

COMPETITION GUIDE

HUMAN CAPITAL × AI

The UNSDG Sustainable Business Challenge

Powered by SEL. Co-created with AI. Designing human-centred solutions for global sustainability.

WHO	WHAT	FORMAT	DEADLINE
All STUST international students	Teams of 2	AI • 59.4 × 84.1 cm • Portrait	October 22, 23:30

Use this document to understand what your poster must communicate. Use the separate Official Competition Resources file to access the Student Guide link, Canva template, and PowerPoint template.

PRIZES & AWARDS

🏆 **1st Place** - NT\$6,000

🥈 **2nd Place** - NT\$4,000

🥉 **3rd Place** - NT\$2,500

🎓 **Dean's Choice** - NT\$2,000

❤️ **People's Choice** - NT\$4,000

1. The Challenge

Work with one partner to design a sustainable, human-centred business or social enterprise that addresses a specific United Nations Sustainable Development Goal (UNSDG).

Your idea should solve a real human problem and create value through human connection, social-emotional skills, and a viable business model.

THE ROLE OF AI

Generative AI is your Third Teammate. Use AI to brainstorm, stress-test your business model, identify blind spots, and improve communication. Your team remains responsible for the final decisions.

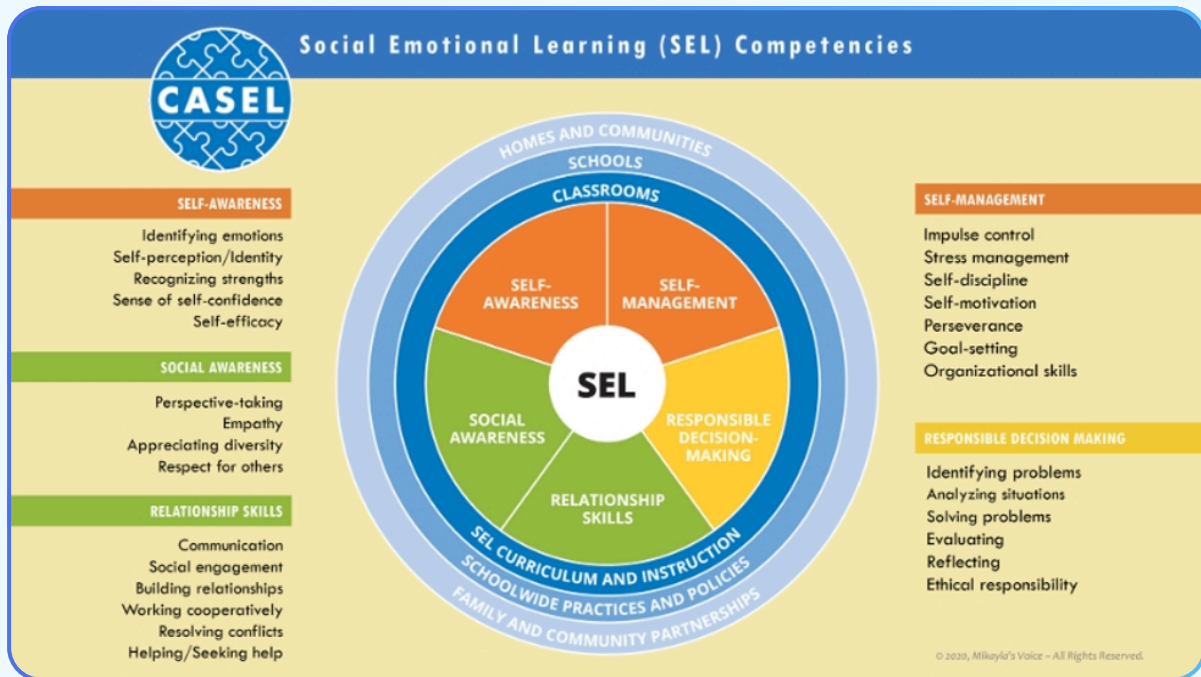
2. Who Can Enter?

- Open to all STUST international students.
- Each team must have exactly 2 students.
- Students from any year may participate.
- Each student may participate in only one team.
- You do not need to be enrolled in an International Business class to enter.

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3. CASEL Social and Emotional Learning

CASEL provides the human-capability framework for the challenge. Your venture should use SEL as part of how the service creates value, not simply mention SEL as a topic.



KEEP IT SIMPLE

Choose 1–2 CASEL competencies to develop deeply. Do not try to force all five into your poster. Show exactly how the selected competency is practiced through the actual human service.

The five competencies are: Self-Awareness, Self-Management, Social Awareness, Relationship Skills, and Responsible Decision-Making.

Design test: If removing the SEL competency would not change the actual service, SEL is probably being mentioned rather than operationalized.

4. What Your Poster Must Show

PART	WHAT TO SHOW	WEIGHT
I. HUMAN CRISIS + UNSDG	Specific UNSDG • human problem • people affected • evidence • clear problem chain	20%
II. HUMAN-CENTRED SOLUTION + SEL	Venture • service delivery • 1–2 CASEL competencies • human mechanism • impact	30%
III. BUSINESS + REVENUE	Customer • value proposition • revenue streams • why customers pay • sustainability	25%
IV. AI + TEAM REFLECTION	AI prompts/use • AI blind spot or flaw • human correction • team roles/reflection	25%

THE STORY SHOULD CONNECT

Human problem → Human-centred solution → SEL mechanism → Business value → AI + human judgment

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5. The Key Rule

NOT JUST AN APP

Your solution cannot be just an app or automated software. The service must actively build, rely on, or manage human connection and emotional intelligence.

Examples include mentoring, peer support, facilitated dialogue, coaching, community networks, or workplace services.

6. Using AI as Your Third Teammate

Use AI as a junior analyst and devil's advocate, not as the decision-maker.

- Keep a record of important prompts and useful outputs.
- Challenge AI's assumptions rather than accepting the first answer.
- Identify at least one AI blind spot, bias, weak assumption, exclusion risk, or impractical suggestion.
- Show how your team corrected, rejected, or redesigned it using human judgment.
- Briefly show what each team member contributed to research, modelling, design, testing, or reflection.

WHAT MATTERS

You do not need to show your entire AI chat history. Show meaningful AI contribution, one clear limitation, and the human decision that improved the final venture.

7. 3–4 Minute Oral Presentation + QR Code

Each team must prepare a 3–4 minute oral presentation that explains the key content of the poster. A QR code on the poster must give viewers direct access to the presentation.

Your presentation should cover:

- The specific UNSDG and the human problem.
- The human-centred solution and how 1–2 CASEL competencies operate in the service.
- The target customer, value proposition, and revenue model.
- How AI was used as a third teammate, including one important AI blind spot and how the team corrected it.
- The team's key human decisions and reflection.

QR CODE REQUIREMENTS

Use a stable link that viewers can access without requesting permission. Label the QR clearly, test it on multiple phones, and do not simply read the poster word-for-word.

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8. Submission Requirements

- A1 Portrait: 59.4 × 84.1 cm
- Format: High-resolution PDF
- File size: Under 25 MB recommended
- File name: StudentA_StudentB_ProjectName.pdf
- Round 1: Digital-only

**Scan/Click
to submit**



Submission Consent: By submitting, you agree that the organizer may use your entry, photos, and related materials for exhibition, promotion, photography, or publication.

TEMPLATE ACCESS

Use the Official Competition Resources file for the Canva and PowerPoint templates. Keep the official branding, header, footer, logos, and A1 dimensions unchanged.

9. What Happens After Submission?

ROUND	WHAT HAPPENS
ROUND 1	Digital screening and faculty blind review using the 100-point rubric. All eligible entries compete.
ROUND 2	The highest-scoring 20 posters are printed and exhibited, then judged in person. Top 20 finalists receive an official Certificate of Finalist Distinction.

10. Important Dates

DATE	MILESTONE
Weeks 5–7	Development / workshop period for participating classes
October 22 • 23:30	Final submission closes
November 2–5	Top 20 poster printing
November 6–12	Public exhibition
November 13	Final awards ceremony

11. Final Student Check

Before submitting, make sure your team can answer YES to all of these:

- ☐ We are a team of exactly 2.
- ☐ We selected one specific UNSDG and one specific human crisis.
- ☐ We have evidence supporting the problem.
- ☐ We selected 1–2 CASEL competencies and show how they operate in the service.
- ☐ Our solution depends on meaningful human interaction, not only software.
- ☐ We identified the customer, value proposition, and a realistic revenue model.
- ☐ We documented meaningful AI collaboration.
- ☐ We identified an AI blind spot and our human correction.
- ☐ All four required poster parts are included.
- ☐ Our poster is A1 portrait and ready as a high-resolution PDF.
- ☐ Our QR code links to a 3–4 minute oral presentation and works without permission issues.

APPENDIX A

Completed Poster Sample 1

These samples are for learning and inspiration. Do not copy their content. Study how each poster connects the human problem, SEL mechanism, business model, and AI reflection.

- Sample 1: MAJI CONNECT (Water Mothers) • UNSDG 6: Clean Water and Sanitation

HUMAN CAPITAL × AI • UNSDG SUSTAINABLE BUSINESS CHALLENGE



MAJI CONNECT (WATER MOTHERS)

Human-Centred Last-Mile Clean Water & Community Health Stewardship

6 CLEAN WATER AND SANITATION

TARGET:
UNSDG 6
Clean Water & Sanitation



Team: Student Number A & Student Number B
SEL Core: Social Awareness + Relationship Skills + Responsible Decision-Making

1 THE HUMAN CRISIS & UNSDG TARGET (SDG 6)

Water infrastructure fails when community ownership and social trust break down.

Across underserved rural communities globally, millions of clean water points fall into disrepair within two years of installation. The primary failure is not hydraulic engineering — it is a social breakdown in community trust, collective stewardship, and shared decision-making.



ROOT HUMAN VULNERABILITIES

Women and girls bear the daily physical and emotional burden of fetching water from distant, contaminated sources. When shared boreholes break down, lack of conflict resolution and transparency around repair funds causes community paralysis and despair.

The Crisis Dimension	The Human Impact
 Broken Social Trust	Past corrupt or opaque water collections leave households unwilling to pool money for replacement parts.
 Disempowered Caregivers	Women suffer the direct health consequences of contaminated water but are historically excluded from infrastructure governance.

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INFRASTRUCTURE INSTALLED → PART BREAKS → DISTRUST AROUND MONEY → ABANDONMENT → ILLNESS

2 THE HUMAN-CENTRED SOLUTION (POWERED BY CASEL SEL)

Maji Connect builds the human trust architecture to keep water flowing forever.

Venture Model: An enterprise guild empowering local women as certified Water Stewards who lead transparent community water management and hygiene practices through interpersonal engagement.

CASEL Competency	Human-Delivered Operational Mechanism	Value Created
 Relationship Skills	Monthly Water Assemblies: Facilitated participatory dialogue and transparent public financial accounting to restore mutual trust and consensus around maintenance reserves.	Stronger trust and collective ownership of water systems.
 Responsible Decision-Making	Community Stewardship Protocols: Shared ethical rules for water rationing during seasonal dry spells and preventative maintenance scheduling.	Fairer decisions, reduced conflict, and long-term operational stability.
 Social Awareness	Empathetic Peer Health Visits: Stewards conduct home visits to listen to family health concerns, address sanitation stigma, and introduce clean water practices.	Greater community empathy, better health practices, and inclusion of women.

WOMEN TRAINED IN SEL & MECHANICS → TRANSPARENT COMMUNITY GUILD → 100% WATER UPTIME

 →  → 

Women trained in SEL & mechanics → Transparent community guild → 100% water uptime



The Core Insight: Filters and pipes alone do not guarantee clean water. Lasting water security is created when communities develop mutual empathy, financial transparency, and collective responsibility.

3 SUSTAINABLE BUSINESS & REVENUE MODEL

A financially self-reliant social franchise — no indefinite charity relief.

Hybrid Social Enterprise Engine: Operating via verified micro-tariffs, preventative B2B service contracts, and water-quality enterprise partnerships.

CORE REVENUE STREAMS

Revenue Stream	Mechanism	Payer
 Tiered Water Service Token	Affordable micro-subscriptions for guaranteed treated water; funds maintenance reserves directly.	 Participating households.
 Preventative B2B Contract	Schools, clinics, and agro-processors pay a monthly retainer for guaranteed operational uptime.	 Local institutions & agribusinesses.
 Sanitation & Hygiene Bundles	Enterprise sales of affordable, locally produced soap and water-treatment refills through guild kiosks.	 Community retail customers.

FINANCIAL SELF-SUFFICIENCY

Water points achieve maintenance self-sufficiency within 4 months through transparent local governance. Surplus revenues directly fund the Water Mothers' operational stipends and emergency community health reserves.



4 AI COLLABORATION & TEAM REFLECTION

AI drafted technical models. Human empathy filtered out systemic blind spots.

AI CO-FOUNDER AUDIT TRAIL

We leveraged Generative AI to model water-point unit economics, stress-test pricing thresholds, and draft community facilitation outlines.

Stage	AI Flaw / Blind Spot	Human Ethical Correction
 Tech Conception	AI suggested IoT solar smart-valves with mobile payments to automate water access.	Rejected: Disenfranchises families without phones, removes human trust, and invites theft. Replaced with female-led community stewardship.
 Revenue Engine	AI proposed cut-offs for households failing to pay the micro-tariff on time.	Rejected: Inhumane and violates the human right to clean water. Designed a community grace period and emergency safety-net fund.



Two-Person Team Dynamic:

Student Number A led financial self-sufficiency modeling and iterative prompt testing. Student Number B led the CASEL service mechanism and community empathy framework. When our initial cash-flow models conflicted with water accessibility for vulnerable families, we resolved the tension through joint reflection—practicing the responsible decision-making core to our venture.

APPENDIX A

Completed Poster Sample 2

- Sample 2: RE:THREAD Social Club • UNSDG 12: Responsible Consumption and Production

HUMAN CAPITAL × AI • UNSDG SUSTAINABLE BUSINESS CHALLENGE

RE:THREAD SOCIAL CLUB

Wear it again. Repair it together. Make circular style feel social.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

TARGET: UNSDG 12
Responsible Consumption & Production

Team: Student Number A & Student Number B
SEL Core: Relationship Skills + Responsible Decision-Making

REPAIR • SWAP • RESTYLE • BELONG

1 THE HUMAN CRISIS & UNSDG TARGET

Fast fashion is not only a waste problem. It is also a disconnection problem.

The human gap: Many young consumers want to make more sustainable choices, but lack accessible skills, social confidence, repair communities, and trusted spaces to practise a different relationship with clothing.

OUR UNSDG 12 CHALLENGE

When clothing is treated as disposable, people lose the practical confidence to repair, restyle, share, and choose thoughtfully. Sustainable action becomes individual guilt — not a creative, social habit.

BUY → WEAR ONCE → FEEL BORED / UNSURE → DISCARD

WE INTERRUPT THIS LOOP WITH PEOPLE, SKILLS & COMMUNITY.

WHO WE SERVE

University students and young adults who want expressive personal style while making more responsible consumption choices.

WHY IT MATTERS

- Less textile waste and lower environmental impact.
- Stronger, more connected campus and local communities.
- Practical skills for a more sustainable lifestyle.
- Circular fashion as a joyful, social experience rather than individual guilt.

2 THE HUMAN-CENTRED SOLUTION (POWERED BY CASEL SEL)

RE:THREAD turns sustainable consumption into a weekly social ritual.

Venture model: A pop-up repair, swap, and creative-restyling club hosted with campus and local partners. Members learn from each other — not from an app alone.

OPERATIONAL SEL ENGINE

CASEL Competency	Human-Delivered Operational Mechanism
Relationship Skills	Swap Stories: guided small-group exchanges where members explain the story and care needs of an item, negotiate respectfully, and build trust.
Responsible Decision-Making	Style Choice Cards: facilitators help members compare repair, swap, resale, donation, and disposal choices before acting.
Social Awareness	Maker Spotlight: local repairers and students share the labour, care, and creativity behind clothing.

THE MEMBER JOURNEY

BRING A GARMENT → JOIN A REPAIR / SWAP CIRCLE → LEARN A SKILL → RESTYLE OR REHOME IT → RETURN AS A PEER GUIDE

Why SEL is essential: The venture only works when people listen, share, negotiate, reflect, and make responsible choices together. SEL is the service — not decoration on the poster.

3 SUSTAINABLE BUSINESS & REVENUE MODEL

A circular-style community with a revenue engine — not a donation project.

Customer value: Members get affordable access to repair, restyling, swapping, and belonging. Partner venues get recurring foot traffic and community programming.

Revenue Stream	How it works	Why customers pay
MEMBERSHIP	Low-cost monthly membership for repair cafes, swap access, and styling circles.	Affordable skills, tools, and a social place to create.
WORKSHOPS	Ticketed upcycling, visible-mending, and styling sessions led by local makers.	Hands-on learning and a finished, personalised item.
PARTNERSHIPS	Paid pop-up programmes for campuses, cafes, and responsible fashion retailers.	Community engagement and sustainability activation.
RE-SELL RACK	Curated resale items; the club takes a transparent service commission.	Convenient, trusted, lower-cost style discovery.

BUSINESS LOGIC

Membership creates predictable recurring revenue; workshops and partnerships diversify income; resale commissions grow with the community. Each activity reinforces the same mission: extend clothing life through human connection.

4 AI COLLABORATION & TEAM REFLECTION

AI helped us generate options. Humans decided what was fair, social, and worth building.

AI CO-FOUNDER AUDIT TRAIL

We asked AI to act as a social-enterprise strategist and propose human-centred circular-fashion models for SDG 12, then asked it to challenge the venture's revenue assumptions and inclusion risks.

Moment	AI Output / Blind Spot	Human Ethical Correction
Concept	AI proposed a clothing-tracking app with personalised purchase scores.	We rejected a screen-first solution. It could increase judgment and does not create the relationship skills our venture needs. We chose facilitated in-person circles.
Revenue	AI suggested high workshop fees to maximise margins.	We kept membership affordable and used paid venue partnerships and resale commission to diversify revenue.
Language	AI used "eco-conscious consumer" language that felt moralising.	We rewrote it around creativity, style, care, and belonging — language that invites rather than shames.

Team reflection: Student Number A led revenue modelling and iterative AI prompts. Student Number B led the service journey and CASEL mapping. **We disagreed about whether a digital app would make the idea more scalable.** Through active listening and a shared decision rule — "Does this strengthen human connection?" — we chose the pop-up club model and divided the next steps clearly.

RE:THREAD SOCIAL CLUB

PEOPLE • SKILLS • CIRCULAR STYLE • STRONGER COMMUNITIES

LESS WASTE
BRIGHTER FUTURES

COMMUNITY
CONNECTION

SKILLS
FOR LIFE

STYLE WITH
PURPOSE

**WEAR IT AGAIN.
REPAIR IT TOGETHER.
MAKE CIRCULAR STYLE
FEEL SOCIAL.**

APPENDIX B

AI Co-Founder Prompt Guide

These longer prompts are optional starting points. Adapt them to your UNSDG, target group, CASEL competencies, and business idea. Keep a record of important prompts and outputs because Part IV requires evidence of meaningful AI collaboration.

1. Brainstorming + SEL Integration

Act as a social enterprise strategist and an expert in the CASEL Social and Emotional Learning (SEL) framework.

My human partner and I are entering the Human Capital × AI: The UNSDG Sustainable Business Challenge.

We want to target [UNSDG]. Help us brainstorm 3 innovative business concepts where the core operational engine relies on human beings practicing [1–2 CASEL competencies].

Do not suggest an app, software platform, AI tracker, or online portal. Focus on human-delivered services, peer networks, community models, or workplace models.

For each idea, explain the human problem, target group, human mechanism, CASEL competency, possible paying customer, and why the service creates value through human interaction.

2. Stress-Test the Business Model

Act as a skeptical impact investor and business model consultant. We have selected this concept: [CONCEPT].

Challenge our assumptions and help us develop a realistic self-sustaining financial model.

Identify:

- 1) target customer,
- 2) value proposition,
- 3) revenue streams,
- 4) why the customer would pay,
- 5) major operating costs,
- 6) financial risks,
- 7) possible mitigations.

Do not rely on indefinite donations. Clearly identify assumptions that we need to verify with evidence or real stakeholders.

APPENDIX B

3. AI Blind-Spot + Ethical Audit

Critique our business concept and revenue model: [CONCEPT].

Identify at least 3 realistic blind spots, unintended consequences, cultural assumptions, exclusion risks, or dehumanizing assumptions.

Consider:

- Where could the idea treat people like data points or commodities?
- Who could be excluded or disadvantaged?
- Where could automation or profit pressure undermine trust?
- Which assumptions might be unrealistic?

Do not immediately solve the problems for us. First explain the risks so our human team can decide how to respond.

4. Human-Centred Service Design

Help us map the human service journey for [CONCEPT].

Show the sequence from first contact to service delivery to follow-up.

For each stage, identify:

- what the participant does,
- what the facilitator, employee, mentor, or peer does,
- which CASEL competency is practiced,
- what value is created,
- what evidence could show that the service worked.

The core service must remain human-delivered rather than becoming an app, automated system, or software platform.

5. Poster Copy + Word-Count Trimming

Act as an executive communications editor for an international business competition.

Here is our draft for [PART I / II / III / IV]:
[PASTE TEXT]

Rewrite it for an AI portrait presentation poster.

- 1) Remove unnecessary words while preserving critical evidence and CASEL terminology.
- 2) Convert long paragraphs into short statements, tables, labels, or process chains where appropriate.
- 3) Keep the meaning accurate.
- 4) Avoid generic AI language and corporate buzzwords.
- 5) Make the content understandable within a short viewing time.

Do not add facts that are not present in our source material.

APPENDIX B

6. Final Critical Review

Act as a skeptical competition reviewer. Review our complete poster against these four requirements:

- Part I: Human Crisis + UNSDG (20%)
- Part II: Human-Centred Solution + CASEL SEL (30%)
- Part III: Business + Revenue (25%)
- Part IV: AI + Team Reflection (25%)

Identify:

- unclear claims,
- missing evidence,
- weak CASEL integration,
- unrealistic revenue assumptions,
- AI disclosure problems,
- areas where the poster is too wordy,
- anything that could make the QR-linked oral presentation unclear.

Do not rewrite everything. Give us a prioritized revision list so our human team can make the final decisions.