

Mission Moonshot Masterclass

Innovative
Solutions
for Today's
Challenges



**If 2026 has taught us anything,
it's that things can change –
fast.**



Leaders today are faced with a myriad of wicked problems that cannot easily be solved with quick fixes or with the same mindset:

- How to begin the digital transformation process while keeping the old business model in working order?
- What new customer behaviours must we see to remain relevant even in the face of a pandemic?
- Where are my talents whom we can entrust to take us on this new transformation journey?

Come 2027, your company or department must have a few good moonshot ideas, and these would be championed by some young systems leaders who can bring a new order to things. Inevitably, that solution would have some level of digitalisation. It is not whether you would consider a digital business but how much.

An MIT survey found that an overwhelming 70% of the solutions to challenging problems often come from ideas outside one's primary industry, beyond one's peers, or with people who can think outside a company's or department's small box.

So why wouldn't you challenge your young executives and task them to open their minds with your moonshot ideas from bright university graduates?

Any change initiative will fall flat without the right leader, adequately groomed. This is the reality.

"We cannot solve our problems with the same thinking we used when we created them," said Einstein.



OASA's Moonshot program is uniquely powerful because the young executives you put into this programme won't have the luxury of time, customer patience, and a steady industry. They will embark on a short journey of customer engagement, process redesign, digital installation, and organisational team building...sparked by the arrival of the new digital and NewSpace economy. This is their time to shine.

Enrol in this 3-month programme, the July 2026 Summer Cohort, Masterclass One. But before you do...

1. **Think of a challenge**, a moonshot, that your company will need to solve to reinvent itself. Next, challenge one or two of your young professionals to owe this challenge.
2. **Sign up**. Write to Fletcher at (fletcher.ng@oasahk) and he will guide you through the registration process. The next cohort has a maximum of 15 spaces.
3. **Plan**. All workshops are outside regular working hours with mentoring roundtable each month. Monthly Saturday morning workshops, team mentoring, and professional one-on-one coaching are arranged individually.

Your Programme Leaders

Prof. **Gregg Li** is a serial entrepreneur and a clinical professor of entrepreneurship, innovation, and corporate governance. He was the founding Chair of OASA. He is an adjunct professor at HKU, CUHK,



and PolyU and has master's and doctoral classes, including at Tsinghua, Chicago, HKUST, Baptist, and Fudan. Gregg has been designing high-flyer programmes for MNCs, family businesses, and governments since the 1980s.

Mr. Fletcher Ng, Programme Leader, has organised numerous leadership development and transformation workshops, including a new version for ASEAN young executives into GBA. Fletcher is the current President of OASA.

OASA, brings the world's best in space, to train and develop the next generation of entrepreneurs for the NewSpace and digital ecosystem in the Greater Bay. OASA is a registered trademark of the Space Economy Association (Hong Kong) Limited.

