音合成或人声克隆的品质与情感真实感 (30%)
  - 整体声音与画面情绪一致性 (20%)

6. 最佳音频技术奖

- 描述：奖励 AI 音频技术运用最出色、配乐与音效与画面无缝契合、带来最强沉浸感与听觉感染力的杰出短片
- 評分準則：
  - AI 生成配乐、音效或音频处理的创意与品质 (40%)

- Marking Scheme：
  - AI role clarity | Whether AI plays a key role in critical creative stages (30%)
  - Human-AI collaboration depth | Evidence of "human selection + human direction + AI generation (20%)
  - Technical innovation or breakthrough | New usages or composite applications (20%)
  - Technical stability | Absence of obvious distortions, misalignments, or loss of control (30%)

4. Best Visual Style Award

- Description：
  The AI short film with the most distinctive, cohesive visual style and profound artistic impact, featuring exceptional editing rhythm and flawless audio-visual synchronization.
- Marking Scheme：
  - Editing and rhythm (10%)
  - Visual and sound consistency (20%)
  - How visual style enhances theme and emotion (30%)
  - Unique and highly consistent visual aesthetics (40%)

5. Best Voice Acting Award

- Description：

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- 音效与画面完美同步与沉浸感 (20%)
- 空间音效、混音技术的精致度 (10%)
- 音频如何提升整体情绪与故事 (30%)

7. 最佳新人创作者奖

➢ 描述：奖励 AI 音频技术运用最出色、配乐与音效与画面无缝契合、带来最强沉浸感与听觉感染力的杰出短片

➢ 評分準則：

- 作品整体完成度与潜力 (30%)
- 首次使用 AI 创作的突破性表现 (20%)
- 个人风格与创意独特性 (30%)
- AI 工具运用 (20%)

8. 最佳导演创意奖

➢ 描述：表彰在导演视野，将镜头语言、节奏掌控与 AI 创作元素完美融为一体，叙事最具感染力与艺术高度的 AI 短片

➢ 評分準則：

- 镜头语言、节奏把控与视觉叙事能力 (30%)
- 作品呈现出强烈的个人导演视野 (30%)
- AI 元素与整体导演风格的融合度 (20%)
- 艺术决策的自信与一致性 (20%)

9. 最佳社会主题奖

The AI voiceover that delivers the most outstanding and natural integration with the original footage in terms of lip-sync accuracy, voice cloning, emotional matching, and overall duration consistency.

➢ Marking Scheme：

- Lip-sync and dialogue rhythm naturalness (35%)
- Voice acting emotional expression and character personality match (15%)
- Speech synthesis or voice cloning quality and emotional realism (30%)
- Overall sound and visual emotion consistency (20%)

6. Best Audio Technology Award

➢ Description：Award for the outstanding short film that best utilizes AI audio technology, seamlessly integrates music and sound effects with visuals, and delivers the most immersive and captivating auditory experience.

➢ Marking Scheme：

- AI-generated music, sound effects, or audio processing creativity and quality (40%)
- Sound effects and visuals perfect sync and immersion (20%)
- Spatial audio and mixing technique refinement (10%)
- How audio enhances overall emotion and story (30%)

7. Best New Creator Award

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- 描述：影像力量最深刻探讨教育、心理、环保、长者、孤独、科技伦理等社会议题，并带来强烈共鸣、反思或正面影响的杰出作品
- 評分準則：
  - 社会议题（教育、心理、环保、孤独、科技伦理等）的深度与相关性 (35%)
  - 主题表达的深刻性与启发力 (35%)
  - 具情感共鸣与平衡观点 (30%)

10. 最佳美术指导奖

- 描述：在整体美术设计、场景氛围、色彩调性、道具细节、视觉元素统一性与艺术质感上展现最高水准
- 評分準則：
  - 场景、角色设计、道具与环境的美术细节 (30%)
  - 视觉一致性与丰富度 (30%)
  - 美术风格如何支撑故事与情绪 (20%)
  - AI 生成美术元素的品质与创意 (20%)

如对评审结果有任何争议，一切均以评审委员会的最终决定为准。

- Description：New creators participating in competitions or producing AI videos for the first time—especially college students, young talents, or individuals—are encouraged to take that first bold step and showcase their potential.
- Marking Scheme：
  - Overall work completion and potential (30%)
  - Breakthrough performance in first-time AI creation (20%)
  - Personal style and creative uniqueness (30%)
  - AI tool application (20%)

8. Best Creative Director Award

- Description：Honoring AI-generated short films that seamlessly integrating cinematic language, pacing, and AI creative elements within the director's vision, achieving the most compelling storytelling and artistic excellence.
- Marking Scheme：
  - Cinematic language, pacing control, and visual storytelling ability (30%)
  - Strong personal director's vision in the work (30%)
  - AI elements and overall director style integration (20%)
  - Artistic decision confidence and consistency (20%)

9. Best Social Impact Award

- Description：The most profound works exploring social issues such as education, psychology, environmental protection, the elderly, loneliness,

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		and technological ethics, which evoke strong resonance, reflection, or positive impact. ➢ Marking Scheme: • Depth and relevance of social issues (education, psychology, environment, loneliness, tech ethics, etc.) (35%) • Profundity and inspirational power of theme expression (35%) • Emotional resonance and balanced perspectives (30%) **10. Best Art Direction Award** ➢ Description: Demonstrate the highest standards in overall art design, scene ambiance, color palette, prop details, visual element consistency, and artistic texture. ➢ Marking Scheme: • Scene, character design, props, and environment art details (30%) • Visual consistency and richness (30%) • How art style supports story and emotion (20%) • AI-generated art elements quality and creativity (20%) Should there be any dispute as to the results of the assessment, the decision of the Judging Panel shall be final.
7	**数据**	**Data**

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7.1	**比赛数据使用** 主办机构将无义务检查参赛团队所使用的数据是否获授权、合法以及是否侵犯知识产权。主办机构将无须就参赛团队的未经授权、不合法或侵权使用（如有）承担任何责任。	**Data Use for B4B Challenge** The Organiser has no obligation to check that the Applicants' use of the data is authorised and legal, or that such use has not infringed any intellectual property rights, and shall not be liable for unauthorised, illegal and/or infringing use by the Applicants, if any.
7.2	**数据安全与隐私** 数据隐私 在比赛期间所使用的数据，包括赞助数据以及其他被参赛团队使用的数据，必须遵从香港个人资料和隐私相关法律。	**Data Security & Privacy** Data Privacy The data set to be used in this challenge, includes Sponsors' data and data brought in and used by the Applicants. The collection, use, disclosure and security protection of such data should strictly comply with the relevant data protection law in Hong Kong, including Personal Data (Privacy) Ordinance with particular reference to its data protection principles.
8	**个人资料**	**Personal Data**

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8.1	**个人资料隐私声明** 主办机构致力保障参赛者的隐私及承诺遵守香港法例第 486 章之《个人资料（隐私）条例》。 除了以下"收集目的"部分外，主办机构不会向第三者透露参赛者个人身份的资料，除非主办机构已获取参赛者同意或在特别情况下，如法律规定或为了保护主办机构的合法权利，或涉及主办方业务全部或大部分的合并、收购或出售事宜。主办机构会采取所有合理措施确保参赛者向主办机构提供的个人资料得以妥善保管。 收集目的 1. 报名表格内所提供的个人资料，仅供以下用途: (i) 登记参赛作品及核实参赛者的参赛资格; (ii) 与参赛者联系; (iii) 公布 B4B 大数据商业应用挑战赛比赛结果及颁发奖项; (iv) 在出版、印刷 、展览及宣传参赛作品等场景上; (v) 执行比赛简章内的条款。 2. 参赛者必须根据报名表格的要求提供若干个人资料。参赛者如未能提供所需的数据，可能会被取消参赛资格。 3. 由主办机构所持有的、参赛者在本报名表格内提供的个人资料将予以保密。然而，为了执行第 1 段所述的内容，该个人资料或会转交 (i) 主办机构及其董事、高级职员、职员、雇员和代理人、(ii) 主办机构	**Personal Data Privacy Statement** The Organiser is committed to safeguarding the Applicants' privacy and pledges to observe the requirements of the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong). Except as specified in the "Purpose of Collection" section below, the Organiser will not disclose any Applicant's personally identifiable information to third parties except when having the Applicant's permission or under special circumstances, such as where required by law or in order to protect the Organiser's legal rights, or in connection with a merger, acquisition or sale of all or a substantial part of the Organiser's business, with or to another company. The Organiser will take all reasonable steps to ensure that the personal data the Applicants provide to the Organiser are properly stored. Purpose of Collection 1. The personal data provided by means of this Application Form will be used for the following purposes: (i) registration of Entries and verification of the eligibility of the Applicants; (ii) correspondence with the Applicants; (iii) announcement of the results of B4B Challenge and award of the prizes relating to B4B Challenge; (iv) identification of the Applicants in publication, printing, display and

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委托的任何专业咨询顾问团体和主办机构的审计师、(iii) 任何向主办机构与 B4B 商业应用挑战赛相关的提供行政、电讯、计算机、付款、印刷或其他服务代理、关联公司、承包商或第三方服务供货商，(iv) 根据有关主办机构或其任何关联公司或商业伙伴的任何法律规定，主办机构有责任向其披露资料給任何人士及法团实体、(v) 任何政府及司法机构或监管机构、及 (vi) 公众。

4. 主办机构在有关影响到主办机构全部或大部份业务的控制权、治理、结构和/或管理的交易时，或在必须符合适用法律或法规的要求下，可转移参赛者在本报名表格内提供的个人资料。

5. 主办机构将按照法例要求保存参赛者的个人资料，直至达到收集个人资料的最初目的为止。如主办机构不再需要参赛者的个人资料以作任何用途，主办机构将采取合理的步骤，安全地删除或销毁参赛者的个人资料。

查阅个人资料

根据《个人资料（私隐）条例》，参赛者有权查阅及更正参赛者在报名表格内所填报的个人资料，但主办机构有权对处理此类数据访问和更正请求征收合理费用。如有需要，请以书面形式向主办机构提出要求（电邮地址：info@b4bchallenge.com）。

exhibition of the designs; and

(v) enforcement of provisions of the prospectus of B4B Challenge.

2. It is obligatory for the Applicants to provide certain categories of personal data as required by this Application Form. Applicants who fail to provide the data required may be disqualified from B4B Challenge.

3. Personal data of an Applicant provided in this Application Form, as held by the Organiser, will be kept confidential. Nonetheless, such data may be disclosed to (i) the Organiser and its directors, officers, employees, servants and agents, (ii) any professional advisers appointed by the Organiser and the Organiser's auditors, (iii) any employees, servants, agents, affiliates, contractors or third party service providers who provides administrative, telecommunications, computer, payment, printing or other services to the Organiser in relation to B4B Challenge, (iv) any persons and corporate entities to whom the Organiser is obliged to disclose under the requirement of any law relating to the Organiser or any of its affiliates or business partners, (v) any governmental and judicial bodies or regulators, and (vi) the public, for purposes mentioned in paragraph 1 above.

4. The Organiser may transfer the personal data provided in this Application Form in connection with a transaction with another company which affects the control, governance, structure and/or management of all or a substantial part of its business, or if required to satisfy applicable legal or regulatory requirements.

5. The Organiser shall keep the Applicants' personal data for as long as necessary to achieve the purpose for which it was collected and to comply with legal requirements. If the Organiser no longer needs the Applicants' personal data for any

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purpose, it will take reasonable steps to securely delete or destroy such personal data.

Access to Personal Data

The Applicants have a right to request access to and/or correction of their personal data provided in their Entry in accordance with the Personal Data (Privacy) Ordinance, subject to the Organiser's right to charge a reasonable fee for processing such data access and correction request. Should an Applicant need to exercise the right, the Applicant should make his/her request in writing to the Organiser at info@b4bchallenge.com

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9	**数据保密与知识产权**	**Confidentiality and Intellectual Property**
9.1	参赛者可在主办机构安排的云端环境安装任何软件与工具，以开发参赛方案。主办机构将不会有义务检查参赛者安装的软件或工具是否获授权、合法以及有否侵犯知识产权。主办机构将无须就参赛团队的未经批准、不合法或侵权使用（如有）承担任何责任。	Contestants are free to install any software and tool on the cloud environment to develop their solution. However, the Organiser is not obliged to check that the contestants' use of the software and tools is authorised and legal, or that such use has not infringed any intellectual property rights, and shall not be liable for unauthorised, illegal and/or infringing use by the contestants, if any.
9.2	参赛者在使用第三方的知识产权前，应当取得该知识产权拥有者的授权。如需要，参赛者应该在递交参赛申请时向主办机构呈交一份知识产权授权书。	In case the Applicant has used the intellectual or lawful protected property of a third party, he/she should do so with the permission of the owner. If necessary, the Applicant should also submit the written consent of the owner along with the Application Form.
9.3	参赛者有义务就所有对参赛方案作出贡献之第三方作出确认声明。	The Applicants are obliged to acknowledge any third parties that have contributed to the developed solution.
9.4	除下列情况外（9.5 – 9.9 节），参赛方案的作者将会保留其所有的知识产权。	The author(s) will retain all intellectual property rights of their solutions submitted and/or developed during B4B Challenge, except under the circumstances stated below (Section 9.5 – 9.9).
9.5	主办机构不会要求比赛评委、顾问、工作人员及观众签署保密协议。	The Organiser will not ask judges, mentors, helpers, or the audience to agree to or sign any non-disclosure statements.

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9.6	所有 B4B 大数据商业应用挑战赛期间的公开环节，包括且不限于口头汇报和问答环节，将会开放给公众参加。任何公开环节将有可能会透过不同媒介（电台、电视台、电影、广播、有线传播节目、文学作品出版、互联网等）向任何有兴趣的人传播。任何在公开环节中所披露或讨论的数据或信息均应视为可能被公众得知的信息。参赛者不得就在此等环节中披露、讨论或汇报的数据和数据声称或意图声称任何保密、信托、受信或其他法律关系。	All public sessions of B4B Challenge, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be transmitted to interested persons through media, which may include radio, television, film, broadcast, cable programme, literary publication and the Internet. Any data or information discussed or divulged in public sessions by Applicants should be considered information that will enter the public domain. Applicants should not assume or intend to assume any right of confidentiality, trust, fiduciary or other legal relationship in any data or information discussed, divulged, or presented in these sessions.
9.7	主办机构将可能会就汇报环节，包括参赛者在比赛过程中提交的数据，制作或复制拍照、录像（DVD）、录音、广播、有线节目广播及／或所有性质的报刊，及现有或在此后所制作的所有媒体及模式。主办机构将在享有以任何语言和任何媒介发布或使用有关材料的非专用、全球、不得撤回、永久和豁免版税的权利和特许。主办机构将可能用任何途径使用及复制参赛者的名字、肖像、外观及相片、影片及录音，并用于所有媒体中以作广告、宣传及其他有关推广 B4B 大数据商业挑战赛及有关 B4B 大数据商业应用挑战赛的商业利益。	The Organiser may make or reproduce photocopies, photographs, videotapes (DVDs), audiotapes, broadcasts, cable programmes, and/or newsprint of whatever nature of the presentations, including any material submitted or presented in the course of B4B Challenge, by all means and in all media and formats, whether currently existing or subsequently invented. The Organiser has non-exclusive, worldwide, irrevocable, perpetual, royalty-free rights and licences in all languages, and in all media, to use or to publish the materials in any other medium. Without prejudice to the foregoing, the Organiser may reproduce the Applicants' names, likeness, appearance and photographs, films and recordings by all means and in all media, for the purpose of advertising, publicity and otherwise in relation to the promotion of B4B Challenge and the commercial rights relating thereto.

9.8	主办机构在 B4B 大数据商业应用挑战赛中派发及展示的所有材料，以及主办机构官方网站上的全部内容，均为主办机构的合法财产，受到版权及商标法等法例的保护。未经主办机构书面许可，一律不得将该等材料的全部内容或部分内容以数码化、影印或以其他方式复制、发布或传送。	All materials distributed and produced by the Organiser during B4B Challenge, and the whole of the content of the Organiser's official website, are the rightful property of the Organiser protected under amongst others copyright and trademark laws. These materials may not be digitalised, photocopied or otherwise reproduced, posted or transmitted, in whole or in part, without the written permission of the Organiser.
9.9	参赛者是其向主办机构提交的所有数据、文件及解决方案的拥有者，并获授权可将该等数据、文件及解决方案提交给主办机构，以及授予比赛规则中列明的权利、许可及责任免除。	The Applicants are the owners of all information, documents and solutions submitted to the Organiser, and are authorised to submit the same to the Organiser, and to grant the rights, licences and releases set out in these rules.
10	**取消参赛资格**	**Disqualification**
10.1	主办机构保留在有合理理由相信参赛者违反比赛规则或相关法律（包括版权法律）、或侵犯他人之知识产权的情况下取消该参赛者所属参赛团队比赛资格的绝对权利。参赛者必须清楚及同意任何违反前述任何一项将会令其参赛团队被取消比赛资格，而不会得到任何解释。	The Organiser reserves the right in its absolute discretion to disqualify any team if it has reasonable grounds to believe that one or more Applicant(s) of that team have breached any of these rules or any applicable law (including copyright law) or has otherwise infringed the intellectual property right of any other entity/person. Each Applicant acknowledges and agrees that any failure of his/hers to comply with any of the foregoing could lead to disqualification of his/her team, and the Organiser is not required to give any reason for such disqualification.
10.2	若得奖团队被取消比赛资格，主办机构将会以一贯的评审标准，根据同样的比赛规则，决定替代的得奖团队。	In the event that a prize-winner is disqualified from B4B Challenge, the Organiser will select an alternative prize-winner according to the same assessment criteria, and such selection will be subject to these rules.

11	比赛争议	Resolution of Conflicts
11.1	主办机构将不会对有关评审过程或评审标准的申索承担任何责任。	The Organiser will not be liable for any claims regarding the selection procedure or assessment criteria.
11.2	主办机构将不会为参赛团队在比赛期间所提交的资料的任何损失、盗窃、毁坏或未经授权使用负上任何责任。	The Organiser will not be responsible or liable for any loss, theft, damage or non-authorised use of any material submitted and presented by Applicants during the course of B4B Challenge that may occur.
11.3	主办机构将保留一切解释及修改 B4B 大数据商业应用挑战赛细节的权利。	The Organiser reserves the right to amend or interpret all details of B4B Challenge.
11.4	如中、英文两个版本有差异或歧义、或不一致，一概以英文版本为准。	If there is any discrepancy, inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

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12	责任免除及限制	Release and Limits on Liability
12.1	主办机构对任何可能限制参赛者参与 B4B 大数据商业应用挑战赛的能力的问题概不负责，例如： • 电子设备、计算机网上系统、服务器或供货商的技术故障； • 计算机硬件或软件故障； • 电话线、互联网或任何网站的流量或挤塞； • 任何其他技术问题，包括电讯传送错误或故障，以及参赛表格或通讯失败、遗失、延误、不完整、乱码或被错误指向。	The Organiser is not responsible for any problems which may limit an Applicant's ability to participate in B4B Challenge, such as • technical malfunctions of electronic equipment, computer online systems, servers, or providers; • computer hardware or software failures; • phone lines, traffic or congestion on the Internet or any website; • for any other technical problems including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled, or misdirected Application Forms or communications.
12.2	主办机构对任何种类的其他误差或故障亦不承担任何责任，不论是网络、印刷、排版、人为，还是以其他方式与 B4B 大数据商业应用挑战赛有关的错误或故障，包括但不限于可能因举行 B4B 大数据商业应用挑战赛而引致、或因自然灾害、战争、火灾、水灾、地震、爆炸、恐怖主义行为、疫症或广泛疫症或内乱、罢工或停工或劳资纠纷或其他阻碍 B4B 大数据商业应用挑战赛照常运作的事件而造成的错误或故障。	The Organiser is also not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with B4B Challenge, including, without limitation, errors or malfunctions which may occur in connection with the administration of B4B Challenge, or arising from natural disasters, war, fire, flood, earthquake, explosion, acts of terrorism, epidemic or pan-epidemic or civil commotion, strikes or lockouts or labour disputes or other events that prevent B4B Challenge from functioning as intended.

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12.3	主办机构保留在云端环境感染计算机病毒或出现其他技术故障的情况下，修改、暂停或终止 B4B 大数据商业应用挑战赛的权利，以及在因干预、未经授权的干扰、欺诈、技术故障或其他原因损害 B4B 大数据商业应用挑战赛的举行、安全、公平性、完整性或正常运作的情况下，取消或完全暂停 B4B 大数据商业应用挑战赛的权利。	The Organiser reserves the right to modify, suspend or terminate B4B Challenge in the event that the cloud environment becomes infected by a computer virus or is otherwise technically impaired, and to cancel or suspend B4B Challenge in its entirety should tampering, unauthorised intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper play of B4B Challenge.
12.4	每名参赛者一经参加 B4B 大数据商业应用挑战赛，即谨此不可撤销地免除并永久解除主办机构、极关联及附属公司、以及上述各方的高级人员、董事、合伙人、经理、成员、受托人、雇员、承办商、代理商及供货商（统称「**关联方**」）对参赛者现时或今后可能因或就参与 B4B 大数据商业应用挑战赛而向主办机构及／或关联方提出的任何性质的任何及所有诉讼、诉因、申索、损害赔偿、损失、法律责任及要求的责任。	By entering B4B Challenge, each Applicant hereby irrevocably releases and forever discharges the Organiser, its affiliated and subsidiary companies, and the officers, directors, partners, managers, members, trustees, employees, contractors, agents and suppliers of each (collectively, the "**Associated Parties**"), from any and all actions, causes of actions, claims, damages, losses, liabilities and demands of any nature whatsoever that the Applicant now has or hereafter may have against the Organiser and/or the Associated Parties howsoever arising from or relating to the Applicant's participation in B4B Challenge.

12.5	在适用法律允许的最大范围内，主办机构及关联方概不就参赛者或第三方可能因 B4B 大数据商业应用挑战赛及／或主办机构官方网站而招致的任何金额或任何种类的损失或损害承担任何法律责任及责任（包括但不限于任何直接、间接、惩罚性或相应而生的损失或损害，或任何收入、利润、商誉、数据、合约、使用金钱的损失，或因业务中断而造成的或以任何方式与之相关的损失或损害，而不论是否侵权行为（包括但不限于疏忽、合约或其他原因））。	To the maximum extent permitted by applicable law, the Organiser and the Associated Parties exclude all liability and responsibility for any amount or kind of loss or damage that may result to an Applicant or a third party (including without limitation, any direct, indirect, punitive or consequential loss or damage or any loss of income, profits, goodwill, data, contracts, use of money, or loss or damage arising from or connected in any way to business interruption and whether in tort (including without limitation negligence, contract or otherwise)) in connection with B4B Challenge and/or the Organiser's official website.

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13	B4B 大数据商业应用挑战赛的管限法律及司法管辖权	Governing Law and Jurisdiction for B4B Challenge
13.1	B4B 大数据商业应用挑战赛，包括与参赛规则的解释、效力、诠释及可强制执行性、或参赛者的权利及义务有关的所有问题及疑问，均须受香港法例管限，并只按照香港的实体法解释。 每名参赛者同意，因 B4B 大数据商业应用挑战赛或颁发的奖项所引致、或与之相关的任何法律或衡平法的诉讼，只可在香港法院提出。一经参与 B4B 大数据商业应用挑战赛，所有参赛者放弃根据香港以外的国家、地区或司法管辖区的法律可能提出的任何申诉。选择在香港以外的地点参加 B4B 大数据商业应用挑战赛的参赛者，是自愿参加挑战赛，并有责任遵守当地的适用法律。 若比赛规则的任何条款被法院或类似机关裁定无效，该条款将被视为从比赛规则中分割，该条款无效将不会影响任何其他并无被裁定无效的条款的可强制执行性。	B4B Challenge, including all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of an Applicant, shall be governed by and construed exclusively in accordance with the substantive laws of Hong Kong. Each Applicant agrees that any action at law or in equity arising out of or relating to B4B Challenge, or awarding of a prize, shall be filed exclusively in the courts of Hong Kong. By participating in B4B Challenge, all Applicants waive any claims that may arise under the laws of countries, territories or jurisdictions other than Hong Kong. Those who choose to participate in B4B Challenge from locations outside of Hong Kong do so on their own initiative and are responsible for compliance with local laws if and to the extent local laws are applicable. If any provision of these rules is held to be invalid by a court of law or similar, such provision shall be deemed to be severed from these rules and invalidity shall not affect the enforceability of any other provisions not held to be invalid.

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14	资讯和查询	Information & Enquiries
14.1	请浏览 www.b4bchallenge.com 或 关注 Facebook 专页 www.facebook.com/B4Bbigdatahub 了解更多关于 B4B 大数据商业应用挑战赛的详情和最新消息。 如对 B4B 大数据商业应用挑战赛有任何问题，欢迎电邮至 info@b4bchallenge.com 与主办机构联系。	Please check www.b4bchallenge.com and follow our Facebook page www.facebook.com/b4bbigdatahub for more information and latest news about B4B Challenge. For enquiries, please contact us at info@b4bchallenge.com.