



# FALL WINTER FUTURE CEO PROGRAM 2026

**Early Bird Special!**  
Register and pay before Aug 15  
to get **10% OFF!**  
Don't miss out on this deal!

## LEARNING GOALS

- Develop business strategy, Harvard business case approach and management consulting mindset
- Gain real-world market exposure through a guided internship
- Foster next generation leadership and management thinking
- Enrich students' university application and personal statement
- Equip students for future internship
- Master AI integration in executive roles: Learn how CEOs, CTOs, and CMOs leverage AI for strategic decision-making, research, and presentations

## SPEAKERS



### Tony LAU

- Harvard Business School Alumni
- Serial Entrepreneur with 25+ years of successful IPO and trade sale experience
- Data Science: Machine Learning Certificate from Harvard T.H. Chan School of Public Health



### Michelle LEUNG

- 10 years University Business School Lecturer
- Ex-Managing Director of Accenture, General Manager of eBay HK & Taiwan, CEO of Fung Omni Services

## FEATURES HIGHLIGHTS

- Direct CEO engagement
- Career preparation
- Guided internship experience
- Site visits to companies
- Case Study: K Pop & K Drama - how Korean entertainment conquer the world
- Social Media Deep Dive: How to become a global Top KOL / Youtuber?



## DETAILS



**Date:** Sept 5,12,19,26  
Oct 10,17,24,31 (Sat)

**Time:** 2:30pm-4pm



**Location:** Unit 403, On Hong Commercial Building, 145 Hennessy Road, Wan Chai

(Wan Chai MTR Station Exit A2, turn right and then turn right, the entrance is next to the Circle K)

- **Duration:** 5 days (Total 12 hours)
- **Class mode:** Online/Offline

\*Make-up classes can be arranged  
1. In-person 2. Zoom 3. Recorded classes

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**Website**  
<https://www.vasttrack.co/>



Curriculum  
Model



Certification and  
Reference Letters by  
company CEO



Linkedin, CV,  
interview skills

# FEATURES

## Direct CEO Engagement

- Participate in **company real business case studies**
- Learn directly from business professionals with **25+ years** of experience
- Gain **real world business and market exposure** to enhance university and internship applications

## Site Visits to Companies

- **MineSec** (Fintech industry; electronic payment)
- **CURRENC Group Inc** (Fintech industry; Artificial Intelligence)



minesec

**\*The exact date of site visit will be confirmed**



## Career Preparation & Internship Experience

- **One-on-one career orientation** with industry experts
- Develop business proposal, CV, LinkedIn profile, and interview skills
- AI Research & Presentation Workshop: Hands-on sessions on AI-powered research (e.g., using Perplexity for competitive intel) and crafting CEO-level AI-enhanced presentations
- Gain **internship experience** with guidance from mentors

## Upon successful completion of the programme

- Recommendation letter from the CEO of the internship company
- Recommendation letter from industry expert

## PROGRAM CURRICULUM

### DAY 1 -2 Management Consulting Introduction and Harvard Business Case Study

- Introduction to management consulting and case approach
- Approach to Harvard business cases
- Strategies for learning from the cases
- Case Study: Space X

#### Market Research

- Conducting AI-driven market research
- Competitive analysis using LinkedIn, Bloomberg, Perplexity, etc.
- Techniques for competitive research
- AI Research Deep Dive: Tools and prompts for AI-driven analysis (Perplexity, ChatGPT) in strategy formulation



### DAY 2-3 Online Marketing, eCommerce and Branding Building

- Fundamentals of online marketing, audience targeting, and result achievement
- Overview of the global and China's online marketing landscapes
- eCommerce basics, trends, and the global, Asia, and China eCommerce landscape
- introduction to brand marketing and its key components

#### Presentation, CV and Interview Skills

- Basics of external presentation and how to win your audience
- How to build a compelling CV using AI
- Interview basics 101
- LinkedIn Optimization
- AI Presentation Mastery: Structuring data visualizations and narratives with AI tools like Gamma or Midjourney for executive pitches

### DAY 4-5 Management Consulting Approach to Serve a Real Company

- Introduction to the client company
- Business challenges and proposed solutions
- Writing a business proposal using AI tools
- AI Strategy Simulation: Role-play CEO/CTO/CMO scenarios applying AI to client challenges
- Executive presentation practice for the CEO of the client company

#### Company Visit and Meeting with the CEO

- Meeting with senior management/CEO
- Q&A session with the CEO
- Executive presentation
- Reflection and feedback

**\*The lesson order can be adjusted based on expert and intern company availability**