

HONG KONG

STARTUP ECOSYSTEM WHITEPAPER 2018



DISCLAIMER

The following report aims to share insights into the startup ecosystem in Hong Kong. It is based on external information, our observations and opinions. It is not exhaustive and cannot be considered as such. We do not receive financial incentives from the organisations, startups, companies or individuals listed in the report.

The report has been prepared in good faith and with no intention to promote or diminish certain organisations, startups, companies or individuals in particular.

We see this report as a tool to raise awareness and help educate external observers about the who and what makes up the startup ecosystem in Hong Kong.

We offer our sincerest apologies if any offence is taken, and we will review any feedback sent to hello@whub.io

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INTRODUCTION TO HK AND THE ECOSYSTEM

- 1.1 One country, two systems
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One Country, Two Systems

After 155 years of British rule, the sovereignty of Hong Kong was transferred back to China in 1997.

As with Macau, Hong Kong is a part of China, but operates as a Special Administrative Region (S.A.R.). Both regions retain their own capitalist economies, while the rest of China uses the socialist system. Each of the three regions is able to have its own currency, legal, economic and political system, including foreign policies.

Hong Kong in numbers

GDP

US \$ 341.4 B
(2017)

Per Capita GDP

US \$ 48,830 (2018)

**Hong Kong ranks
18th globally**
(IMF 2018)

GDP Growth

3.6%
(2018)



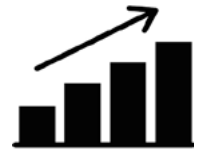
Startup Ecosystem Value
> US\$ 15 BN (2018)



Retail Sales Growth
10% (2018)



Population
7,470,000 (2018)



Annual Inflation
+2.2% (2018)



Labour Force
3,979,500



Unemployment rate
3.1% (2018)

Source: [Startup Genome 2018](#) | WHub estimate for 2018
More information: Chapter 12



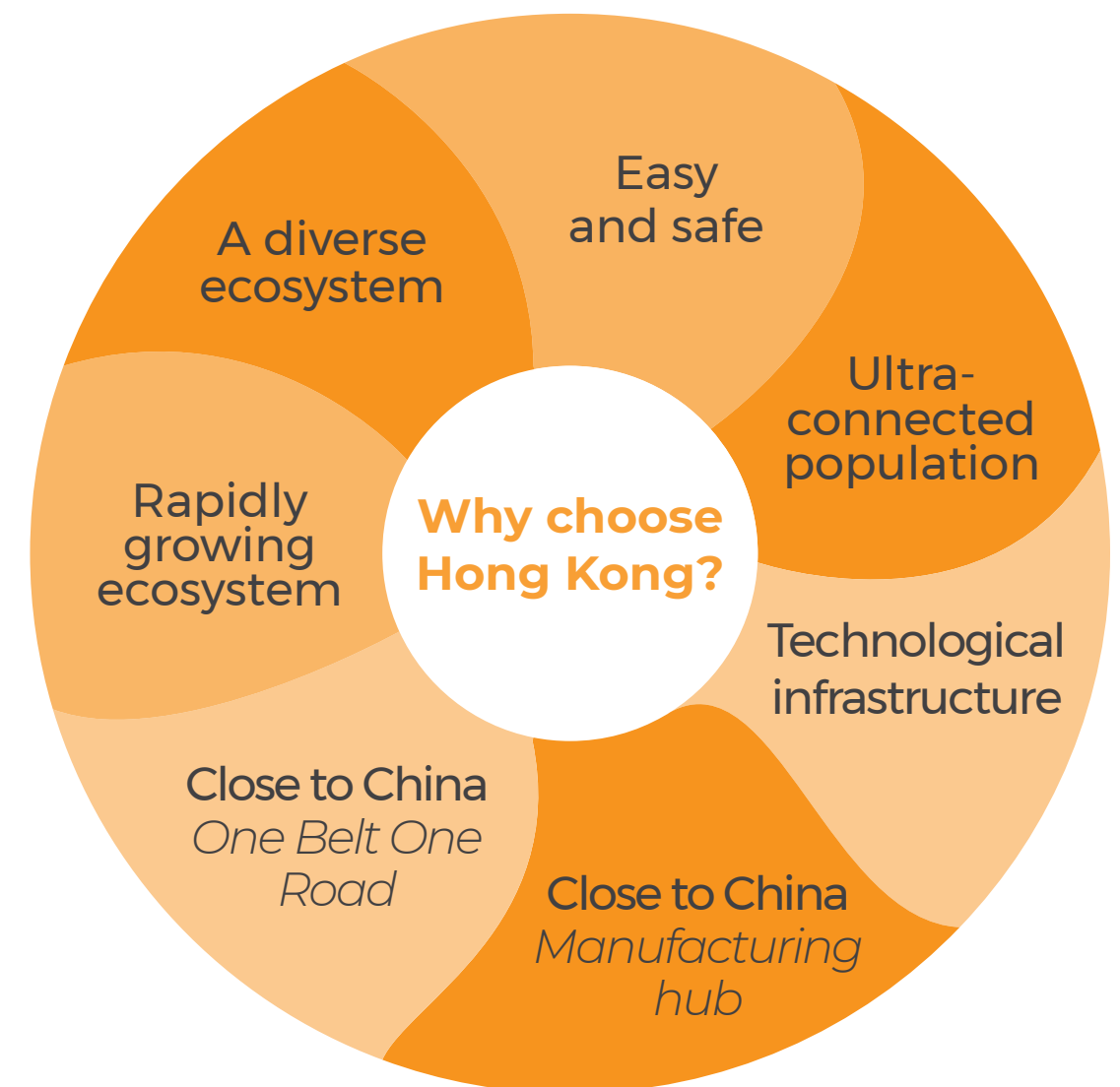
Shuja Zed

Why Hong Kong?

As one of the world's **leading international financial centres**, Hong Kong's service-oriented economy is characterised by its **low taxation**, almost **free port trade** and **well established international financial market**, built on a long history of trade and commerce.

Hong Kong is **ranked first as the freest economy** in the world. Starting a business is easy and safe.

Startups are defined by disruption and growth. Hong Kong is uniquely positioned to allow fast and high scalability. Products can be tested quickly by its hyper-connected population. The proximity to the Pearl River being part of the Greater Bay Area provides easy access to manufacturing and supply facilities. Strategically located at the **heart of Asia**, Hong Kong is reachable to half of the world's population within five hours' flight time, opening the possibility for **rapid expansion and international growth**.



Easy & safe



Ultra Connected Population

Social Network

 **Facebook 79%**
2018

 **LinkedIn 16%**
2017

 **Whatsapp 74%**
2017

Hong Kong people have a staggering **768 Facebook friends** on average, which is nearly **eight times** the worldwide standard.

5.5M

Active Internet Users
2018

78%

Population having active
social media accounts
2017

96%

Smartphone users
browse internet daily
2018

Internet

#1

Most connected
place globally
2016

#3

Fastest average
peak connection
speeds
2017

92.8%

Household
broadband
penetration rate
January 2018

51,502

WiFi hotspots
installed by the
government and
the private sector
2018

 NASA

Ultra Connected Population

Mobile

76.1%

Smartphone
penetration

235.5%

Mobile
penetration rate
August 2017

55%

Android users

vs.

45%

iOS users

Smartphone users

97%

Access the internet
with a smartphone

E-commerce

**Ranked 16 out of
144 countries**

UNCTAD B2C e-commerce index
2017

US\$4,115 million

Revenue in e-commerce market
2018

88%

of consumers in HK made at least one
purchase online in the last 3 months
According to Go-Globe

24 hours

An average HK Consumers spend more
than 24 hours a week on the internet

Market volume

**US\$584,002
million**

User
penetration

59.8%
in 2018

Technological infrastructure

18th

Technological infrastructure in the IMD world digital competitiveness yearbook May 2017

2nd

For innovation cluster (Shenzhen - HK) in Global Competitiveness Report 2018

1st

Physical infrastructure (Global Competitiveness Report) 2016

5th

Strongest and stablest financial market

17th

Labour market

11th

Business sophistication

9th

Globally for technological readiness

6th

Overall most competitive globally

Source [The Global Competitiveness Report](#)



© Taras Shypka



Close to China: Manufacturing Hub

The proximity to China surely comes into play on the supply side. The **manufacturing hub of Shenzhen** is just across the border of Hong Kong, which is approximately an hour drive from the center part of Hong Kong.

Shenzhen is often referred as Nirvana by hardware-focused companies. The variety of products and the **speed of manufacturing** is simply unrivaled. It may take three months to get things done in other parts of the world, but Shenzhen can get it done within three weeks. Startups can go from **prototyping to production in less than a month**.

- A part of the Pearl River Delta: Being close to the **largest and most productive manufacturing hub** in the world, it allows easy access to Mainland China business opportunities commercially and geographically.

- The mainland and Hong Kong **Closer Economic Partnership Arrangement (CEPA)** enables easier access to the mainland markets for Hong Kong-made products and Hong Kong-based service companies.
- Foreign investors can partner with a certified Hong Kong Service Supplier to form wholly-owned enterprises in the mainland to carry out various types of ICT services.
- Hong Kong was the **sixth largest source of technology imports** for the Chinese mainland in terms of contract value (2.6% of the total).
- Hong Kong was the Mainland's **third largest trading partner** (after the US and Japan) in 2017, and their total trade value accounted for 7.0% of the Mainland's total trade.

Close to China: Manufacturing Hub

The Modern Silk Road

Belt and Road Development (One Belt One Road)

When?

In autumn 2013, president of the PRC, Xi Jinping, announced the One Belt, One Road (OBOR) initiative.

Who had the idea?

Xi Jinping's ambitious strategic initiative explained how Hong Kong can seize a key role in the initiative.

Who is involved now?



4.9 billion people

65% global population

34% global GDP



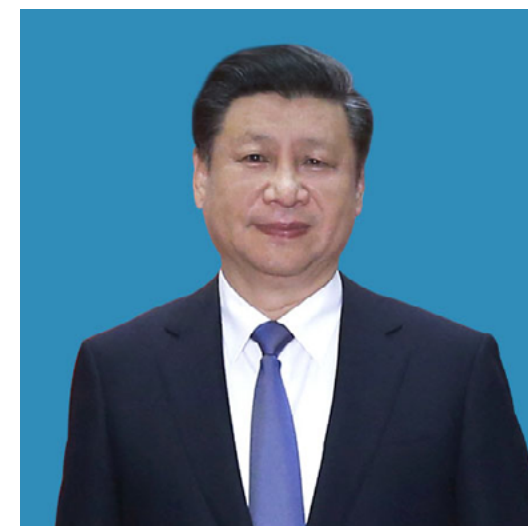
Involves **71 countries** representing a third of the world's total economy



**Belt and Road Forum
for International Cooperation**

The Belt and Road Forum for International Cooperation was held in Beijing in May 2017, focusing on connectivity of policy, transportation, trade, finance and people.

Recently, it held a Belt and Road Summit on June 18 2018 to bring along multilateral cooperation and more business opportunities within the Belt and Road countries and international institutions.



Vision and Actions on Building Belt and Road

More than two millennia ago the diligent and courageous people of Eurasia explored and opened up several routes of trade and cultural exchanges that linked the major civilizations of Asia, Europe and Africa, collectively called the Silk Road by later generations. ...

Close to China: Manufacturing Hub

The Modern Silk Road

What are the achievements so far?

The Belt and Road Initiative was put forth more than four years ago. It has witnessed the launching, expansion, faster-than-expected progress and fruitful outcomes since then.

MORE THAN 100 COUNTRIES and international organizations have joined this Initiative.

The Modern Silk Road

Economic corridor development and Interconnected infrastructure network is taking in place.

The Asian Infrastructure Investment Bank (AIIB) and Silk Road Fund have provided firm support to financial cooperation.

China Railway Express trains to Europe have been operating on the vast Eurasian continent.



Close to China: Manufacturing Hub

The Modern Silk Road

What is the potential?

Hong Kong can take up three main roles for the One Belt One Road initiative:



Raising Funds: Hong Kong has a unique competitive advantage as a fund raising hub, as it is the largest centre of offshore renminbi in the world.



Building Infrastructure: There are huge opportunities for Hong Kong firms as the city has several companies which have proven their efficiency (i.e. MTR Corp).



Global Expansion: Hong Kong can develop business links with countries participating in the project.



📷 Frank Mckenna

LOK MA CHAU LOOP INNOVATION AND TECHNOLOGY PARK

The Hong Kong and Shenzhen governments announced the plan in January 2017. It is expected to take 7 years to completion.

Why does it matter?

It will be the largest business park in the future. It is expected to provide 1.2 million square metres of additional office space.

The location is expected to be utilised to enhance the cooperation of both places in scientific research for exchanging international research talent.

Potential areas for development include robotics, biomedicine, smart city and FinTech.



Easy Access



International procurement of the latest technology



South China Morning Post



John O'Nolan

Connecting Hong Kong and Shenzhen

The Hong Kong and Shenzhen ecosystems are highly complementary in nature

Joining forces would strengthen the **international and mainland competitiveness** for both cities.

Hong Kong is characterized by its **strong international connections** and **worldwide reach**. Entrepreneurs in Hong Kong possess various edges over other cities with **unrestricted access to global markets, international talents**, and global startup funding opportunities. The **ease of doing business** and the **stability** of legal environment are also a major differentiation.

On the other hand, Shenzhen enjoys outstanding **manufacturing capabilities** and supply chain integration. The city is driven by a focus on innovation, long-term planning and development, and a **vibrant entrepreneurial culture**. Generally, it is also cheaper to start a business in this city.

Areas of cooperation

- Leverage the natural industry **compatibilities between the two cities**: Joint development in tech so that the two markets can cooperate in accessing the Mainland market and also the global market.
- Initiate **cross-border innovation**: sharing resources including talent and intensifying the exchange of knowledge to strengthen collaboration.
- Develop shared cultural understanding of each other: foster a mutual appreciation for the relationship of the two cities via cultural exchanges or joint education programmes.
- **Coordinate government policies for entrepreneurship**: Startups of both sides can be benefited with joint or complementary frameworks and regulations focusing on entrepreneurship.

The Greater Bay Area Initiative (GBA)

A world-class city cluster : the free flow of goods, services, people

- Guangdong-Hong Kong-Macau region: 11 cities, 5% of the country's population but 12% national economy (US \$1.4 trillion).
- Comparable to San Francisco Bay Area, Greater Tokyo Area and New York Metropolitan Area.

Challenges of the GBA

- Protectionism and other measures might hinder cooperation.
- Governments' support and cross-border cooperation is seen as crucial because of different legal and administrative systems and different custom zones (for example differences in taxes, salaries HK maximum is 17%, while mainland 45%).
- Need of infrastructure support - including medical and education world-class facilities - for the region to be able to promote talent and innovation.

Will promote growth, innovation and a better relationships between countries and within regions

- 80% of 614 business executives in Hong Kong support the integrated development of HK, Macau and Guangdong through GBA.
- Sectors that are seen as most likely to benefit from GBA : trade and logistics (68%), financial services (62%) and R&D in innovative technologies (60%).
- Transition of a manufacturing based economy of China into a technology/services-oriented society interested in new economy industries such as innovation : China Resources is now headquartered in HK, invests US\$48 billion in the region and planning to invest more than \$20 billion more in the next 5 years.

“But there’s only so much a single company can do, which is why a working group is beneficial because it would create a voice for the market”

Chaney Chen, Tencent Senior Policy Researcher

Growing, Diverse Ecosystem

Hong Kong is fully capable of developing a strong tech startup ecosystem. It is ranked as the **5th fastest growing startup ecosystem in the world**. The city's startup ecosystem is also very diverse in multiple aspects:

1. Benefiting from its long **history in international trade**, as a logistic hub and financial centre, startups are disrupting a huge variety of industries and sectors.
2. In terms of gender diversity, **45%** of entrepreneurs are women.
3. **65%** of startup founders are **Hong Kong citizens**, while the remaining founders are foreigners and mainland Chinese.
4. **Young adults** aged from 25 - 34 show the **highest early-stage entrepreneurship prevalence** in Hong Kong. With an overall improved perception on entrepreneurship, more young people are seeing startups as a long-term career. Other than that, **career switchers** in more senior age groups from 45+ years old prevail in established startups.

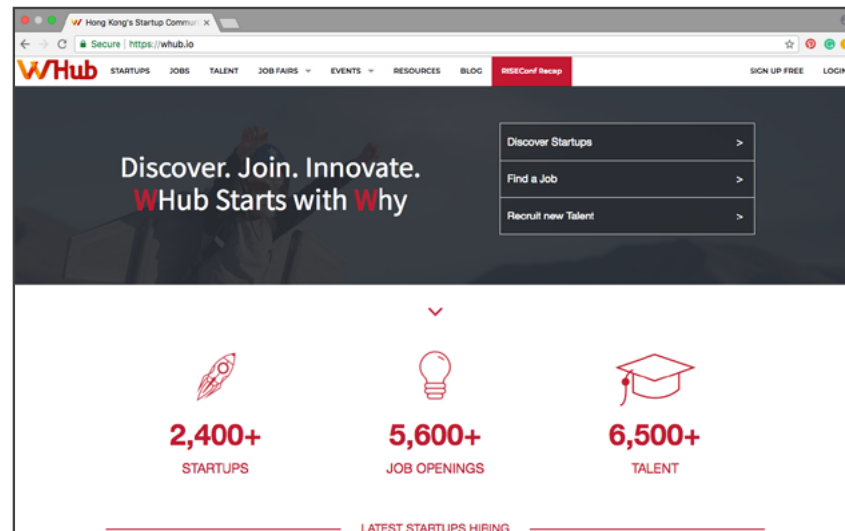
More infographics, statistics, and numbers regarding the Hong Kong startup ecosystem will be shown in the next section - Startups in Hong Kong.

Year of source 2016 - 2018



Helping startups grow

UPLOAD YOUR STARTUP PROFILE



SHOWCASE

Show your Passion! Highlight your mission, values and team, give us the story behind the founder(s).

THE TEAM

Together Everyone Achieves More! The best way for startups to attract the right talent is to talk about their crusade, team spirit and all the perks they can offer: We call them WHubber factors.



WHUBBER FACTORS



- Flexibility in roles and responsibilities
- Working hours
- Working location
- Compensation
- Impact on society

CONNECTING TO



TALENTS

Post Job Offers and Grow your Team



STARTUPS

Get Support from the Startup community



INSIGHTS

Train, discover and stay updated



Job Board

Post job offers for free: Co-founder, part-timer, full-timer, intern or mentor



Talent Base

Access 6,100+ talent profiles and reach out to like-minded, passionate individuals



Internal Messaging

Maximise synergies and build collaboration



Resources

A Testmarket-meets-Discounts from Startups for Startups



WHubbers' Blog

Exchange and benefit from learning and experiences



Consultancy Service

Become investor-ready: We help strengthen business strategies, prepare pitch decks and crunch your financials



Event Page

Discover the latest events and trends in the startup scene; if you organise events, showcase them to the community



Toolbox

Depp dive into the ecosystem through our white papers



2

STARTUPS IN HONG KONG

- 2.1 About startups
- 2.2 The unicorn
- 2.3 Recent exits
- 2.4 IPOs
- 2.5 Token Sales
- 2.6 Fund raised
- 2.7 Rising startups
- 2.8 Growing startups
- 2.9 Successful crowdfunding campaigns
- 2.10 Fintech
- 2.11 IoT
- 2.12 AI and Robotics



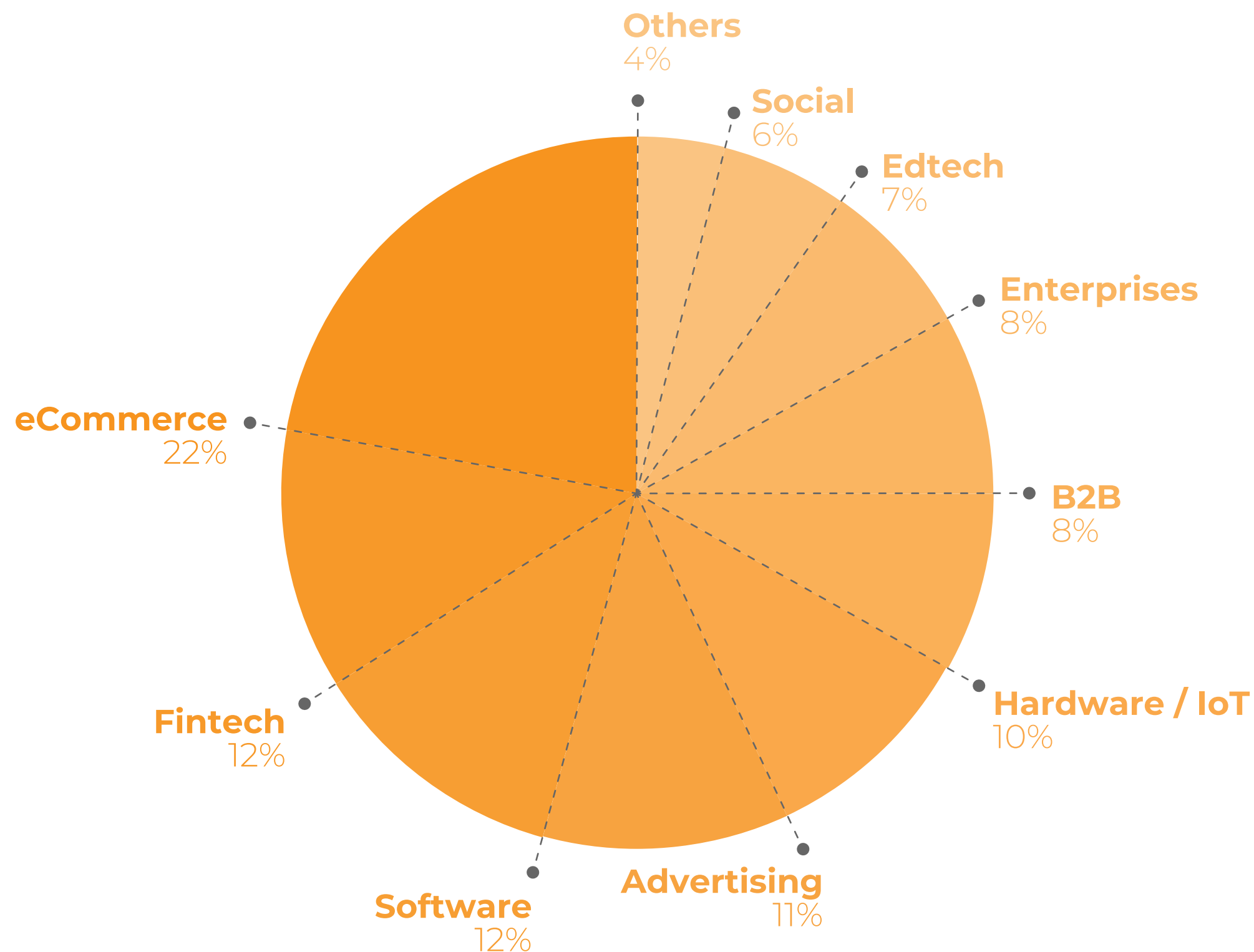
About Startups

Currently **SenseTime, WeLab, Lalamove, Tink Labs, BitMEX and Klook** are the 6 homegrown stars in Hong Kong confirmed as unicorns. **GoGoVan** has recently exited after the merger with 58 Suyun with a unicorn valuation. The city is capable of nurturing successful startups. There is reliable infrastructure, access to resources (R&D, talent, money), proximity to large pools of customers and an ambitious younger generation.

While the number of exits, amount of money raised or startup growth rate cannot prove the success of an ecosystem alone, it is important to note that Hong Kong is a place to expect, and look for, exciting (ad)ventures!

Diverse and Growing Ecosystem

2,800+ Startups in Hong Kong
Distribution of Popular Startup Sectors



Source: WHub estimate for 2018

Hong Kong Startup founders

2,800+
startups
2018

2,600+
startups
2017

2,500+
startups
2016

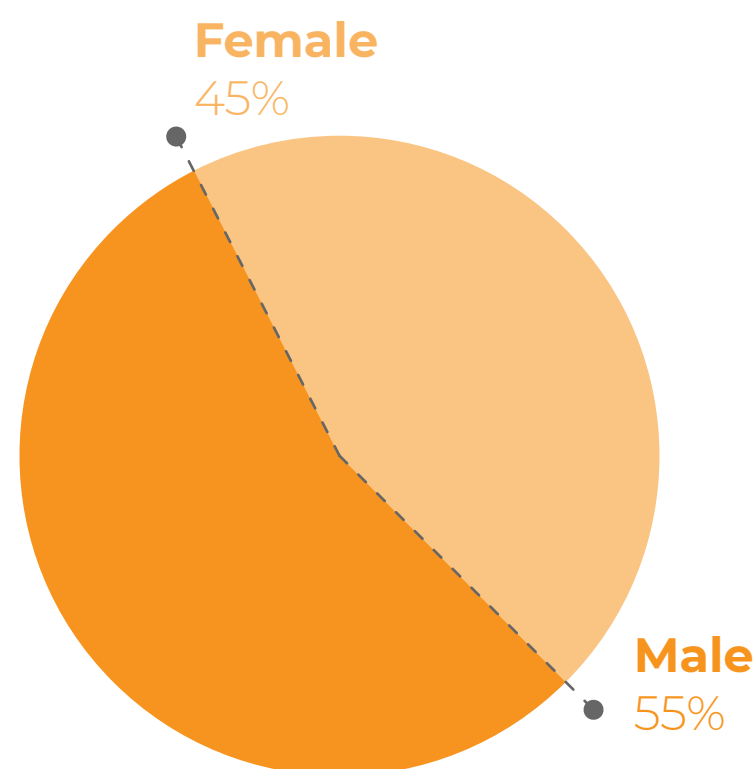
1,558+
startups
2015

998
startups
2014

Source: WHub estimate for 2018

Gender of Entrepreneurs

Source: He for She report 2018 by Wavestone



Origins of Founders

Source: InvestHK 2016



Age Group Most Likely to Start a New Business



Age Groups Least Likely to Start a New Business



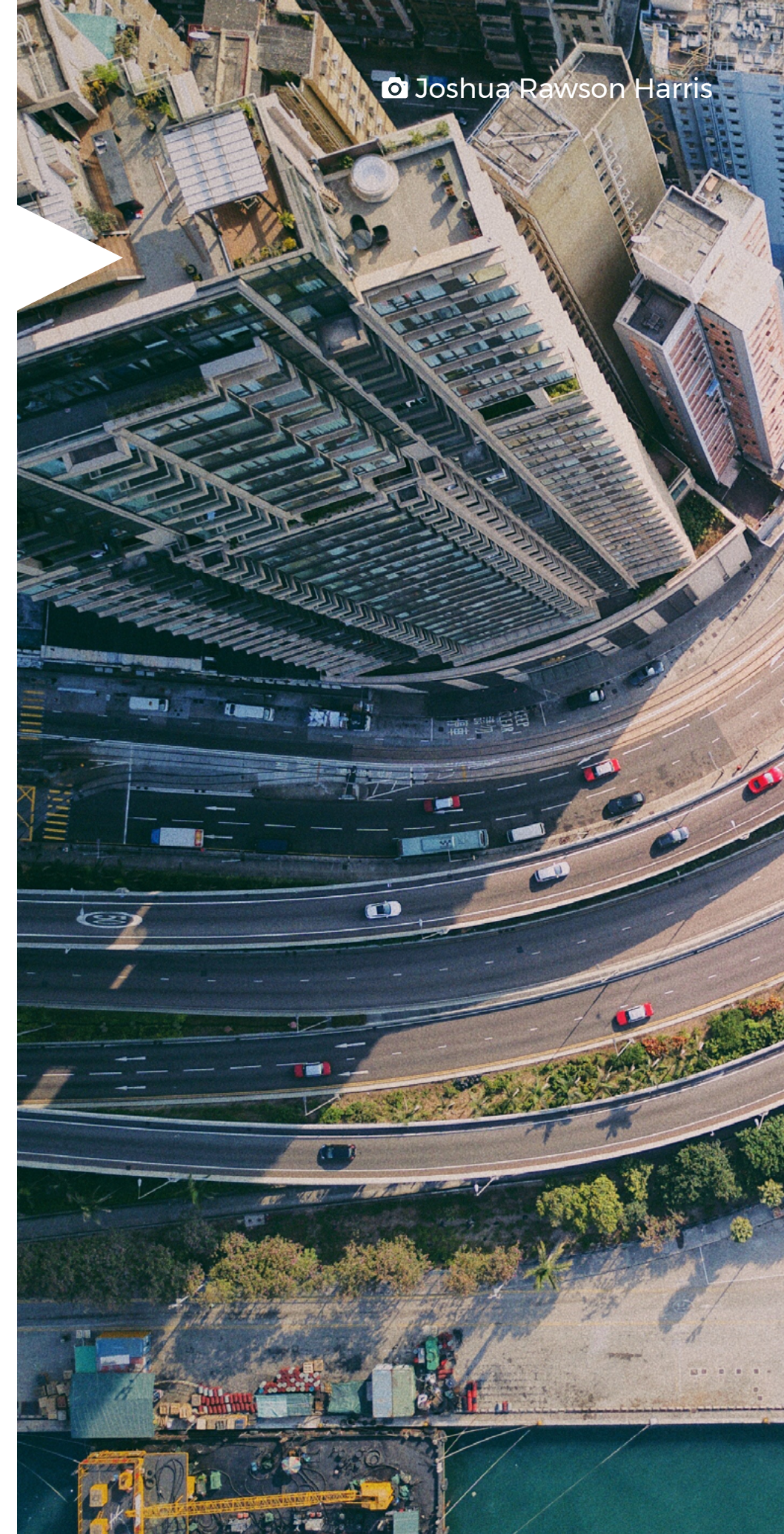
Common Barriers for Young Entrepreneurs

Lack Funding
62.9%

Market Changes & Competition
43.4%

High Cost of Living
38.2%

Source: Global Entrepreneurship Monitor Hong Kong and Shenzhen Report



Joshua Rawson Harris

The unicorn

A unicorn is a privately held startup company with a valuation over US \$1 billion.

SenseTime - Innovative Deep Learning Tech Solutions in AI

SenseTime developed a facial recognition device (SenseKeeper) in 2014 that **employs AI** to improve security, financial and mobile Internet systems through text, vehicle and image recognition.

It provides its services to over **400 companies** and the Chinese government, and has a market value of over 10 billion.

In **April 2018** it raised **US\$600 Million** and in May 2018 it raised **US\$620 Million** in a Series C+.

In May 2018 it launched the HKAI Lab Accelerator with Alibaba and HKSTP.

In May 2018 it launched the HKAI Lab Accelerator with Alibaba and HKSTP.

MIT and SenseTime alliance: both launched the MIT Intelligence Quest to advance research on AI.



deliver faster



Lalamove - Asia's leading delivery technology platform

Launched in Hong Kong in December 2013 to offer **van-hiring** in cities across China and Southeast Asia.

Disrupting the traditional logistics industry, Lalamove matches drivers and customers through their mobile app or website in less than 12 seconds. Local deliveries are made door-to-door in less than 55 minutes thanks to a 24/7 service.

Their total disclosed funding round is **US\$ 160 Million**, with the last round being **US\$ 100 Million**, led by Lei Jun, Xiaomi's VC fund.

Present in 8 countries and more than 125 cities, with over 15,000,000 registered customers and 2,000,000 van, truck and motorcycle drivers.

The unicorn

WeLab “Democratizing Finance”

Founded in 2013, WeLab offers **seamless mobile lending experiences**. WeLab analyses unstructured mobile big data within seconds to make credit decisions for individual borrowers. WeLab operates WeLend in Hong Kong, and Wolaidai in China.

WeLab has raised **US\$ 425 Million** in 4 rounds. US\$20M in January 2015, US\$160M in January 2016, US\$25M in September 2016 and US\$220M in November 2017.

The Series B round in Nov 2017 was led by Alibaba Entrepreneurs with participation of International Finance Corporation and Credit Suisse.

In July 2018, WeLab filed for an IPO on the Hong Kong stock exchange, seeking to expand in Southeast Asia.





Tink Labs: Leading Benchmark for Travel Technology

Founded by Terence Kwok in 2012, Tink Labs is the Hong Kong-based developer of the fastest-growing hospitality technology solution, **handy**. The device, which leverages various technologies and systems, including Internet of Things (IoT) solutions, is a revolutionary mobile travel platform that **enables hoteliers to provide their guests with a wide range of customized features and services** such as free connectivity and calls, curated travel guides, keyless room entry, express check-out, smart in-room controls, concierge chats, and many more.

To date, **handy** is available in 82 countries and 500 cities around the world, covering approximately 650,000 hotel rooms with 3,000 hotel partners to help millions of global travelers stay connected.

The company's Japanese joint venture, **handy** Japan, has recently announced that **SoftBank has invested** in the firm through a third-party allotment in an effort to strengthen business ties between the two parties.



TINK LABS

The unicorn

BitMEX - The Next Generation of Bitcoin Trading Products

Short for Bitcoin Mercantile Exchange, BitMEX is a very powerful trading platform/digital currency exchange platform that offers investors access to various global markets using only Bitcoin and not fiat currency.

With a daily trading volume of over 35,000 BTC and over 540,000 accesses monthly, and a trading history of over **US\$34 billion** worth of Bitcoin since its launch, BitMEX is **easily one of the largest Bitcoin trading platforms by volume** currently in operation.

The platform is renowned for allowing its users to perform complex financial operations such as trading with leverage. Additionally, BitMEX offers a wide assortment of contracts such as Derivates, Futures, and Prediction contracts, and it is the only platform to offer a so-called “**Perpetual P2P Swap.**”



The unicorn

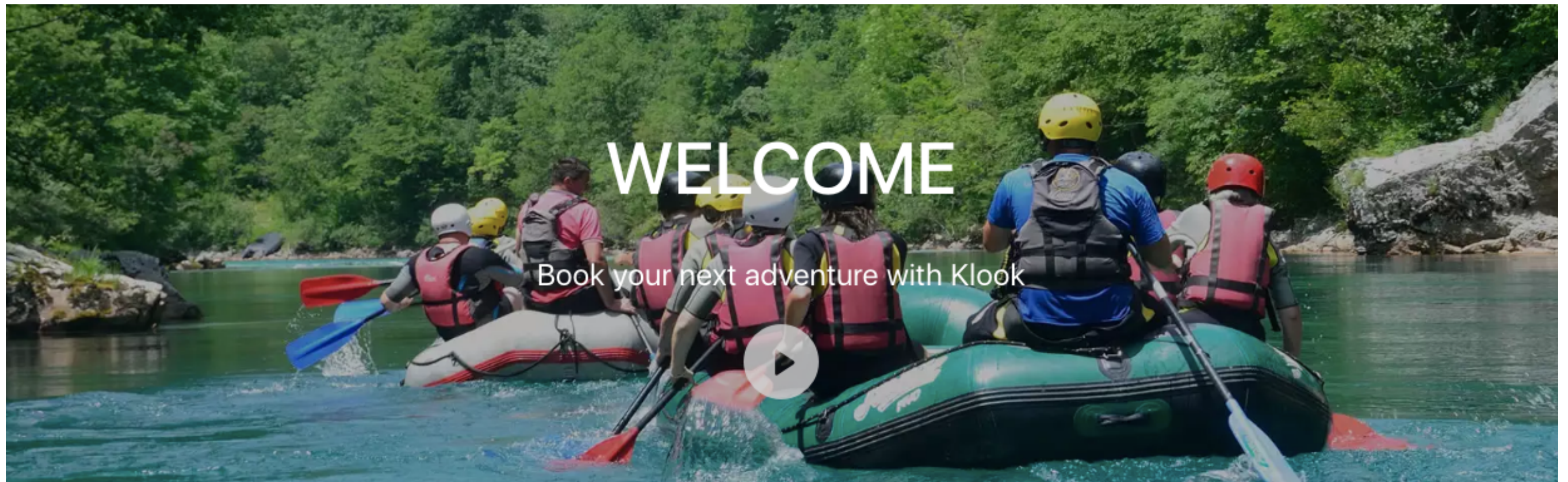
"Klook offers a simple way to discover activities, attractions and things to do wherever you travel."

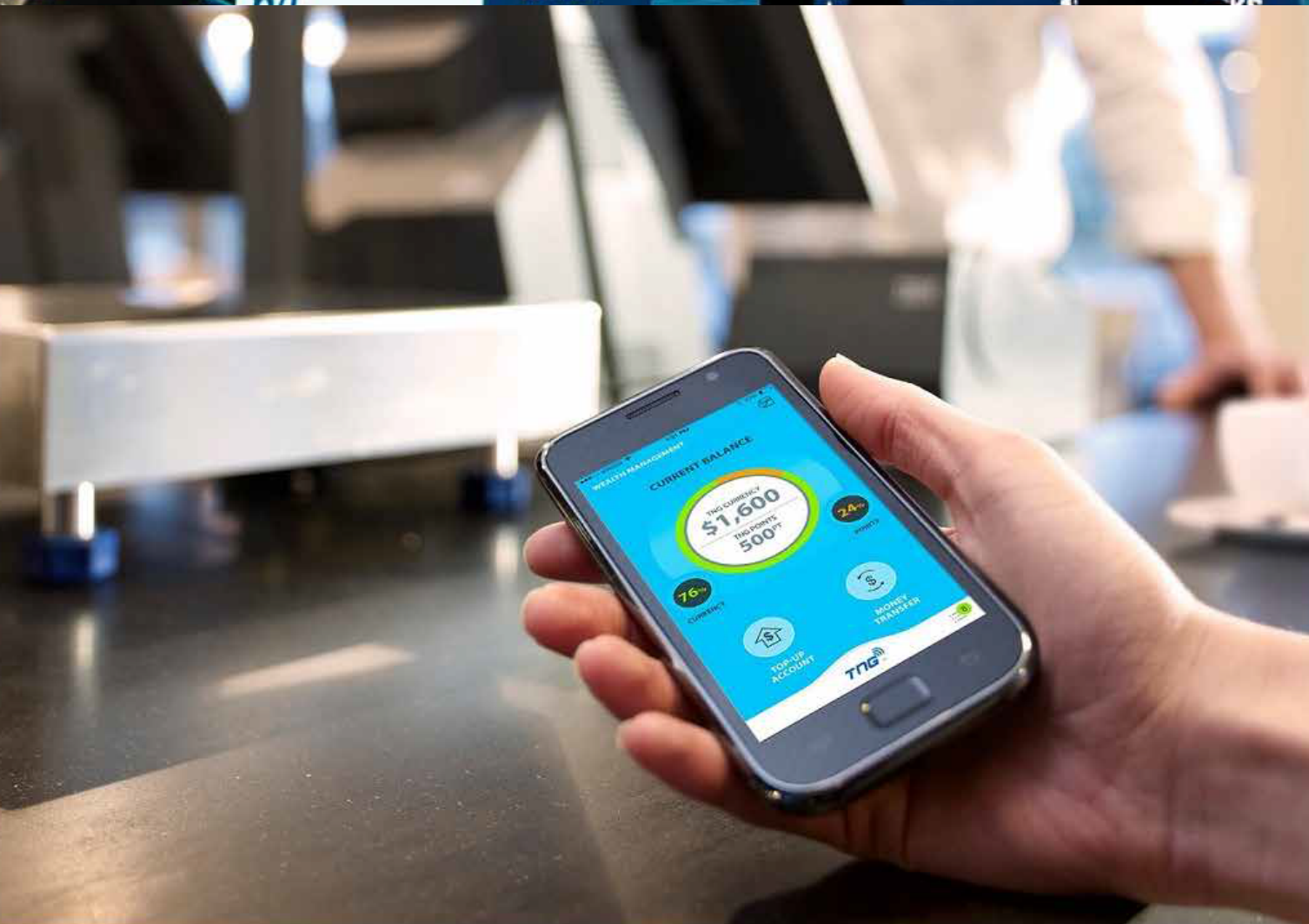
Founded in 2014, Klook is one of the world's leading **travel activities and services booking platforms**. Klook is Asia's leading in destination travel services platform for travelers to explore and book activities around the world at exclusive deals, travelers saving up to up to 50% and enabling instant confirmation & same-day booking. Klook Travel Technology Ltd., has raised **US\$ 200 Million** from investors including



Sequoia Capital China and Goldman Sachs, boosting the company's expansion in the U.S. and Europe and its ability to compete with Airbnb Inc.

The new financing brings Klook's total funding raised to about **US\$ 300 Million**. Other investors in the round include TCV, Matrix Partners and Boyu Capital. Founded in 2014, Klook is now valued at more than \$1 billion.





World's highest Fintech Series A

Hong Kong TNG Wallet : Promoting Financial inclusion for the 2 Billion Unbanked Population Globally

The Hong Kong TNG Wallet is an **electronic wallet** launched in 2015 by the TNG FinTech Group.

It offers secure and convenient e-payment and financial services, including top-up and cash withdrawal services across 13 countries and territories through a network of more than 850 banks and over 183,000 cash pick-up points.

The TNG wallet is a founding member of the “Global E-Wallet Alliance”, which currently covers Hong Kong and 12 Asian countries, facilitating frictionless global money transfer.

TNG Wallet secured the Stored Value Facilities License from the HKMA in 2016, and raised **USD 115 M** in Series A in 2017, **one of the largest Series A rounds for a FinTech company in the world.**



Recent exits

When a startup "exits", they are no longer functioning as a private company. The 2 ways for startups to exit are IPO and Acquisition.



BabyTree

Babytree is an Alibaba-backed online parenting website that has been reported to be taking steps to an HK IPO in June 2018.

Ebang International

Ebang International

Ebang International, one of China's biggest bitcoin mining machine manufacturers, filed for a HK IPO, following steps of Canaan Creative's HK filing in May 2018. Rival Bitmain Technologies is also planning an IPO.



GoGoVan

GoGoVan is a mobile application that connects drivers with customers to provide delivery services and improve logistics efficiency. It was established in 2013 and has over 20,000 commercial vehicles and 70 000 registered drivers.

It merged with China-based 58 Suyun and passed the \$1 billion mark.

It's latest funding type was Series C in 2016 by New Horizon Capital.



Guru Online

Guru Online (Holdings) Limited is an international internet marketing agency that revolutionizes traditional business by leveraging insights, creativity and innovation. They have achieved major corporate milestones and has become an IPO to capitalize via new internet economy.



Inke

Inke is a Chinese livestreaming app that allows users to watch live video broadcasts on smartphones. It is backed by SAIF Partners and GSR Ventures, and embarked on a \$152 million IPO in Hong Kong the first week of July 2018. This comes after a failed attempt for an A share listing through a reverse merger with a communications agency.



Matchi

Founded in 2013, Matchi is a fintech matchmaking startup that has recently been acquired by KPMG. Matchi prescreens fintech startups and helps them connect with bigger corporatives. It has built a database of 2,500+ fintech companies and has connected them to 100+ leading banks and insurance companies.

TONGCHENG
-eLong

Tongcheng-eLong Holdings

Tongcheng-eLong Holdings is a Chinese online travel services company who filed for an IPO in Hong Kong in June 2018. Tencent is the major shareholder of Tongcheng, as well as the domestic travel leader Ctrip.



Meituan Dianping

Tencent backed Meituan Dianping, the world's 4th most valuable tech unicorn, has filed for an Hong Kong IPO in June 2018 looking to raise \$4 billion. The Groupon-plus like startup had losses of \$2.9 billion last year and revenue growth of more than double.



Xiaomi

China smart hardware maker Xiaomi also choose Hong Kong after HKSE regulatory changes made it easier to list. Xiaomi was originally going for USD 6.1 billion IPO, but finally their final IPO in June 2018 was USD 4.72 billion.

Token Sales

An Initial Coin Offering (ICO) also known as a token sale or coin sale, is an **“unregulated and controversial means of crowdfunding via the use of cryptocurrency, which can be a source of capital for startup companies”**, according to Wikipedia. In total, 537 ICOs with a total volume of more than \$13.7 billion have been registered since the beginning of 2018. The ICO volume as of 30 June 2018 is already twice of 2017. Special mention is made of the ICOs of Telegram and EOS, which reached into the billions: Telegram raised \$1.7 billion through its ICO, while EOS raised over twice as much at \$4.1 billion.

According to the PWC ICO report, the U.S., Singapore, and Switzerland are now the three most important ICO hubs worldwide. Smaller countries and city states such as Hong Kong, Gibraltar, Malta or Liechtenstein have seen some success as well.

Tokens give different kinds of rights such as payment, access, profit or fee, contribution, block creation and governance. The most common rights that tokens confer are access and payment rights. These rights provide an easy and obvious use case for a new currency.

China and South Korea have banned ICO and cryptocurrency exchange. The Asian country known worldwide as one of the friendliest countries for cryptocurrencies is Japan.

Source: <https://cointelegraph.com/news/pwc-report-finds-that-2018-ico-volume-is-already-double-that-of-previous-year>

To learn more about ICOs, access FinTech Association Hong Kong's report - **"The Best Practices for Token Sales"** at <https://ftahk.org/publicationnpress/>.



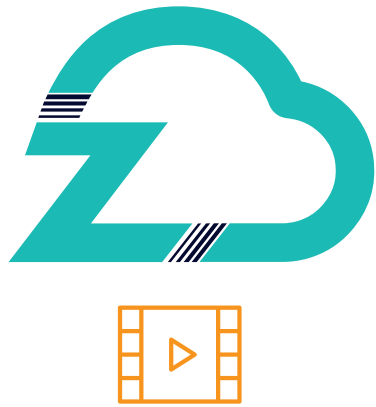
Block.One

World's largest ICO to date, raised twice as much as Telegram

Block.One developed an **Ethereum Based EOS token**, which supports thousands of transactions without charging users any fees. It raised **US\$4 billion** in an Initial Coin Offering, outdoing the world's biggest initial public offerings on stock exchanges this year.

In July 2018, HK-based blockchain startup Block.One, publisher of the EOSIO blockchain protocol, a blockchain platform for decentralized applications, and maker of the fifth-most valuable cryptocurrency by market capitalization, announced that world-renowned venture capitalist and entrepreneur Peter Thiel, co-founder of Bitmain, China's largest bitcoin miner, and PayPal, has invested in the company, along with other notable investors, such as Louis Bacon, and Alan Howard.





Zephyr

Zephyr is a rewards programme for Bitspark's pegged cryptocurrency network. When a customer signs up, sends or receives money, tops up or refers users, they get rewarded with Zephyr. With every successful transaction, 25% of the profit will go back into buying Zephyr from the market. At time of writing, Zephyr has raised US\$31 million.



Black Cell Technology

Hong Kong's Securities and Futures Commission (SFC) has halted Black Cell Technology Limited from issuing its initial coin offering (ICO) in Hong Kong. Black Cell has agreed to distribute refunds to Hong Kong-based investors.



OpenANX

OpenANX is real world application of blockchain that brings transparency and openness to cryptocurrency markets. The openANX project launched its token sale in June 2017; the sale has surpassed all previous records for an Asia based token sale, raising \$15 million USD in the first 3 hours, at a rate of over \$750,000 USD every 10 minutes.

Hong Kong based openANX announced its success in the token sale

Recent Funds Raised

Fundraising records by Hong Kong-based startups over 2017

2017 RECORDS

US \$ 449.5 million

2017



Soundbrenner
US \$ 1.5 million
Jan 2017

KLOOK

Klook
US \$ 30 million
Mar 2017



Campfire
US \$ 6 million
Mar 2017



Lynk
US \$ 4 million
Apr 2017



Oddup
US \$ 6 million
Apr 2017



Qupital
US \$ 2 million
May 2017



Snapask
US \$ 5 million
Jun 2017



TNG Wallet
US \$ 115 million
Sep 2017

KLOOK

Klook
US \$ 60 million
Oct 2017



WeLab
US \$ 220 million
Nov 2017

Recent Funds Raised

Fundraising records by Hong Kong-based startups over 2018

2018 RECORDS

US \$ 1.9 billion +

2018



Trend Lab

US \$ 12.5 million

Jan 2018



Goxip

US \$ 5 million

Feb 2018



Pakpobox

US \$ 1.2 million

Feb 2018



KKday

US \$ 10.5 million

Feb 2018

ROCKETBOTS

Rocketbots

Undisclosed

Apr 2018



8 Securities

US \$ 25 million

Apr 2018



Kristal.AI

US \$ 1.85 million

Apr 2018



SenseTime

US \$ 600 million

Apr 2018



SenseTime

US \$ 620 million

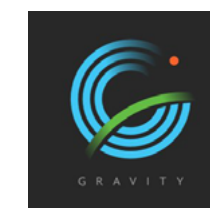
May 2018



ICW

US \$ 1.25 million

May 2018



Gravity Supply Chain

US \$ 7 million

May 2018



Origami Labs

US \$ 2.5 million

Jun 2018



Block.One

US \$ 4 billion

Jun 2018



Campfire

US \$ 18 million

Jul 2018



Campfire

US \$ 18 million

Jun 2018



Block.One

Undisclosed

Jul 2018



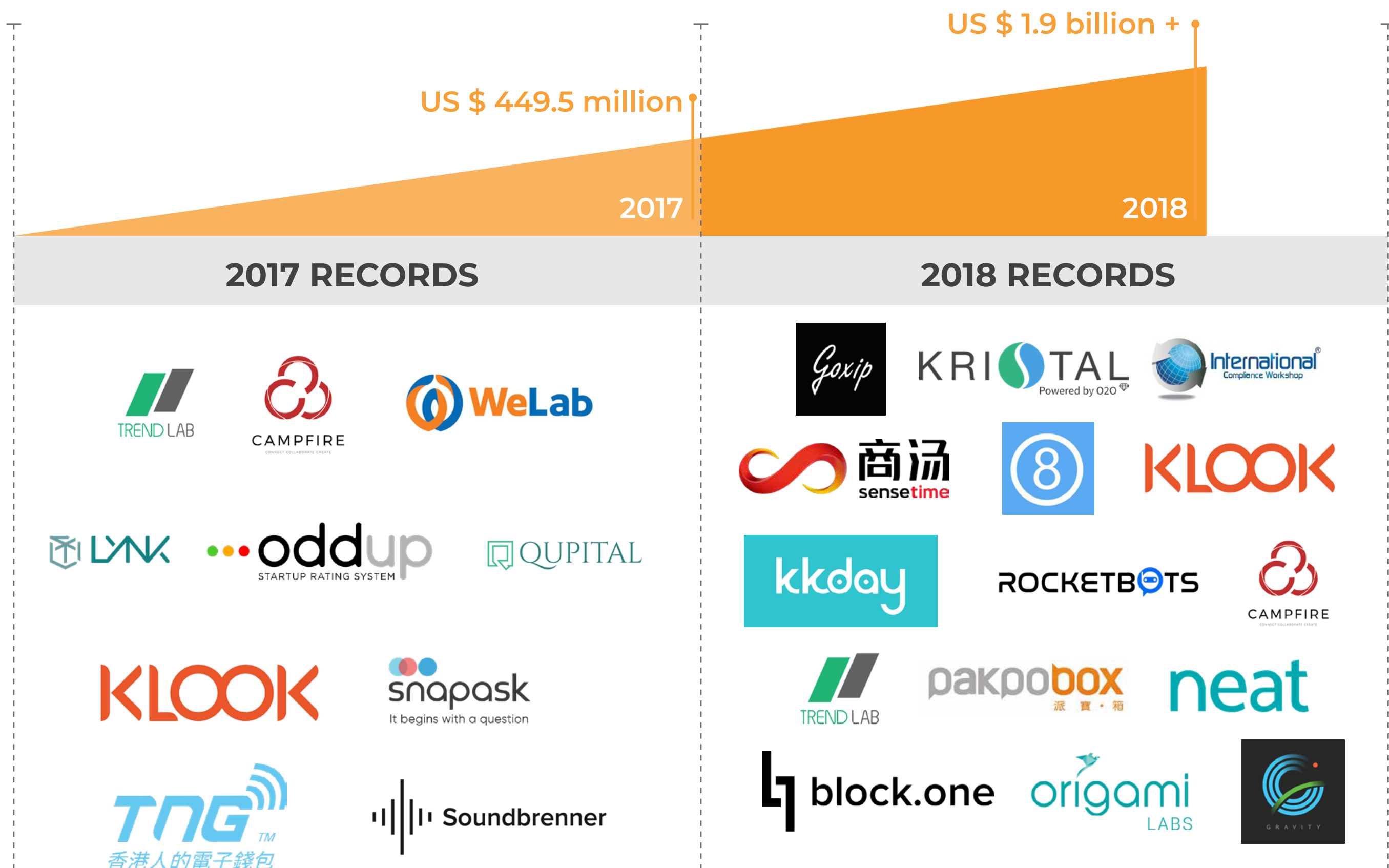
Klook

US \$ 200 million

Aug 2018

Recent Funds Raised

Fundraising records by Hong Kong-based startups over the last two years



Growing startups

Growing startups are quickly making a name for themselves. These are the startups that have recently been making headlines.

The logo for Neat, featuring the word "neat" in a lowercase, teal-colored, sans-serif font.

Neat

A startup that offers various fintech services in banking such as easily opening an account through their app in less than 10 minutes, and a Neat MasterCard to shop around the world while getting the best out of exchange rates for over 50 currencies. Founded in 2015, its investors include Portag3 Ventures and from June 2018, Dymon Asia Capital.



NOTEY

Notey



Notey is a Hong Kong based startup offering visual search engine for the best blogs over 500,000 topics. Founded in 2013, it has raised a total of 1.3 million over the last years. Its investors include Ryan Holmes, Julien Bahurel, Suneel Gokhale and Steve Kirsch.



Goxip

Goxip is a mobile first shopping application which merges the social and ecommerce elements together on one platform. They are the Shoppable Instagram in Asia. Founded in 2015, their current valuation is at \$6.62M, and investors include Meitu, Nan Fung groups, and Thailand-based Ardent Capital.



8 Securities



8 Securities, founded in 2012, is Asia's first robo advisor and free stock trading service that has a mission to revolutionize investment services with powerful technology and solutions to improve customer experiences. Investors include China Growth Capital, Leitmotiv Private Equity, Velocity Capital Private Equity and Route 66 Ventures.



Qupital

Qupital is a digital trading marketplace founded in 2016 for buyers and sellers of corporate receivables that offers businesses an online alternative financing platform. Its investors include Alibaba Entrepreneurs Fund, Gobi Partners - Venture Capital, MindWorks Ventures and the Aria Group.



Compare Asia Group

Compare Asia Group is Asia's leading personal finance management platform that helps people save time and money thanks to free online comparison and management tools for insurance, credit cards, personal loans and other financial products. It has been funded with a total of \$96M from investors including International Finance Corporation (IFC), Goldman Sachs Investment Partners, Alibaba, SBI Group and H&Q Utrust since it was founded in 2013.



Trip Guru

A travelling online platform founded in 2015 that gives travellers a choice of exciting activities among 700+ verified local partners, while connecting them with other travellers and providing instant booking confirmations. A graduate of Betatron's acceleration program, Trip Guru has had a round in May 2018, with 8 investors, including Marston Lai, an investor from V Moxie Capital.



Prenetics

Prenetics is a leading genetic testing/digital health company in Asia founded in Hong Kong in 2014 that aims to give millions of people personalized information about the health of their bodies to help them lead healthier and more active lives using the latest proven innovations in DNA technology. Some investors include 500 Startups, Alibaba, Ping An, SXE Ventures and Venturra Capital.



Gatecoin

Founded in 2013 by investment bankers, Gatecoin is a bitcoin and ethereum token exchange designed for both professional traders and retail investors. Through our intuitive trading platform, we enable individuals and institutions around the world to trade and invest in a wide variety of cryptocurrencies and blockchain assets.



Easyship

Founded in 2015, Easyship is a technology platform that helps E-commerce stores ship worldwide. Online sellers can now ship with 100+ couriers, saving up to 70% on shipping rates. Easyship makes shipping so simple that anyone can sell globally in a matter of clicks. Their investors include 500 Startups, Hilary Szymujko and Ping He.



uHoo

uHoo is a startup founded in 2014 from Hong Kong that uses technology to create a healthier and safer environment, especially specializing in air quality, with air sensors that monitor and analyze the air. Its investor is East Ventures from Tokyo.

Rising startups

Having a strong tech component, rising startups have been making some noise. They raised no more than 2M USD as of September 2018.



Neoma

Founded in 2015, Neoma makes the IoT usable. Asia's leading platform for real-time behaviour and asset tracking solutions, they cover 3.5M sq ft. and work with 20+ recurring groups in Asia and Europe.



NOSH

NOSH, founded in 2015, is a delivering platform powered by Secret Ingredient that delivers fresh and healthy meals in Hong Kong by using seasonal and premium sourced ingredients, biodegradable packaging and dietitian approved recipes.



Clim8

Founded at the end of 2015, Clim8 creates intelligent thermal clothing that regulates the user's temperature and improve comfort whatever the activity or climatic conditions.



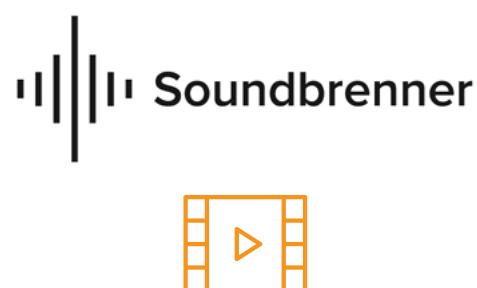
Pakpobox

Founded in 2014, Pakpobox is a 24/7 network of smart lockers for first/last mile deliveries of couriers, postal operators and e-merchants.



Think It Twice

Think It Twice is a company created in 2014 that aims to empower employees by reinventing corporate training through technology.



Soundbrenner

Soundbrenner, founded in 2014, builds the world's first wearable smart device for musicians. They have had over 1 million app downloads, and over 200 thousand musicians who use our app every month, 20 thousand per day, and 600 per minute.



Abida Medical

Abida Medical Limited was founded in Hong Kong on January 18, 2018. Their mission is to improve healthcare access through the use of big data and digital healthcare IoT devices. Their first medical device is Mamosound, a portable ultrasound based breast cancer screening device. With Mamosound, they hope to decrease the number of unnecessary hospital visits and improve healthcare delivery.



Weesper

Weesper helps companies reach the best candidates on the market by connecting them to a vetted community of top connectors & headhunters. Quality recruitment services are accessible to each company thanks to an innovative pricing policy.



3DK Tech

3DK Tech Limited is a new start-up that focuses on metal 3D printing. The team has developed a new way to print metal parts that eliminates the need for costly thermal post-processing and focuses on great mechanical properties. They are currently working on deploying an Online MarketPlace where users can choose from multiple metal 3D printing service providers, all of whom have been tested by the 3DK Tech team.



Zectr

Zectr helps consumer-facing companies make better and more insightful decisions at market velocity. We test your ideas and recommendations, leveraging machine learning algorithms to lower your costs. Key benefits are operational efficiency increase and experience enhancement."



Asia Microbiota Bank

The first public stool bank in Asia, launched in 2017, received nearly 10,000 healthy stool donor applications within the first month! They link together a microbiota bank and clinical network to provide gut bacteria repopulation therapy to patients suffering from severe gastrointestinal conditions. This unique startup is disrupting the healthcare space by recycling one man's waste to become another man's treasure.



CoverGo

CoverGo - a leading provider of insurance technology. They provide insurance enterprise software solutions to brokers and insurance companies in Hong Kong by reducing admin costs, removing unnecessary paperwork from the insurance industry, reaching out to new/existing customers digitally, creating a modern way to service customers.



Green Safety

An IoT Revolution - Green Safety reduces road accidents by using 4s in transport to unveil a new page of road safety and smart cities.

FUTURA.AI

Futura.ai

Futura is creating an autonomous & decentralized investment management platform by encrypting crowdsourced algorithms to generate higher returns at significantly lower costs.



Know your customer

Founded in 2015, Know Your Customer is a software platform that automates 90% of manual tasks involved in anti-money laundering compliance and reduces on-boarding times for corporate clients from 3 weeks to 1 day.



DenimUnspun

Denim Unspun uses algorithms applied to a 3D image to produce jeans that fit the person exactly. Their mission is to reduce global carbon emissions by 1%.



Stamplet

Stamplet is the runner up at Seedstars that was Incubated at HKSTP and part of Betatron that turns “worthless” receipts into rewards every time a customer spends. Simply by taking a picture of your receipt, you get 2% cashback on each one and also discounts and offers.

Miro

Miro is an AI & Computer Vision startup focused on athlete analytics which uses deep learning to unlock sport metadata in images & videos. Miro's RunnerTag AI mapped over 4.5MM athletes in over 180 sport events in Asia, EU & the US. By analyzing a single photo or video frame, Miro's AI can instantly identify athletes, discover 1:1 brand preferences & suggest training/gear to improve their performance.



Oxpecker Labs

Oxpecker labs is a deep-tech company that won the Best Startup Award at Seedstars Hong Kong 2018 and specializes in sweat sensing technology for better health management for sports and industrial applications.

Archiparti

Archiparti streamlines your interior design, decoration, and renovation projects. They best match you with talented independent designers and prescreened builders in HK, China & SEA, standardize the process, provide peace of mind through their integrated management process and escrow service.



FinFabrik

FinFabrik creates financial technology with a purpose. Their mission is to empower people and businesses to access investment opportunity, take sound decisions and enjoy the experience of building wealth.



Successful Crowdfunding campaigns



US\$296K

Aumeo Audio's app provides a personalised audio experience, tailored to the listener's hearing.



US\$220K

Soundbrenner has created the world's first wearable smart device for musicians.



US\$31K

Huzi puts a new perspective into everyday objects by combining functionality and artistic sensibility.



US\$215+K

Kello is a smart alarm clock that offers users a variety of programs aimed at changing your sleep habits incrementally.



US\$50K

uHoo made their indiegogo goal in 3 days. The air monitor measures all the conditions.



US\$50K

Air Halo is a palm sized cordless air sanitizer that brings active germicide performance without compromise.



US\$160K

EzeeCube is an open source, Apple TV®-like, entirely wireless device.



US\$95K

Muku Shuttr is a bluetooth remote camera control.



US\$115K

Ambi Climate provides a smart add-on for your home and business air.

Brinc



Funding by Brinc

Brinc is an IoT platform based in Hong Kong: an ultra hands-on hardware accelerator, manufacturing studio, and distribution company that supports physical entrepreneurship founded in 2014. They offer comprehensive programs tailored for IoT, connected hardware, drones, and robotics startups looking for speed, access, and the know-how to build successful companies.

Brinc was the incubator for 43 businesses thanks to their two accelerator programs : the Connected Hardware accelerator and the Drones & Robotics accelerator.

Success stories in Hong Kong

May 3, 2017 Brinc invested **\$150K** in Silentmode LTD (Seed Round)

April 4, 2018 Brinc invested **\$100K** in KomraVision as lead investor (Seed Round)

April 13, 2018 Brinc invested **\$70k** in SkyeBrowse as lead investor (Seed Round)

May 30th 2018 Brinc invested **\$100k** in HUDlog as lead investor (Seed Round)

Find out more on <https://angel.co/brinc>

Next chapter



Next Chapter is a rewards-based crowdfunding website for female entrepreneurs that launched in early 2016. Their focus is on businesses by women, and creating products and services that women will love. The longer-term vision is to build a community of networks and partnerships with other organisations, so that female entrepreneurs gain access to the capital and other resources they need to launch and grow successful businesses.

Successful Campaign

Whizpa.com raised **US\$7,785**
Tripadvisor for kids activities in HK.

AnaByKarma raised **US\$13,001**
Brings beautiful handmade happy scarfs from Bhutan.
Hand woven by artisan weavers from all of Bhutan.

Hellodog.hk raised **US\$8,036**
A website that is the go-to-guide for dog parenting in HK.

Retired Not Out **US\$8,184**
Hong Kong's only Marketplace Connecting Mature Talent with Relevant and Flexible Opportunities USD8,184

Check out latest campaigns:

<https://www.nextchaptercrowdfunding.com/>

Indiegogo



Indiegogo is a donation-based crowdfunding platform available in 223 countries and territories including Hong Kong.

Success Story in Hong Kong

GPD Pocket World's smallest computer with an appearance comparable to the MacBook Air and a performance said to be far beyond the Microsoft Surface 3 - raised **US\$3,567,642**, exceeding its campaign goal by more than **1,516%** (April 2017)

More information [here](#)

Kickstarter

KICKSTARTER

Kickstarter is currently the world's largest crowdfunding online platform founded in 2009 and based in New York. It has been launched in Hong Kong in 2016. It collects funding for creative projects such as movies, music, art, theater, games, comics, design and photography. It financed more than 146 000 projects with near 15,000,000 contributors.

Successful Campaigns in Hong Kong (July 2018)

SkySpider **8,501 US\$ in 18 hours**

The world's first skyscraper rescue backpack that offers a last-resort and means of escape in case of crisis such as terrorist attack or fire.

TubKeeper **raised 11,850 US\$ in 30 hours**

The world's only hair catcher, drain stopper and temp alarm that solves all bathtub drain problems with one simple solution.

PENCLIP **27,720 US\$ in 4 days**

A versatile magnetic clip with 22 features that helps you carry your pen, earphone, cables, keys, pins, sunglasses, business cards, money and tools.

Latest Campaigns



© William Iven

Fintech

Facts and Figures

Hong Kong has one of the highest concentrations of banking institutions in the world, with about 70 of the largest 100 banks in the world having an operation in Hong Kong.

Acting as one of the leading international financial centres, Hong Kong has an advantage to establish itself as a FinTech hub for the region.

According to a recent report, the top 10 investments in APAC FinTech ventures occurred in China and Hong Kong, accounting for 90% of overall APAC investments. FinTech startups in Hong Kong has raised over \$545.7 million in funding.

Hong Kong as a FinTech Hub:

- #1 FinTech Adoption Index (China, incl. HK)
- #2 Global FDI Inflows
- #4 Global Financial Centre
- #5 Hottest FinTech Hub in the world

FinTech Ecosystem

HK FinTech investment doubled compared to 2016 in 2017: **US\$545.7 million** according to a report from the [South China Morning Post](#).

WEALTHTECH

Robo-Advisory, Robo-retirement, Micro-investment, Digital brokers, Investment tools, Trade Analysis, Portfolio management.

REGTECH

Know Your Customer (KYC), fraud prevention, regulatory Reporting, Risk Analysis.

PAYMENTS/FX/REMITTANCE

Mobile payments, international remittances, mobile point-of-sale, devices, digital wallets.

INSURTECH

Social integration, Prevention & Tracking (IoT and connected devices), Disparate Policy schemes, P2P (peer-to-Peer), Telematics, Claims management.

CRYPTOCURRENCY

Bitcoin, Litecoin, Ethereum, Ripple, Dash, Forex.

CROWDFUNDING/LENDING

Equity-based, reward-based, donation-based and debt-based crowdfunding, P2P lending.



FinTech Ecosystem

> HONG KONG 2018 FINTECH WEEK

The world's first cross-border financial technology (FinTech) event.

Monday 29 Oct 2018 till Fri, 2 Nov 2018 in Hong Kong and Shenzhen

Presented by InvestHK and organised by FINNOVASIA and Finovate. WHub is a partner of the FTW (including for the Fast track program).

Events include : A Fast Track Program: for startups from all over the world to have access to key accelerators, investors, VC's, associations and institutions and facilitated meet-ups and business matching.

Will attract more than 8000 attendees (senior executives) with over 200 speakers (FinTech founders, investors, regulators and academics) , from 50 countries

Key themes : Artificial Intelligence; Blockchain & DLT; FinTech in China; Greater Bay Area Collaboration; Virtual Banks

More info at : <https://www.fintechweek.hk>

> The World's First Cross-border FinTech Event

Oct 29 - Nov 2, 2018
Hong Kong - Shenzhen

InvestHK



HONG KONG FINTECH ASSOCIATION

Taking FinTech and Hong Kong to the World

FinTech Association of Hong Kong (FTHK)

The FinTech Association of Hong Kong (FTHK) is an independent, not-for-profit membership-based association representing Hong Kong's local and global FinTech community.

The Association is organised and led by the community, for the community, through a series of committees. These committees focus on key sectors including blockchain, artificial intelligence, big data, payments, RegTech and financial literacy, amongst others.

Launched in June 2017, FTHK will guide the further development of Hong Kong as a leading FinTech centre, industry and ecosystem with **three main goals** :



ADVOCATE Create a unified voice for the Hong Kong FinTech ecosystem.



COLLABORATE Bring together the diverse parts of the community.



EDUCATE Learn from existing leaders and nurture the next generation of talent.



Internet of Things (IoT)

"Internet of Things" refers to a connected network of physical devices, from smartphones and wearables, to vehicles and buildings. IoT can provide individuals and businesses better data about their lifestyles, purchases and communication habits.

The Hong Kong SAR government has addressed the importance of IoT in its agenda. The 2015 Policy Address introduced a new initiative "Energizing Kowloon East" aiming to carry out a pilot study to examine the feasibility of developing a Smart City.

In December 2017, the government published a **Smart City Blueprint** explaining the 6 policy objectives to pursue smart city development.

Brinc accelerated startups



Brinc is an IoT platform based in Hong Kong: an ultra hands-on hardware accelerator, manufacturing studio, and distribution company that supports physical entrepreneurship founded in 2014. They offer comprehensive programs tailored for IoT, connected hardware, drones, and robotics startups looking for speed, access, and the know-how to build successful companies.





Artificial Intelligence (AI) and Robotics

Artificial Intelligence (AI) is **the art of mimicking human thinking and actions using machines**. As a true reflection of the Human complexity, the AI field is vast and diverse. The machines used in AI range from mechanical robots with cameras, microphones and other sensors, to complex prediction software using millions of processors. There are many technological segments in AI, from **Machine Learning, Neural Networks, Deep Learning, Evolutionary Algorithm, Natural Language Processing, Intelligent Robotics, Robotic Process Automation**, and many more, which can be applied in **Machine Vision, Sound-to-text-to-meaning, Robotics & Manufacturing, Expert System**, etc..

Hong Kong is particularly well positioned to become the **Asian AI pole and an AI world leader**. Like Silicon Valley, it attracts an international pool of exceptional talents, thereby providing the diversity required to lead AI on the

international level. It has an historical leadership role in Robotics and Manufacturing. It is an Asian Academia leader with 5 of the 6 engineering universities ranking in the Global top 100. It benefits for China and South East Asian's pool of talents as well as exceptional markets. It also present one of the most active and sophisticated Financial and Venture Capital community.

Over the past few years, Hong Kong attracted the best AI companies in the world from Sentient Technologies funded in HK as early as 2007, saw the birth of "Sophia" from Hanson robotics in 2015, to welcoming SenseTime in 2018.

Fabrice Fischer
Founder & CEO - Blu Ltd - Artificial Intelligence

A Hong Kong AI Lab by Alibaba, SenseTime and HKSTP:

In May 2018, Alibaba Group Holding Limited, SenseTime and the Hong Kong Science and Technology Parks Corporation announced the launch of the HKAI Lab.

It aims to promote innovation in AI thanks to leading technologies and expertise, and by empowering startups with new inventions in the field of AI and data science.

The lab is a 6 month Accelerator programme in Hong Kong that offers funding, AI technologies, network and working space to the prospective startups. It intakes 10 startups twice a year.

SenseTime will provide deep learning platform and AI solutions, Alibaba Cloud computing services, machine learning platform and IT support, and HKSTP will give support through their Incu-Tech programme with free working space.

"We created The HKAI Lab together with Alibaba and HKSTP in support of the calling for developing the Greater Bay Area into a distinguished technological center. The Lab will serve as a platform to bridge the academia and the industry, apply AI technologies to traditional industries, and promote broader collaboration between Hong Kong and the mainland. With this platform and leading AI solutions from SenseTime, we aspire to create new opportunities for young people in Hong Kong."

Prof Xiao'ou Tang, founder of SenseTime



AI Startups



Kristal.AI

Kristal.AI is a powered online asset management platform with an objective of “democratizing investments” and using technology to deliver asset management solutions that are safe, accessible, transparent and under client’s control.

In April 2018, they announced a \$1.85M seed round of funding led by IDG Ventures India, with participation from leading angel investors including Shailesh Rao (Senior Advisor -TPG, McKinsey) and Amit Gupta (Founding Partner, Newquest Capital).



Emotics

Emotics is a RegTech company that analyzes engagement with online content. They combine browser analytics with facial recognition and micro-expression analysis to provide previously unavailable levels of insight into employee behavior with use cases ranging from compliance training to conduct surveillance.



Clare.AI

Clare.AI empowers financial institutions with personalised digital assistant driven by artificial intelligence and natural language processing to provide 24/7 customer service. They build chatbots that not only can talk with clients, but also solve problems for them. Their proprietary NLP engine understands Cantonese and other Asian Languages with higher accuracy than what the rest of the market offers.

Their seed round in February 2017 was led by Zeroth.ai.



Set Sail Software (Chatbox.com.hk)

Set Sail Software is a Hong Kong-based development company, founded by a group of IT professionals who have international experiences in providing technology solutions including chatbots, mobile app, web applications, eCommerce websites and business process solutions. They offer an artificial intelligence platform for enterprise to build conversation robots ('chatbots') in Cantonese, Mandarin and English that can talk naturally with customers across various platforms such as WeChat, Messenger and mobile app.



Health Addiction / SmartRetail

Operating under two entities, Health Addiction operates close to 500 vending machines in HK and Singapore, and SmartRetail works with retailers and brands to develop their own automated retail platform.

Their business aims at disrupting the traditional vending machine business by creating a powerful IoT platform of smart automated retail machines, that also act as an interactive marketing platform with the use of artificial intelligence and big data.



Fund3

Fund3 is leading AI and machine learning development in the digital asset and blockchain space. They build highly predictive algorithms allowing us to separate signal from noise within new and unprecedented datasets. Their mission is to leverage machine intelligence to build a deep and thorough understanding of the digital economy.



Insight Medical Technology Company Limited

Insight Medical Technology Company Limited focuses on developing medical image analysis software together with large-scale platforms for automated processing of medical images. Their product is Deep Learning Image Analysis for Multiple Imaging Technologies like CT scan and MRI.



Clickful

Clickful is an online advertising solution for businesses in Asia. By leveraging machine learning, it is able to predict and deliver the best ad banner designs to increase click-through rates and sales conversions for a given company's target audience.

The platform also predicts ahead of time whether an ad will perform well and if not, automatically removes these ads to mitigate lost in advertising budget.



Intralogue Lexica

Lexica creates Virtual Assistant for clients across different industries. They optimise processes and automate operations in large institutions or organisations to be more efficient. It is their aim to reduce human effort, spending and time required for operations to be conducted with AI.

3

COMMUNITY BUILDER

- 3.1 Introduction
- 3.2 Community builders
- 3.3 WHub team



The Importance of Community Builders

Startups can't do it alone! Over the past four years a great number of community builders have been creating professional and social links within and to the ecosystem. Other than homegrown talent, our list also includes talent coming from other ecosystems around the world, such as Silicon Valley, Israel, China, Europe, and a lot more!

The continuous success of offline events, mentoring opportunities and online community platforms are providing value and making a lasting impact on entrepreneurs.

More connections

+ Quick access to quality feedback

+ Mentoring

Higher chance of success!

Community builders



Ada Lam

* Ecosystem partnership
at HSBC



Ada Yip

* Urban Spring
* WYNG43 Social
Investment



Alan Chan

* Vectr



Alex So

* Fastlane Capital
* Investor



Alice Schuett

*METTA



Amanda Tung

* ANX International
Blockchain



Anson Baliey

KPMG



Allan Zeman

*Metta LKF
* Lan Kwai Fung group



Bay McLaughlin

* Brinc



Ben Crox

* BarCamp
* Across Asia
Communications



Benjamin Joffe

* HAX



Benedicte N Nolens

* Circle
* GDF
* FTAHK



Betty Wong
* Communications
Lead at Google



Brian Tang
* Asia capital Markets
Institute
* Technovation



Brice De Matharel
* FrenchTech



Bryan Vaz
* PAD39



Carine Pin
* The Mills Fabrica



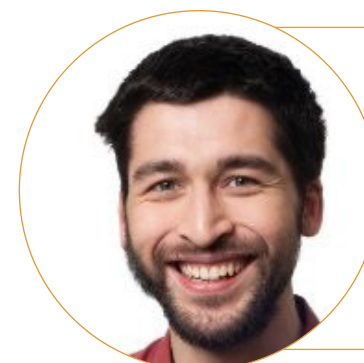
Carman Chan
* Click Ventures



Carmen Taubman
* Li & Fung Limited



Casey Lau
* Rise
* Blue Startups
* StartupsHK



Cesar Harada
* MakerBay
* Protei (product)



Charles D'Haussey
* InvestHK



Charles Lam
* FinTech Lead
* Cyberport HK



Charles Ng
* InvestHK



Cindy Chow
* Alibaba
Entrepreneurs Fund



Chin Yung LU
* StartMeUpHK
Invest Hong Kong



David Chung
* Innovation and
Technology Bureau



Donny Siu
* HKUST



Edward Yau
* Secretary for
Commerce and
Economic Development
of Hong Kong



Elaine Tsung
* Garage Society
* Eaton House



Emma Ho
* Entrepnr



Eugenia Lo
* SOW Asia



Fabrice Fischer
* Blu Ltd
* AI and Cloud



Felix Lam
* Red Chapel Advisors
* 43 Ventures



Felix Wong
* TechStars
* Startup Weekend
Hong Kong



Henek Lo
* Hype Asia



Henri Arslanian

* PwC
* RegTech
* FTAHK



Holger Bartel

* Webconf.asia
* HarbourFront HK



Iain Reed

* Angel Committee
British Chamber



James Kwan

* Jumpstart Magazine



James Lloyd

* EY, FinTech



Jan Smejkal

* Startup Grind APAC



Jayne Chan

* StartMeUp HK
* InvestHK



Jessie Lam

* Brinc



Jo Hayes

* The Women's
Foundation



Juliet O'halloran

* Savvy Global



Keith C.M. Ng

* Startup Grind HK



Karena Belin

* WHub
* WoW of AWA
* YPONG+ * FTAHK
* TiE Hong Kong



Karen Contet Farzam
*WHub
*FinTech Association
of Hong Kong
* French Foreign Trade
Advisor



Kevin Wong
* Bluebell Group of
Companies



Kristina Ernst
* German Chamber
of Commerce



Kyle Ellicott
* ReadWrite Labs



Lawrence Morgan
* Nest



Leroy Yau
* 43 Ventures



Lukas Petrikas
* HKEX



Mary McHale
* BD Asia of Equinix



Mart Van de Ven
* Droste



Matthieu Bodin
* Techstars



Medhy Souidi
* Privé Technologies
* FTAHK
* Mettā
* Technovation Challenge



Minesh Pore
*Startup Launchpad



Mo Harvey
* FinTech
* Enterprise Ireland



Neil Orvay
* British Chambers



Nelson Chow
* HKMA



Nicholas W. Yang
* Innovation and
Technology HK



Nicole Denholder
* Next Chapter Ventures



Nio Liyanage
* Accelerate



Padraig Walsh
* Tanner De Witt



Patrycja Slawinska
* LoyaltyTech
* HealthTech Asia
* FinTech



Pedro Pimentel
* Why innovation !
* CodaholicsHK
* HKCodeConf



Peggy Poon
* The Work Project



Peter Mok
* HKSTP



Peter Yan
* CEO Cyberport
Hong Kong



Rafal Czerniawski
* Betatron
* HEX Capital



Ray Cheung
* NEST
* CityU of HK



Raymond Chu
* HK Polytechnic Uni
* HK Design Centre



Riva Hiranand
* WeWork HK



Roland Yau
* CoCoon Ignite
Ventures
* L.P.



Sam Ameen
* Forbes
* HEX Capital
* Betatron



Sonalie Figueiras
* Green Queen HK;
* Ekowarehouse



Stefano Passarello
* P&P Ltd



Stephen Barnes
* HK Visa Centre



Stephanie Lau
* Women in Tech
* Bloomberg LP



Steve Monaghan
* Gen.Life Ltd



**Syed Musheer
Ahmed**
* FinTech Association
of HK



Sze Lok Chan
* AWS



Tak Lo
* Zeroth.ai



Theodore Ma
* Cocoon Ignite Ventures



Thomas Hui
* TheDesk



Tiffany Wan
* Tencent WeStartHK



Tim Chan
* HelloReporter



Tony Á Verb
* Greater Bay Ventures & Mettä



Tytus Michalski
* Fresco Capital



Verlebie Chan
* Microsoft



Yannick Even
* Swiss Re



Winnie Tang
* Smart City



Yat Siu
* Outblaze
* Animota

WHub team



Karena Belin

Co-Founder & Chief Executive Officer

Karena Belin co-founded WHub out of passion to foster & grow the startup ecosystem. Since 2013, she has been leading the startup scene as a speaker, mentor & judge at events & organisations such as WebSummit, RISE Conference, Google EYE, Tech Open Air Berlin, Techstars programmes, TechSauce, Asia Pacific Week, Seedstars, global YPO YNG+ etc. She holds a double diploma in business & administration from the University of Mannheim & the MBA business school ESSEC in Paris. Previously, she has worked 15 years for P&G in various roles throughout Finance, Sales, Strategy & Management across Europe, Asia & Greater China.



Karen Contet Farzam

Co-Founder & Chief Hustling Officer

Karen Contet Farzam, co-founder of WHub - Hong Kong's biggest startup community, is passionate about technology & startups. Immersed in the startup scene, she is founding board member of the FinTech Association of Hong Kong, French Foreign Trade Advisor, Community Leader for Techstars, Accelerator Programmes Mentor, International Conference Speaker, FrenchTech Ambassador & WomenWhoCodeHK Founder. Karen has a French / Canadian engineering diploma & Master in Finance International from HEC Paris. Karen has worked in Asia for 13 years, starting in Tokyo as JP Morgan Exotic Equity Derivatives Trader to an IoT Startup Software Engineer.



Gram Milosevic
Chief Technology Officer & Alchemist

Bringing the community together 1 byte at a time. Developer, Entrepreneur, & hobbyist workshop creator. Gram has been developing for going on 17 years in various languages & different domains. He is the guy you ask for your CSS box alignment issues, javascript events not firing, & Ruby/Python vs Java/C#. He also spends a lot of time helping & guiding others with development & agile best practices. He is an avid moderator, has spoken on many panels & conducted many seminars in Hong Kong related to Development, Security & Digital Transformation.



Samantha Lee
Digital Marketing & Content Manager

Sam is a Canadian-born local in the cosmopolitan hub that is Hong Kong. She loves mingling, is passionate about cultures & social histories, & is constantly hungry for challenges, exploration (& food). A Grade 10 Chinese Dancer, & an ex-Team Captain of the only Lion Dancing Team in HKU, Sam is a graduate from the University of Hong Kong with a Bachelor Degree in English & French, & a Post-Graduate Diploma in English. She has also received her education in Toronto (Canada), Nancy (France), Exeter (England) & Brisbane (Australia) as well.



Aigul Safiullina
Community & Partnership Manager

Aigul is a multilingual community builder, journalist and eco-preneur. Combining her writing and community engagement skills, she's created & facilitated brand storytelling for the startups in Russia, Slovenia, Argentina, & Hong Kong. Aigul organizes events ranging from small meetups to big scale conferences. She is also a co-founder at Zero Waste Life, HK based startup & community educating the need for circular economy through the coaching programmes and workshops. Aigul is passionate about social impact, environment and trail running.

4

GOVERNMENT SUPPORT & UNIVERSITIES

- 4.1 Introduction
- 4.2 Government organizations
- 4.3 University programmes and competitions



Government & Universities

Realising the importance of entrepreneurship on Hong Kong's future generations, the government is consolidating the programmes and organisations it controls to provide more resources, more activities and more visibility. Laws are being passed to make Hong Kong more prone to foreign investment and talent, such as universities are joining the movement by creating new programmes to encourage entrepreneurship.

Government Organizations



InvestHK

InvestHK works with overseas and Mainland entrepreneurs, SMEs and multinationals that wish to set up an office – or expand their existing business – in Hong Kong. They offer free advice and services to support companies from the planning stage right through to the launch and expansion of their business.

InvestHK's mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong.

StartMeUpHK

A platform and resources listing the latest startup events and information on government incentives and incubator schemes.

The StartMeUpHK Festival organized by InvestHK is an annual week-long event to celebrate Hong Kong's vibrant startup ecosystem.

HKSTP

Hong Kong's largest R&D centre and leading incubator. HKSTP enables the city's innovation and technology ecosystem to thrive by providing end-to-end value-added services and connecting startups with investors and industries.

Cyberport

A creative digital cluster that nurtures ICT industry startups and entrepreneurs, promotes collaboration to gather resources and creates business opportunities.

Their priorities include inspiring the younger generation to embrace a culture of innovation by building an ecosystem where technology enterprises thrive.

HKTDC

The Hong Kong Trade Development Council (HKTDC) was established in 1966 and is dedicated to creating opportunities for Hong Kong's businesses by connecting SMEs to business partners around the world. It is governed by a 19-member council of business leaders and senior Government officials. It also owns a coworking space, Coffice.



Invest HK

Invest HK

InvestHK's vision is to strengthen Hong Kong's status as the leading international business location in Asia. Their mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. In all their services, they apply the following corporate values: passion, integrity, professionalism, customer service, business friendliness and responsiveness.

They work with overseas and Mainland entrepreneurs, SMEs and multinationals that wish to set up an office – or expand their existing business – in Hong Kong.

Invest HK publications and website provide information useful for a startups preliminary planning. In addition, the organisation offers specific advice, including:

- Sector-specific business opportunities
- Business incorporation procedures
- Tax and business regulations
- Business matching services,
- Advice on government initiatives and grants



InvestHK

The Government of the Hong Kong
Special Administrative Region



Peter Y Chuang

StartmeupHK



InvestHK launched StartMeUpHK to create a buzz among entrepreneurs in the local and overseas startup communities in June 2013. Since 2014, InvestHK has been running the StartMeUpHK Festival, an annual weeklong event which assembles key conferences, workshops, exhibitions, pitching competitions and networking opportunities.

The latest #StartMeUpFest2018 was held from January 29- February 18. It is a platform for startups, investors, and the community to connect with thousands of startups, investors, accelerators, incubators and other community partners, both local and from around the world in one place. During the StartMeUp Festival, WHub organized the **Un-Conference** for innovators from startups and corporates to meet, learn and share ideas.

At its core is the promotion of Hong Kong as a startup destination:

- To **connect and encourage collaboration** between overseas entrepreneurs and Hong Kong-based startups
- To provide a one-stop platform for overseas startup entrepreneurs setting up in the city
- To propel the development of **Hong Kong as a leading destination for entrepreneurship and innovation**

During the festival, WHub also organized a Job Fair to connect the best HK-based startups with talent, bringing together undergraduates, graduate students and seasoned professionals to one event, exclusively for startups: 1,200 Attendees, 25+ Startups, 150+ Opportunities.



HKSTP

Incu-Tech
科技.創業.培育

HKSTP Incubator - Tech

Incu-Tech is an incubation programme designed for technology startup companies.

- No equity stake
- Financial aid : max HKD 60,000
- 3-year programme

Target Industry

IT & Telecommunication/
Electronics/ Precision
Engineering

Incu-Bio
生物科技.創業.培育

HKSTP Incubator - Bio

Incu-Bio is an incubation programme designed for biotechnology startup companies that require wet lab.

- No equity stake
- Financial aid : max HKD 240,000
- 4-year programme

Target Industry

Bio-Tech/ Therapeutics/ Chinese
Medicine/ Medical Devices/
Diagnostics

Incu-App
網動科技.創業.培育

HKSTP Incubator - App

Incu-App is an incubation programme which aims to provide support to web/ mobile application technology startups.

- No equity stake
- Financial aid : max HKD 180,000
- 18-month programme

Target Industry

Web based applications
Smartphone/Web based Apps.

HKSTP also offers a Soft-Landing Center with center facilities and services, as well as business & promotion support and matching with related partners. More information [here](#)

Programme Details

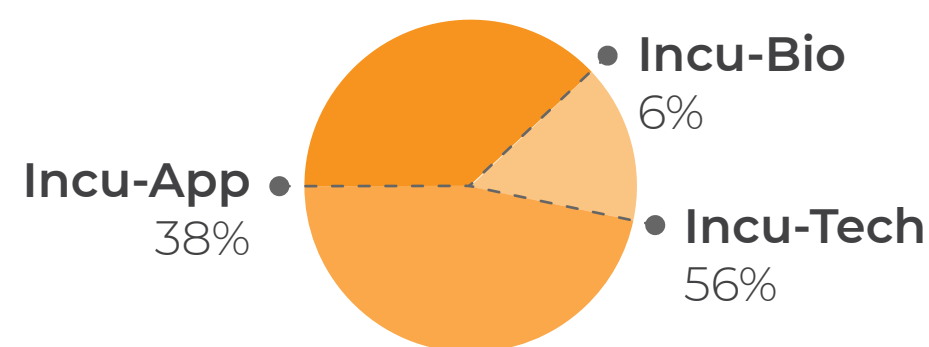


Current Incubatee Alumni

540 Technology graduates
310 Still in business
4 IPOs in Hong Kong

Financial Aid Package

Incu-App **HK\$60,000**
Incu-Tech **HK\$180,000**
Incu-Bio **HK\$240,000**



Fundraising



Over **HK\$3,960** million
from angel/venture
capital and 550+
technical awards

Leading Enterprises Acceleration Programme (LEAP)

An acceleration programme to nurture:

- Current and graduated members of HKSTP's Incubation Programmes
- Current tenants of the Science Park

Aim:

- Scale the companies regionally and globally
- Prepare them for eventual IPO or M&A

HKSTP also partnered with HSBC and the Hong Kong Business Angel Network (HKBAN) and launched in December 2017 SPRINTER, a two year programme to accelerate 120 technological companies.

HKSTP and Wheelock Properties Ltd launched in Admiralty the @Wheelock Gallery that incubates technology startups with a 6,000 square foot space, focusing on investment pitching, business matching and industry and technology transfer and exchange for early-stage startups.

Cyberport Incubation Programme

Cyberport supports entrepreneurs and startups with resources that aim to accelerate their growth

Incubatees get up to HK\$330,000 support over 24 months in addition to a range of business and professional services.

Digital tech related product / service solutions

Cyberport Creative Micro Fund

Sponsors high potential digital tech start-up projects and business ideas with a HK\$100,000 grant.

Participants use the grant over six months to produce proof of concepts and prototypes.

Cyberport Smart Space FinTech

Launched in December 2016, Cyberport dedicates their 35,000 sq ft co-working Smart-Space for FinTech startups and companies. It includes an information lab, FinTech Service corners and training room.

Selection Criteria:

- Management team ability
- Project creativity and innovation
- Market viability
- Benefit to Hong Kong's digital tech industry

Application deadline:

- Intake October 2018: 1st August 2018
- Intake February 2019: 3rd December 2018

Click [here](#) for more information

Cyberport Macro Fund

An investment fund which targets to **co-invest** with other private and public investors in the Cyberport digital entrepreneurs

- Initial size of **HK\$200M**
- Provides seed to Series A funding to Cyberport digital entrepreneurs
- Promotes the development of the venture capital ecosystem for digital entrepreneurs in Hong Kong.

HKTDC

The Hong Kong Trade Development Council

Established in 1966, HKTDC is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 50 years of experience, its mission is to explore opportunities for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and connect them with business partners around the world.

HKTDC SME Center

Located at the Hong Kong Convention and Exhibition Centre, the HKTDC SME Centre provides you with all the resources you need to do business. Spanning 16,000 sq ft over two levels, their centralised resource and interactive service centre offers a comprehensive business library, meeting areas, function rooms, state-of-the-art facilities and business support services. It also serves as a one-stop shop for HKTDC to introduce comprehensive services in export marketing to small and medium-sized enterprises (SMEs).

HKTDC Entrepreneur Day

HKTDC E-Day took place on 17th-18th May 2018 at the Hong Kong Convention and Exhibition Centre. It was the annual event's 10th anniversary, and happened during the **International Startup Week**.

HKTDC E-Day is an entrepreneurial event offering startups opportunities and services like latest trends, market information, connections and funds. It had over 270 exhibitors and 17,680 visitors.



HKMA

Hong Kong Monetary Authority



HONG KONG MONETARY AUTHORITY 香港金融管理局

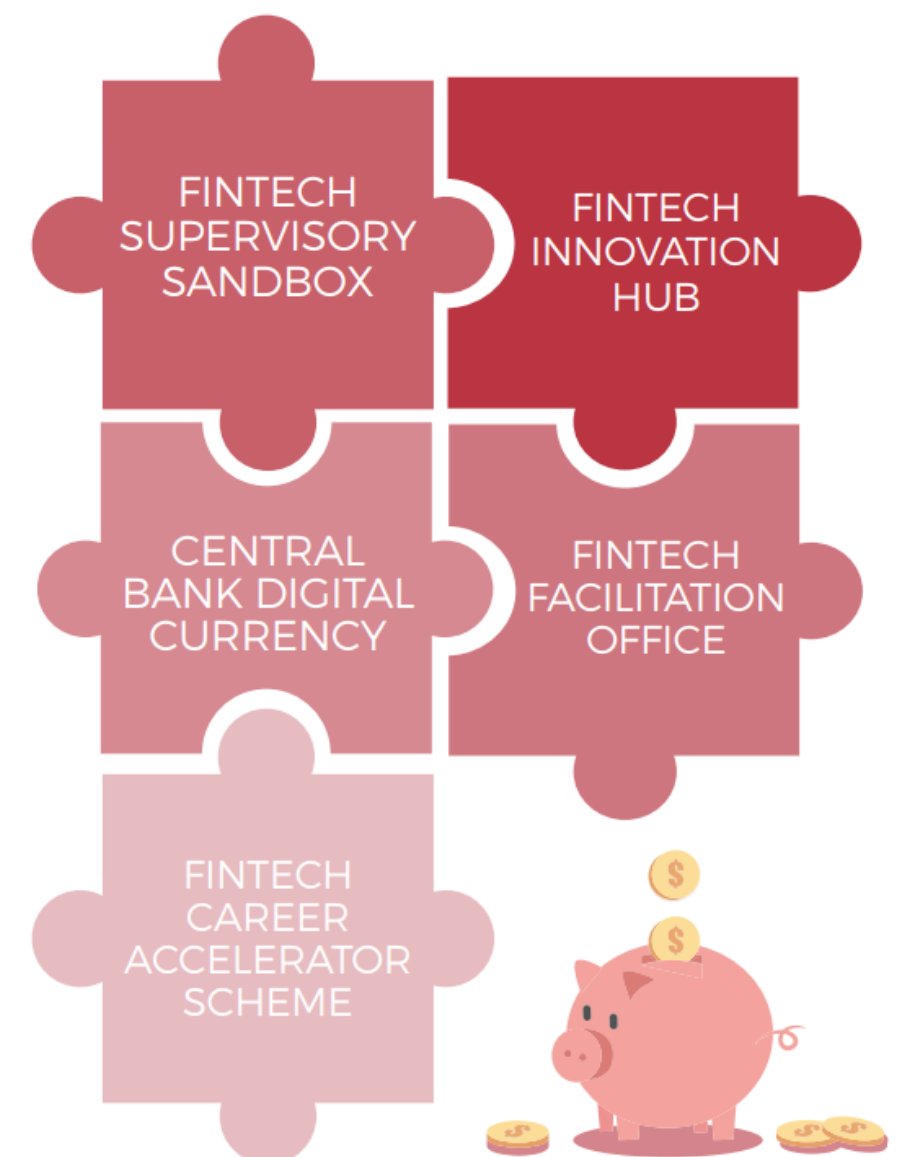
The HKMA is the Government Authority in Hong Kong responsible for maintaining monetary, financial and banking stability and development.

HKMA has been taking an active role to support the development of technological innovations. Notably, in the payment sector, HKMA is proactively encouraging technologies such as e-Cheque, the Electronic Bill Presentment and Payment (EBPP) system, and Near Field Communication (NFC) mobile payments.

The HKMA “Faster Payment System” (FPS) is an initiative that supports the use of mobile phone numbers or email addresses to pay in HK dollar and Renminbi: will be launched in September 2018.

HKMA established a **FinTech Innovation Hub** with ASTRI as well as a **Supervisory Sandbox** that permits banks to conduct proof of concept trials and services.

HKMA collaborates with the banking, the SVF industry and the FinTech communities to explore the application of new technologies to financial services and to facilitate the healthy development of the industry.



The Securities and Futures Commission (SFC)

FinTech Contact Point

The Securities and Futures Commission (SFC) has established the FinTech Contact Point to enhance communication with businesses related to the development and application of FinTech in Hong Kong. Operated by the Risk and Strategy Unit of the CEO's Office, FinTech Contact Point helps FinTech stakeholders in better understand the framework and regulatory environment in Hong Kong.

FinTech sub-sectors that are of interest to the SFC:



Financial product investment and distribution platforms



Financing platforms (Peer-to-peer lending and equity crowdfunding)



Distributed ledger technology



Big data, data analytics and artificial intelligence



Automated trading systems



Compliance, risk, and regulatory technologies



Cyber and data security technologies



More information in [Fintech Toolbox](#)



Rawpixel

University programmes and competitions



香港大學

THE UNIVERSITY OF HONG KONG

Departments

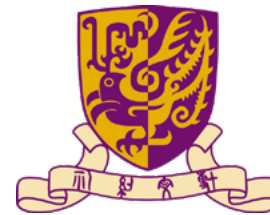
- Technology Transfer Office
- HKU Knowledge Exchange

Programmes

- Technology Startup Support Scheme
- TechHKU
- HKU Dreamcatchers

HKU's newly launched Entrepreneurship series

- Medtech Hackathon HK 2018
- 2018 DreamCatchers 100K
- Entrepreneurship Academy 2018
- 3 FinTech Moocs : <https://www.edx.org/school/hkux>



香港中文大學

The Chinese University of Hong Kong

Departments

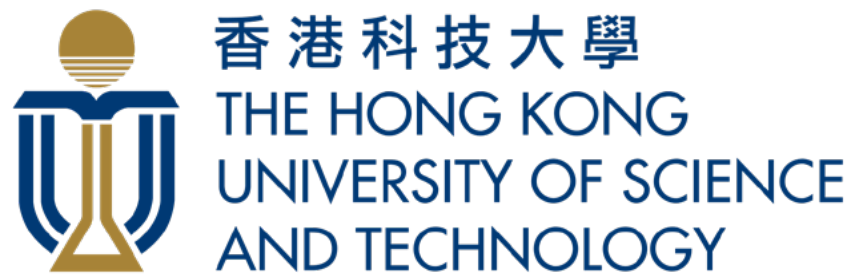
- Centre for Entrepreneurship
- CUHK Center for Innovation and Technology

Programmes

- Hong Kong Social Enterprise Challenge
- Incubation Support
- Vice-Chancellor's Cup of Student Entrepreneurship
- CUHK Pre-Incubation Centre



Abby Chung



Departments

- [HKUST Entrepreneurship Center](#)
- [The Base @HKUST](#)

Programmes

- [HKUST One Million Dollar Entrepreneurship Competition](#)
- [AEF Student Startup Grants](#)
- [Entrepreneurship Acceleration Fund](#)
- [HackUST](#)



Departments

- [CityU Enterprises Limited](#)
- [Innovation Commons @ CityU](#)

Programmes

- [CityU-HKSTP Incubator Scheme](#)
- [Student Contest Support Fund](#)
- [CityUE Investment Fund](#)
- [Student Early Entrepreneurship Development Scheme](#)
- [Technology Start-up Support Scheme for Universities](#)



Startup Stock Photos



Departments

- PolyU Institute for Entrepreneurship (IfE)
- Good Seed @PolyU

Programmes

- PolyU Micro Fund
- Tech Incubation Fund (TIF) Scheme @PolyU
- Tech Launchpad Fund Scheme
- IfE and J.C.DISI - Good Seed Training and Funding Plan



- Knowledge Transfer Office @ HK Baptist University
- Business Entrepreneurship Support and Training Programme



5

INCUBATOR & ACCELERATOR PROGRAMMES



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Incubators & Accelerators

Hong Kong used to have only a handful of incubators and accelerators a few years ago. The early movers include the government-backed incubation programmes, followed firstly by corporate acceleration programmes backed by big corporates and MNCs (Multi-National Corporations).

It has now a large number of intense three to six months acceleration programmes run by privately owned companies specializing in educating a new breed of entrepreneurs. This includes homegrown, as well as programmes from international players.

On top of mentorship and space, these programmes provide funding and include access to an international audience. They also come in the forms of startup studios or venture builders, supporting or even replacing parts of a startup's necessary functions, processes and/or talent.

SuperCharger

FinTech



SuperCharger is powered by Standard Chartered Bank, Fidelity International, and supporting organizations like Baker McKenzie, VISA, Microsoft, HKEX and Thomson Reuters.

- ▶ Hong Kong's first home-grown FinTech accelerator.
- ▶ The programme's mission is to supercharge Asia's FinTech scene.
- ▶ Doesn't take equity.
- ▶ 12-week programme, runs every year from January to April, hosting 8 companies per year.
- ▶ Accelerated 36 startups in 3 years

SuperCharger has moved to accelerate startups in Malaysia, the current programme runs from Sep to Nov 2018.

For more information get in touch via hello@fintechsupercharger.com

The company's portfolio

1st programme: Amareos, Funding Societies, Gatecoin, Neat, EKO, Jade Payments, Microcred Baobab

2nd programme: Clare.AI, FORIS, FinChat, Bambu, Entersoft, KYC-Chain, Squirro, XNotes Alliance

3rd programme : Gini, AIZEN, cyberProductivity, Investment Navigator, Enforc'd, Know Your Customer, Exate Technology, Mindbridge, Fundpark, vPhrase

More information

www.fintechsupercharger.com

FinTech Innovation Lab

FinTech



The FinTech Innovation Lab Asia-Pacific is a 12-week programme that helps early to growth stage startups refine and test their value proposition with the support of world leading financial institutions.

- ▶ 23 Partnering Financial Institutions
- ▶ Doesn't take equity
- ▶ 12-week residential programme
- ▶ 3 cities including New York, London, Hong Kong
- ▶ 8-10 startups per cohort
- ▶ Investor Day for the 5th cohort will be held on October 25, 2018
- ▶ More than 30 different countries of applications
- ▶ US\$288M+ funding raised by alumni to date
- ▶ 436 Jobs created
- ▶ 33 Alumni

2018 Cohort: Bereev, BetterTradeOff, Checkbox.ai, Gekko Lab, Hyper Anna, Know Your Customer, NoPassword, Tookitaki



Interested startups can join our network via FintechAPinquiry@accenture.com

Sprinter

FinTech



Sprinter is a two year programme for FinTech startups with two tracks: the Entrepreneur track, and the Business Angel track.

Sole Sponsor : HSBC

Organizer : HKSTP

Co-organizer : Hong Kong Business Angel Network

- ▶ Entrepreneur track:
 - Comprehensive training : business model, finance and law, pitching workshops
 - Seven months Business Development and Fundraising Services: professional consultation, investment and business matching
- ▶ Business Angel Track :
 - Gain knowledge of angel investors or future angel investors
 - Conferences, seminars and other activities
 - Innovation and technology, market development and investment regulations

For more information <http://www.sprinter.hk/>

DBS accelerator

FinTech



The DBS accelerator scales startups with FinTech solutions by focusing on facilitating commercial collaboration with the bank.

- ▶ Powered by Nest
- ▶ Open all year-round with new areas of focus throughout the year
- ▶ No initial equity stake
- ▶ Onshore and offline programme format

[Visit the website](#)



Ping An

FinTech



Ping An is an acceleration programme designed to empower Finance + Technology founders.

- ▶ 3 month acceleration programme
- ▶ Based in Futian, Shenzhen.
- ▶ Provides startup founders with education, tools and resources
- ▶ To validate, reinforce, scale and localize their businesses behind the strength of the Ping An brand.





Launched in 2014, Brinc's accelerator programmes ensure early-stage IoT, Connected Hardware, Drones, and Robotics companies they get the early pieces of their businesses built right. They invested in 43 startups from 20 countries

and reviewed 5,000 applications from 65 countries. In strictly financial terms, teams that graduate from Brinc's accelerator programmes go on to raise an additional \$1.9 million USD in funding and increase their valuations by 3X.

Global accelerator programme of IoT and Connected Hardware Programme

- ▶ Located in Hong Kong, China, Spain and Bahrain
- ▶ Four month programme with three month online support and one month trial period
 - In Hong Kong: Brinc invests \$100 000 in exchange for 8-13% equity
 - In Bahrain: Brinc invests \$25,000 - \$60,000 USD for 8 - 13% equity (MENA Accelerator Cohort)
- ▶ 29 Teams graduated
- ▶ Total of 43 investments across 22 countries

Drone and Robotics acceleration programme

- ▶ Four month programme: Two months of online support, One month trial period in HK, and a couple of weeks in Barcelona in the Barcelona Drone Center to test the UAV technology
- ▶ 8-13% in common shares for \$70,000 and full support
- ▶ Charge \$30,000 programme fee for participation
- ▶ Gives a boost to startups to develop technologies using drones and robotics

Brinc also helps startups with their China manufacturing needs. They project, manage and quality control the product developments of startups in China, companies saving an average of 30-50% on their bill of material costs. They are the only manufacturing services company certified by both Kickstarter and Indiegogo.



Founded in 2013, ReadWrite Labs is an industry catalyst that accelerates the growth of the Business of Things by connecting the people, companies, and financing that are shaping the connected world. Their content, research, and events provide insight and inspiration to the world's most innovative IoT companies, entrepreneurs, and investors.

With offices in San Francisco, Hong Kong, and Shenzhen, ReadWrite Labs has helped to develop more than 100 companies and has built a community of 500,000+ people interested in the new digital transformation centered around the Internet Of Things (Connected Cars, Smart Homes, AR/VR, FinTech, and APIs).

How to apply

Founders can apply and join programmes in Hong Kong and San Francisco through

www.readwritelabs.com

- ▶ Offers a 4 Week boot camp accelerator that occurs 3 times every year in each location (San Fran, HK, Shenzhen).
- ▶ Raised a total of more than US\$120 million and their crowdfunding campaign success rate is of 100%
- ▶ After the startups graduate from ReadWrite Labs programmes, they have continued access to readwrite labs network, resources, education, opportunities and events

HKAI Lab

Artificial Intelligence (AI)



HKAI Lab is a 6 month accelerator programme for early stage AI startups to commercialise technologies and projects.

- ▶ Accelerates 8-10 startups per cohort and 2 cohorts per year
- ▶ Direct access to GPU-powered supercomputers
- ▶ Offers seed funding : US\$100 000 in exchange for 6% equity

HKAI Lab is entirely funded by the Alibaba HK Entrepreneurs Fund and SenseTime. It also receives support from HKSTP, Alibaba Cloud, and Alibaba DAMO Academy.

Zeroth

Artificial Intelligence (AI)



Zeroth.AI

Zeroth.ai is a Hong Kong-based accelerator that focuses on working with early-stage AI startups in Asia.

- ▶ Focused sectors: Edge Computing, Natural Language, Autonomous Vehicles, AgTech, Human-Machine Interface Technology
- ▶ US\$120,000 Investment in exchange for 11-12% equity in common stock
- ▶ 3 cohorts : recently accelerated 10 startups in their 3rd #ZO3 batch
- ▶ Areas of interest : Cybersecurity, Medtech, Voice and Speech/NLP, Logistics, Agtech, Robotics

The Cage

Fashion

Lifestyle



The Cage, powered by The Lane Crawford Joyce Group, is a unique 12-week ignition and development programme that offers commercial opportunities and has tailor-made business mentorship to two winning early stage start-ups developing technologies that apply to fashion and lifestyle retail. Start-ups must support the theme of "enhancing the customer experience"

- ▶ Focuses on early stage startups
- ▶ No equity stake
- ▶ 12 week co-working space and supporting infrastructure and HK\$50 000 prize money

SoInSoGood

Social tech

Green tech



SoInSoGood (SISG) is a 6 month social-tech incubation programme that focuses on early-stage social-tech and green-tech startups tackling social and environmental issues through technological solutions.

- ▶ 8 startups per cohort with a total of 25 startups accelerated over the past 3 years.
- ▶ SISG takes no equity, no charge. It dedicates 750 000 HKD to Social, Green and Tech innovation.
- ▶ SISG is the result of a partnership with The Hong Kong Science and Technology Park and Groupe SOS, one of the major Social Entreprises in Europe. Their programme is fully funded by the Hong Kong Jockey Club.
- ▶ SISG also has a Social Innovation programme specialized in training underprivileged youngsters from age 14 to 29 by supporting them throughout their project for the better of Hong Kong.

SOW Asia

Social tech

Green tech



SOW Asia helps enable and empower social businesses to be ready for investment.

- ▶ Assesses companies
- ▶ Executes necessary changes
- ▶ Showcases improved businesses to investors
- ▶ Two cohorts per year. Each cohort lasts for five months
- ▶ The programme comprises:
 - Tailored workshops
 - One-on-one business consultancy sessions
 - Peer sharing/learning sessions
 - Practice pitches and a final pitch

SOW Asia has, so far, organised 10 investors' pitch nights and accelerated over 60 social enterprises.

Kaleidoscope Lab

Lifestyle

Luxury



The Hongkong and Shanghai Hotels, Limited opens applications for “Kaleidoscope Lab”, a bespoke ignition programme for startups.

The 12-week mentorship-driven programme is the first of its kind in Hong Kong, is organised in collaboration with Stanford Research Institute, and will define what's next for luxury hotels.

To be a part of the first cohort startups are invited to apply to the 12-week mentorship-driven 2019 programme [here](#).

The programme will run from late January 2019 to April 2020 with a pre-pitch briefing event in early December 2018. For selected applicants, a main pitch and demo evening will be held in January at The Peninsula Hong Kong.

Jockey Club CarbonCare Open Innovation Lab

Green tech



香港賽馬會
The Hong Kong Jockey Club

JC COIL Incubation Programme : an eight-month programme that equips climate innovators with necessary knowledge and skills to develop their green projects.

Launched in 2015 and incubated 12 InnoTeams

- ▶ April to June : InnoFest : workshops, seminars and outings
- ▶ May/June : a 2-day Bootcamp with team formation and idea building workshops
- ▶ July : training with professional guidance to develop the project ideas
- ▶ Pitch in August 2018 : 4 teams selected that receive HK\$8000 and proceed to Project Idea Testing in September and November - developing their product
- ▶ Final Pitch in December with up to HK\$50 000 cash award to launch their final project.

www.coil.hk/en

DBS Social Innovators

Social tech



Funded by DBS Foundation, and managed by the Hong Kong Council of Social Service.

Objective: Engage and connect social innovators from different sectors to drive social innovation through the use of design and technology .

Four stages:

- ▶ Idea
- ▶ Pitchathon
- ▶ Idea Acceleration
- ▶ Final Pitch

Over 30 participants since its launch in 2015.

dbsaccelerator.wpengine.com

The Mills Fabrica by Nan Fung Group

Fashion

Textile



The Mills Fabrica is dedicated to creating techstyle startup success stories.

The Mills Fabrica Incubator is a 12-months incubation programme providing tailor-made support based on the needs of each incubatee. They give startups better exposure, connections to key industry partners or general advisory relating to financial, business strategy or legal and other matters. Applications are accepted throughout the year.

Examples of startups they work with

- ▶ ORII is a voice-powered smart ring that allows you to interact with your phone's voice assistants through bone-conduction technology.
- ▶ GOXIP: The "shoppable Instagram" app that allows you to find and shop the fashion items you are looking for, from any picture using AI image recognition.
- ▶ Find out more [here](#)

Techstars

Tech

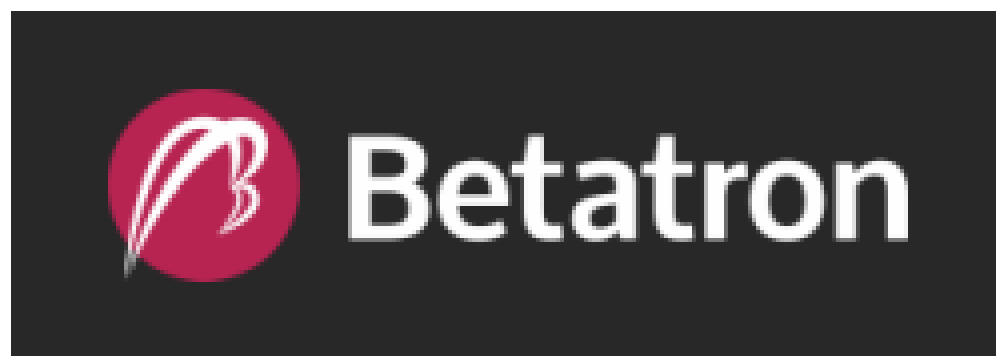


Techstars helps entrepreneurs succeed. Through the Techstars Worldwide Entrepreneur Network, founders connect with other entrepreneurs, experts, mentors, alumni, investors, community leaders, and corporations to grow their companies.

- ▶ Techstars operates under four divisions: Techstars Startup Programmes, Techstars Mentorship-Driven Accelerator Programs, Techstars Corporate Innovation Partnerships and Techstars Venture Capital Fund.
- ▶ **Acceleration programme** : 90 days of personal mentorship, access to a network of entrepreneurs including more than 10,000 mentors; 2,700 investors; 1,200 alumni companies and 180 staff members, Demo Day exposure.
- ▶ **Pre-accelerator programme** powered by the MTR: #propUP. It is an 8-week programme driven by mentors and rooted in Customer Development methodology.
- ▶ Find out more at www.techstars.com

Betatron

Tech



A Hong Kong-based non-vertical accelerator programme, providing funding for startups.

- ▶ Four-month programme
- ▶ Simple Agreement for Future Equity, set at a maximum of 8% depending on the startup valuation at the time of conversion.
- ▶ Accepts startups from HK and overseas
- ▶ Startups receive US\$30,000 funding, a dedicated workspace at the 'Betatron Lab' at Naked Hub, and will be given hands-on mentorship.

Apply for cohort 4 for Q4 2018

HYPE ASIA

Fintech

Edutech



HYPE are Venture Builders who specialize in working with startups for their Asia Expansion efforts in Greater China, Korea, Japan and Southeast Asia.

- ▶ They are 10 operators with backgrounds of working with Airbnb, WeWork, Google, SnapAsk and Carousell - currently have offices in HK, Seoul and Singapore
- ▶ Targeted sectors: consumer tech, 2-sided marketplaces, FinTech, EduTech and ICO projects
- ▶ Typically take 6 months to fully build out a new market depending on the complexity, budget and scale
- ▶ They will form the landing strategy, operate/hire the team and achieve specific metrics pre-agreed with the startup

For more information, please contact Hype Asia
contact@hypeasia.co

FB Start

Startup Launch



FBStart is a global programme that offers startups with year-round technical support.

- ▶ Teamed up with StartupsHK, Metta, Cyberport
- ▶ Offers mentorship, training workshops, networking events, free tools, and year-round mentorship opportunities

Two tracks are available :

- ▶ Helping startups bootstrap (grow their app)
- ▶ Helping startups accelerate their business

Hong Kong Design Centre's Incu programme

Design



The Hong Kong Design Centre's Incubation programme is a 2 year programme to nurture early-stage design startups with hardware and software support.

- ▶ Target Industry: Product/Fashion/Branding or Packaging/ Jewelry/Visual or Spatial arts/Media and Communication/Interior or Architecture
- ▶ Supported and funded by CreateHK
- ▶ 44 incubatees
- ▶ Over 150 graduated companies
- ▶ Offer HK\$500K Support for Each Selected Design Startup
- ▶ Eligibility: Early-stage startups from the design discipline with not more than three years of establishment

STARTIT.asia

Smart City

Green tech



STARTIT is an acceleration programme that focuses on Food Tech, Sustainability, Smart City, Green Tech and Circular Economy that promotes the international expansion process for Italian high potential startups in Asia. It is organized by the Consulate General of Italy and the Italian Chamber of Commerce.

- ▶ 5 Italian startups selected for them to break into the Asia Market.
- ▶ Week-long immersion programme in Hong Kong and Shenzhen from the 26th May - 2nd June
- ▶ One startup awarded the final prize : a 6 month incubation programme and business matching services in Hong Kong and Shenzhen.

INFINITI LAB

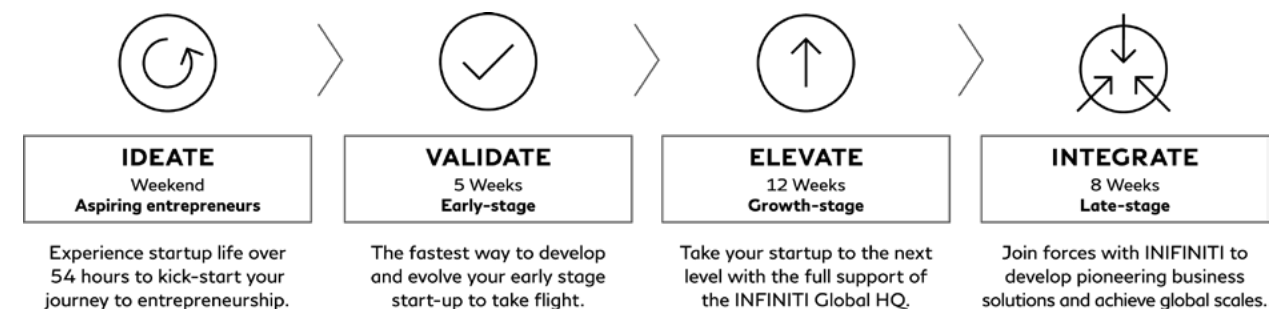
Smart City

Retail tech

LAB INFINITI

INFINITI LABS is a global accelerator that helps entrepreneurs achieve success. Their programmes give startups expert mentoring and access to an unrivalled network of partners and investors. INFINITI LAB offers four unique programmes, run in locations around the world, to support startups at any stage on their path to success.

- ▶ No initial equity stake
- ▶ 4-12 week programmes designed to support early to growth stage startups. Past programmes include Smart Cities, IoT, and RetailTech



More information about INFINITI LAB can be found at www.infiniti.com/lab

LIME HK

Digital



LIME HK offers two programmes : for early-stage startups (idea-prototype) and mature stage startups (raised at least series A with over US\$400 000 revenue) in Digital/ Technology.

- ▶ 3-6 weeks depending on stage of startup
- ▶ Does not offer seminars but is a partner
- ▶ Offering mentorship, financial and accounting advice, more than 15 work spaces, legal consultation support, direct investment and demo day/private pitching.
- ▶ More than 200 startups graduated with more than 1000 mentors

Find out [more](#)

Ablaze

Marketing

Media

Content



For startups in the industries of travel, eat and dine, teens, fashion and lifestyle, beauty and women segment, and parenting / and relevant to media, marketing and consumer segments.

- ▶ 6 month full-time programme
- ▶ 4-6 startups selected in each intake batch : Nov / March / Jul
- ▶ HK\$500K+ media exposure through their partner New Media Group's network and access to co-working space and mentorship, and connecting to funding source

www.ablazeidea.com

Start-up Express

Mass Consumer Market



Powered by HKTDC, Startup Express is an incubator programme for startups to promote their products or services ready for market.

- ▶ Mentorship, overseas trade and brand promotion opportunities and workshops.
- ▶ 10 selected startups chosen through pitching sessions.
- ▶ Eligibility:
 - Start-ups with less than 5 years of establishment
 - Start-ups raising less than US \$10 million in funding
 - Start-ups with core or substantial operations in Hong Kong

Sosv

Social Tech

Tech



SOSV provides multi-stage investment to develop and scale big ideas for positive change. They invest in 150 companies around the world each year.

- ▶ Partners with Cyberport, Incl MOX, HAX and Chinaccelerator.
- ▶ 3-6 month programmes
- ▶ Provides seed-capital funding, global designers, engineers and scientists to accelerate product development, mentors with deep market and technical expertise and lab and maker spaces.
- ▶ 600+ Portfolio companies with \$300M assets under management.

Find out more at sosv.com



Technology Voucher Programme (TVP)

Tech



TVP is a government programme that was launched in November 2016. It supports projects of SMEs that offer technological services and solutions to improve productivity or upgrade/transform business processes.

TVP funds cover:

- ▶ Technology consultancy
- ▶ Purchase, rental or subscription of customized equipment/hardware, software and tech services and solutions
- ▶ Project auditing for projects with approved funding exceeding \$50,000.

Eligibility:

- ▶ Having substantive business operation in Hong Kong at the time of application;
- ▶ Enterprises of all sizes are eligible

Cyberport Incubation Programme

Tech



Cyberport Incubation Programme is a free incubation programme for early-stage HK startups.

- ▶ Startups can get over HK\$330K support over 24 months, with rent-free workspace at Cyberport, monthly salary subsidies and networking opportunities
- ▶ Incubation programme has supported over 180 startups (Air Button, NexChange, Snapask)
- ▶ 3 batches per year, applications accepted all year round.

Find out about the [programmes](#)

Entrepreneur First (EF)

Startup Launch



EF is a 3 month full-time programme to help aspiring individuals find co-founders looking to startup a company. It is backed by Reid Hoffman, ran in Singapore and London for the moment.

- ▶ The first cohort will kickstarted on 30th July, applications for the second cohort will open in Autumn 2018
- ▶ Accelerates 2 cohorts a year
- ▶ Selects up to 100 potential founders

Startup IO x naked Hub Pre-Accelerator programme

Startup Launch



Startup IO x Naked Hub is a new kind of pre-accelerator programme for non-technical founders.

- ▶ 3 month programme for non-technical founders to grow and be ready for investment.
- ▶ Full-time 3-person programming team for prototyping and product iteration, free workspace at naked Hub and access to the naked Hub and Entrepreneur community in HK.
- ▶ Does not take any equity and does not provide seed-funding
- ▶ Applications open all year round

6

COMPETITIONS & EVENTS

- 6.1 Regular events
- 6.2 Hackaton
- 6.3 Startup competition

Regular events



HK Tech Meetup

Monthly discussions on different areas of tech with pitching competitions



Startup Launchpad

Asia's largest hardware startup tradeshow



TED x HK

Independently organized TED-style events in Hong Kong



WebWednesday

Interviews with entrepreneurs on the way up



Codeaholics

Community discussions on technology and engagement



Creative Mornings

Early morning interviews with "out of the ordinary" professionals



FinTech O2O

The FinTech event organized by NexChange & Cyberport showcasing latest FinTech.



StartMeUp Festival

A week-long festival organized by InvestHK gathering the startup community.



Hong Kong FinTech Week

An event that showcases and connects with Hong Kong's vibrant FinTech ecosystem.



Entrepreneur Day 創業日

HKTDC Entrepreneur Day

An annual start up 'fiesta' for startups to exchange information & share experience.



M E T T Ā

Mettā Monthly Events

Weekly events of all shapes and sizes for entrepreneurs.



The Game Changer Series

Community discussions on technology and engagement



Startup Mentoring Intensives (SMI)

Organised mentoring sessions focused on topics.

IFLR

IFLR FinTech Asia IFLR's inaugural

IFLR's inaugural Asia FinTech event navigating legal risk and regulation.

WEBCONF.ASIA

Webconf asia

Two-day yearly conference on website building.

RISE

RISE HK

3 day conference with hundreds of startups and thousands of visitors

PAD39

PAD39

Educational seminars and workshops with industry leaders and founders. 3+ events per month

WOMEN WHO CODE

Women Who Code

A professional community for women in tech.



Startup Weekend Hong Kong

A 54-hour event that brings together people from all domains



DrinkEntrepreneurs

Monthly casual meetup.



Friday Beer Bay

Weekly casual meetup



Techsauce Global Summit Roadshow

Yearly Global Tech summit with 200+ speakers



Jumpstart Magazine Release Party

Bi-monthly magazine release event for the startup community



2019 Hello Tomorrow Global/Regional Summit

Unlock the potential of deep technologies to solve the world's toughest challenges

Hackathon



FinHack

Yearly 36-hour FinTech hackathon of product development.



Hack Horizon

The 72-hour TravelTech hackathon



Angelhack

A vibrant community of code creators + change makers to invent the new



Fishackathon

Finding innovative ways to find solutions for unsustainable fishing practices



HackUST

A student-organized hackathon powered by the Entrepreneurship Center of HKUST

Jumpstarter

Competition

A US\$3m startup competition launched by Alibaba's not-for-profit initiative, the Hong Kong Entrepreneurs Fund, Powered by Cyberport and Hong Kong Science and Technology Parks

Aim

Help nurture the city's growing start-up scene and identify tomorrow's entrepreneurial stars

Jumpstarter 2017 winners: The Top Three Teams out of the 24 finalists received up to US\$1M each :

- ▶ CuttingEdge Medtech LTD
- ▶ En-Track Hong Kong Limited
- ▶ Farm66 Investment Limited

Timeline: **Jumpstarter 2019:** Jan23 - 24, 2019.
StartMeUp HK Festival 2019



**CUTTINGEDGE
MEDTECH LTD.**



Startup Competition



CoCoon Pitch Night



Seedstars world



International Startup Competition by TiE



Asia Social Innovation Award



Young Entrepreneur of the Year by HKFYG



Pitch Perfect



Global Student Challenge



YDC e-challenge



HSBC Youth Business Award



**Chicago Booth Global
Network Venture Challenge**



**Hong Kong Business Angel
Network (HKBAN)**



**HKUST - Sino One Million
Dollar Entrepreneurship
Competition**

7

TALENT'S CORNER

- 7.1 Introduction
- 7.2 Find your new job at a startup
- 7.3 HK Tech and Startup Job Fair



Talent's Corner

A startup is composed of a team sharing the same mission and vision. There are many incredibly talented people in Hong Kong and while it is improving, many engineers would rather work for larger corporations instead of startups. Getting the team right is, therefore, a continuous challenge. The time and effort required cannot be underestimated and the following resources will help along the journey. Get started early, train fast, retain or move on!

Find your new job at a startup



HK Tech and Startup Job Fair

In 2018, WHub organized the 9th and **10th edition** of the HK Tech& Startups Job Fair. The **9th edition** was held at the Hong Kong Convention and Exhibition Centre as part of the StartMeUpHK Festival in January 2018.

For the 10th edition, WHub partnered up with HKTDC at the Entrepreneur Day to showcase participating startups at the Hong Kong Convention and Exhibition Centre.

8,500+
Attendees

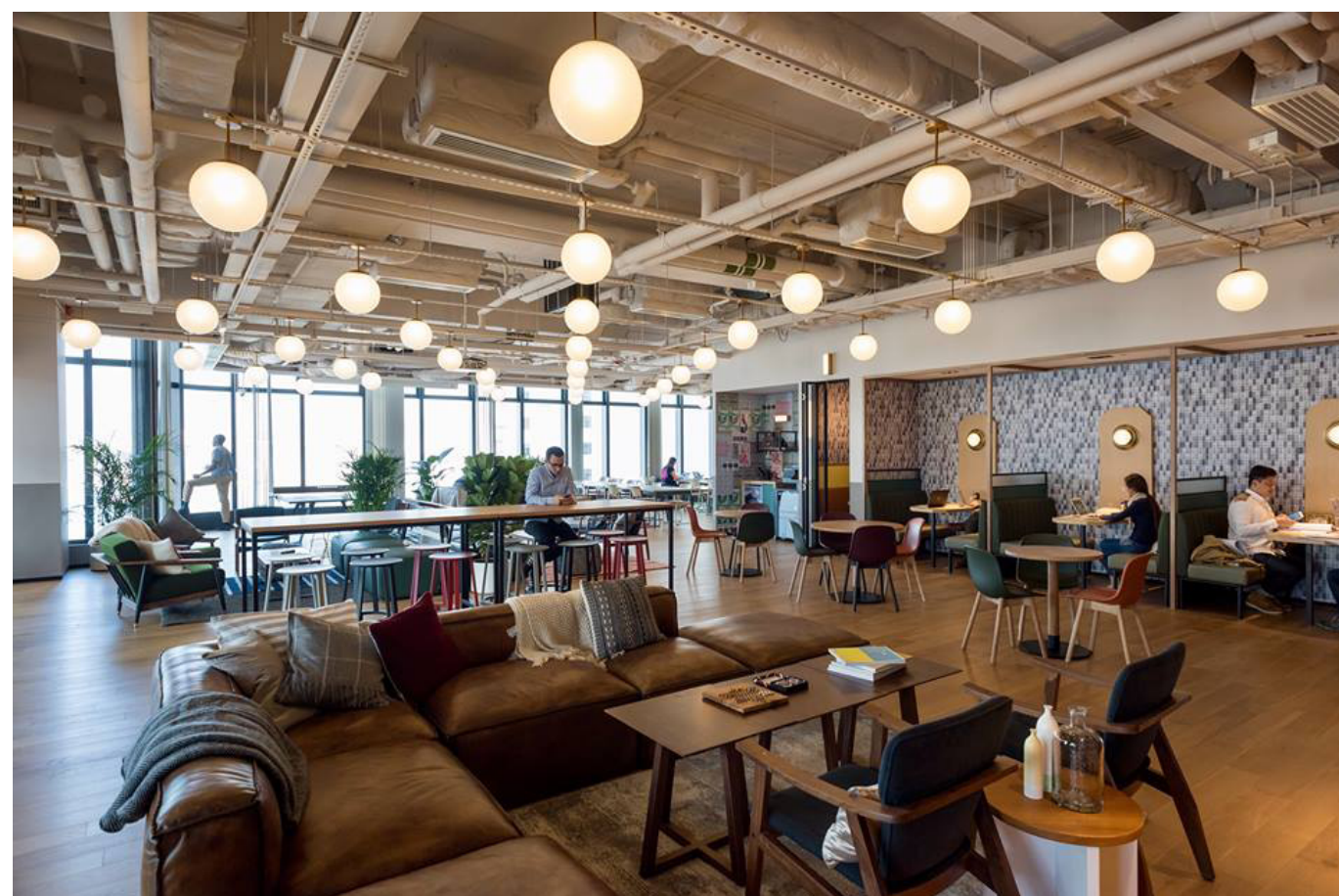
200+
Startups

530+
Opportunities



8

COWORKING SPACES



we work

WeWork

Founded in 2010, the New York-based startup WeWork has five coworking spaces in Hong Kong, located in Causeway Bay, Wanchai, Quarry Bay, the LKF Tower, and has recently opened their fifth location in Taikoo.

Being located close to the headquarters of major corporations and the Hong Kong Convention and Exhibition Center, they offer: private offices, super-fast internet, spacious, unique common areas, business-class printers, free refreshments, onsite staff, private phone booth, lunch + learns, Office Hours, Weekly Happy Hours, Networking Events, Lower costs on healthcare and HR solutions from TriNet, Money-saving benefits on payment processing with Chase, and shipping discounts with UPS.



Naked Hub

Naked Hub is a platform, owned by WeWork, that is designed to help startups, SMEs and MNCs across all industries to increase their success in business. Naked Hub offers “naked ANGELS”, executive assistants available for everyone, as well as hot desks and they cost 35% less than a traditional office space. They are located in Sheung Wan, Sai Ying Pun and Kwun Tong.



Garage Society

Garage Society identifies themselves as the launchpad for high growth international startups in Hong Kong, positioned in the most convenient location on the island for working, connecting and growing startups. They have launched the HK Startup Job Fair in collaboration with WHub in 2014, and their Garage Cadet connects students to top startups, inspiring entrepreneurship in the younger generations.



The Work Project

The Work Project's mission is to develop offices that change the way people feel about coming to work, to foster a culture of sharing and exchange, and to bring the best out of every individual.

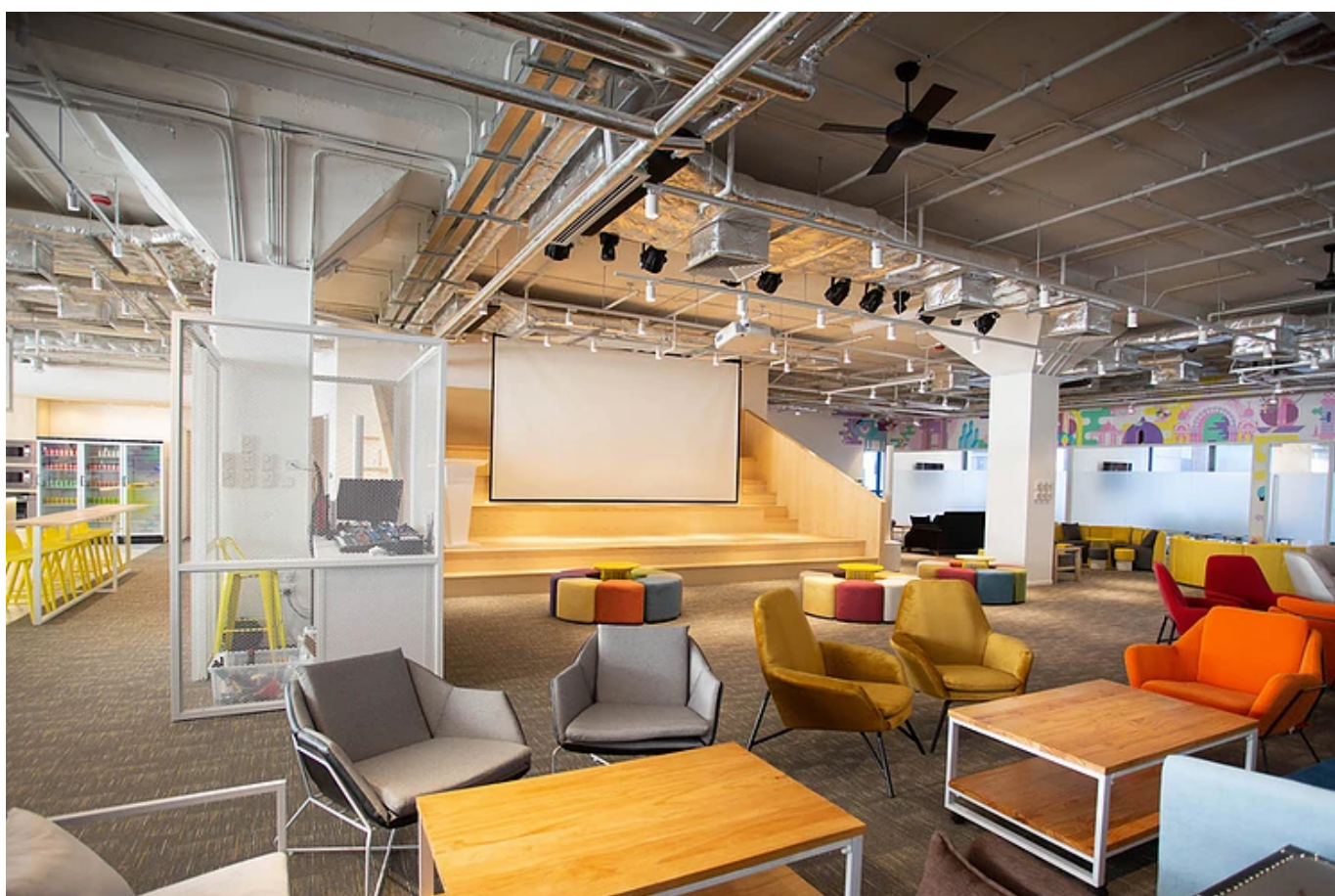
The Work Project is two minutes away from the Causeway Bay MTR Station, Supporting facilities include partnership access to restaurants, gyms, hotels and lifestyle services, as well as workstations, hot desks and over 100 collaboration spaces.



the Hive.

The Hive

The Hive is said to be Asia's most diverse co-working community. Besides Hong Kong, it is also opened in Vietnam, Singapore, and Bangkok. Located in the heart of Wan Chai, Central, Kennedy Town and Sai Kung, the Hive offers an array of co-working spaces targeting startup businesses, freelancers, and entrepreneurs in the creative industry.



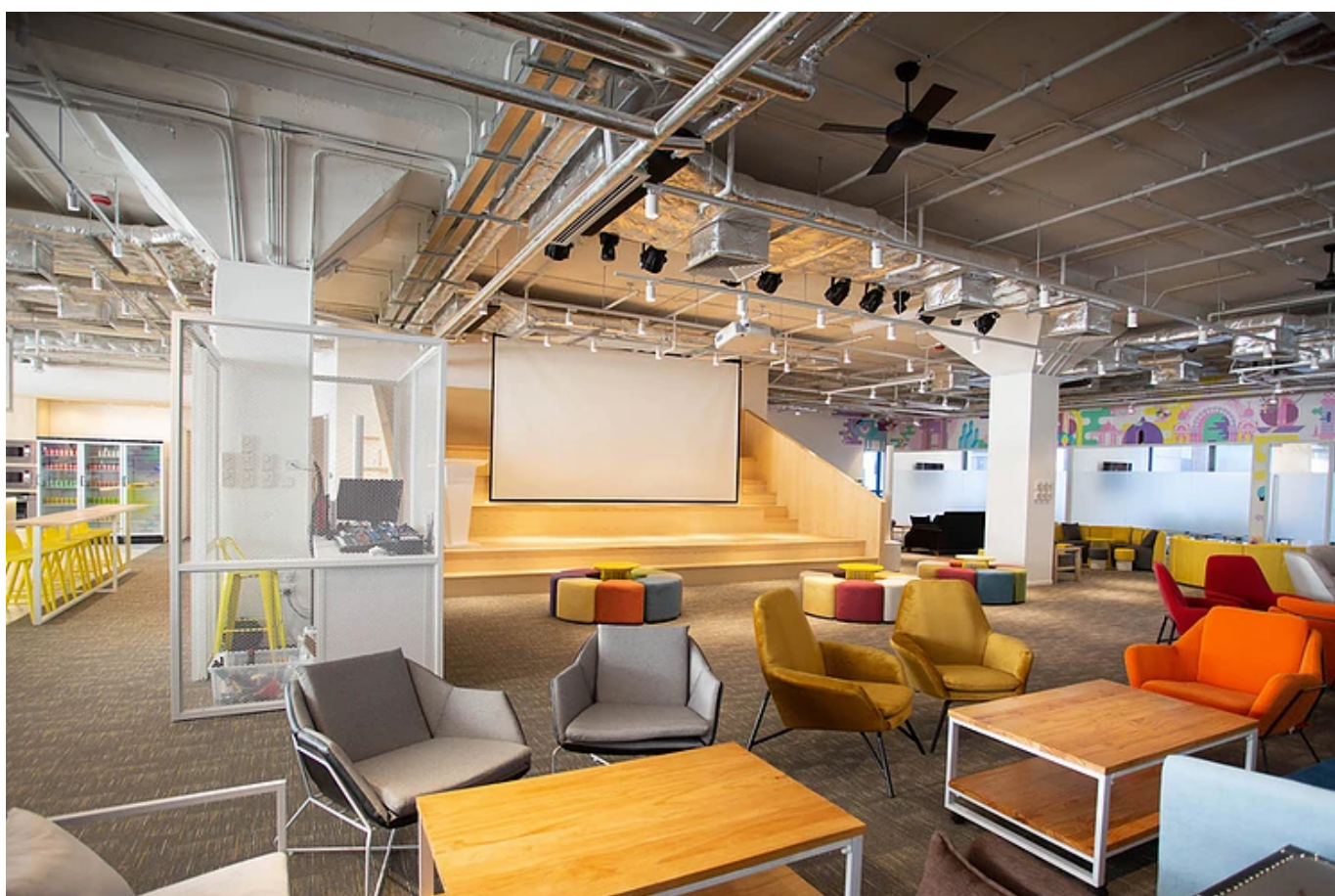
Tencent WeStart (Hong Kong)

Co-established by Tencent Open Platform, K11, and VS MEDIA, Tencent WeStart (Hong Kong) is the first overseas establishment of China's no.1 startup community and entrepreneurial ecosystem. This creative hub focuses on the digital entertainment industry, providing entrepreneurs with a gateway to China, industry knowledge, networking opportunities, resources, funding, specialized production facilities, and access to a regional community of creative minds.



Campfire

Campfire Collaborative Space is a coworking space providing flexibility and ease to working professionals in Hong Kong. Campfire provides you with the tools to scale your company every step of the way. They provide flexible and multi-functional creative spacing for professionals in any industry and they connect workers across their office locations to make new and lasting relationship discounted deals across Hong Kong, from corporate benefits to restaurant deals.



METTĀ

Mettā

Mettā is a members' club for the global entrepreneurial community to connect people, ideas, resources and opportunities.

A community with a giving-back mindset to share knowledge and help each other bring ideas to life, Mettā is a network of spaces in Hong Kong and Nairobi that connects like-minded people together to share insights through well curated thought-provoking events.

Mettā's Amenities: Curated introductions in person and online via Metta Connect based on members' interests and expertise.



THE WAVE
beyond limits.

The Wave

Coworking / Event space provides a platform for startups and other creative professionals who want to build strong networks and collaborate with others within the co-working space.

- ▶ Convenient location near MTR Kwun Tong Station and in the heart of the district
- ▶ An integrated platform connecting entrepreneurs, startups and SME sectors
- ▶ Amazing event space offering, production and design
- ▶ Accommodates more than 500 people
- ▶ Focus on social good & sustainability



SPACES.

Spaces

Originating in Amsterdam, Spaces aims to cultivate a community of thinkers, achievers and imagineers.

They offer memberships, designer meeting rooms and offices in a dynamic space, and have an international network of mobile workspaces and a full calendar of business events, speakers and networking lunches.

9

VENTURE CAPITAL

- 9.1 Most active investors in Hong Kong
- 9.2 Investment
- 9.3 Venture capital

Most active Investors in Hong Kong



brinc



nest®



Capital



ROUTE SIXTY-SIX
VENTURES



MINDWORKS

概念資本



ARDENTCAPITAL

500
startups



VECTR
VENTURES



Combinator

Investment



SoftBank's US\$93 billion Tech Fund

- ▶ In June 2018, Japan's SoftBank announced the closing of its Vision Fund for a dog-care startup Wag, of US\$300 million.
- ▶ The SoftBank Vision Fund is the largest tech-focused investment fund in history according to WSJ.
- ▶ Target startups as well as established multi-billion-dollar companies
- ▶ Targeted areas: artificial intelligence, genetic engineering, robotics, and smart devices.



Digital Garage's Investment in Mind Fund

- ▶ In May 2018, Digital Garage invested \$30M in the Indian automobile company Droom Technology Private Limited.
- ▶ Aims to build, invest and incubate the next wave of global companies from Asia.
- ▶ Plans to deploy new Blockchain and AI/Bot technologies in FinTech and Payment businesses to build and rapidly scale across Asia.



New Frontier Group's official launch

- ▶ Antony Leung, former financial secretary of Hong Kong and chairman of Nan Fung Group, launched the New Frontier Group in October 2016.
- ▶ New Frontier Group aims to serve as Industry Builder, Operator, Consolidator and Investor.
- ▶ Includes Hong Kong-based storage provider Boxful and connecting service provider Hellotoby, etc.

Alibaba Hong Kong Young Entrepreneurs Foundation



Founder **Jack Ma**
Executive Director **Cindy Chow**

The core mission of the foundation is to help Hong Kong young entrepreneurs start and grow businesses on marketplaces and platforms in the Alibaba ecosystem.

The objective is **to support the aspirations of entrepreneurs** who wish to take advantage of the resources offered by Alibaba's ecosystem in e-commerce, logistics, mobile platforms, cloud computing, and financial services.

Through the foundation, Hong Kong entrepreneurs will have access to financial capital, technical assistance and training so they can realise their dreams and visions. Profits from Alibaba's Hong Kong foundation will be reinvested into startups.

Alibaba launched an **HK\$1 billion (about US\$128 million)** not-for-profit foundation to support Hong Kong startups in November 2015

Invested in



YEECHOO



AQUMON



The foundation will also select **200 university students from HK** annually to intern at Alibaba Group's businesses in mainland China



Selection Criteria

Hong Kong Nexus

- (1) A majority of the company's founders are permanent residents of Hong Kong.
- (2) Meaningful operations of the company are carried out in Hong Kong, as determined by the independent investment manager under policies approved by the board.

Alibaba Ecosystem Participant

The potential company should possess innovative and unique business ideas that are financially viable; have a high potential to grow and can expand beyond Hong Kong. The company will be operating on at least one of the platforms of Alibaba Group or its affiliates.

Portfolio



GRANA



SHOPLINE

YEECHOO



QUPITAL

AQUMON

CompareAsia Group

gobee.bike

Prenetics™



New investments



Venture capital



Arbor Ventures

- ▶ Big data, financial services and digital commerce
- ▶ Founders : Wei Hopeman and Melissa Guzy
- ▶ Seed and early stage venture investments
- ▶ Invested in : 2C2P, A-SaaS, DemystData, Lufax, paidy, pipaHR, Stockpile, Stroom, ABRA



Ironfire ventures

- ▶ AI/ML, Lifestyle, Marketplaces and Enterprise Software categories.
- ▶ Family investment office
- ▶ Seed-series to series B
- ▶ Invested in over 15 companies



Bright Success Capital

- ▶ Hardware and software integration, robotics, security, A.I., smart home technology
- ▶ Family investment office
- ▶ Seed, early stage and later stage venture investments
- ▶ Invested in over 12 companies, including: Spotify, Bluesmart Insight Robotics and Wonder Workshop



Horizons Venture

- ▶ A venture capital firm with a focus on disruptive and technology-focused startups
- ▶ Its portfolio now consists of over 40 companies around the globe
- ▶ Invested in Skype, Siri, Facebook, Waze, Summly, Spotify



IDG Capital Partners

- ▶ IDG Capital Partners invests in consumer products, franchise services, internet and wireless applications, new energy, and advanced manufacturing sectors
- ▶ Primarily focusing on investing in China-related venture capital and private equity projects
- ▶ Seed, venture, and growthstage funding
- ▶ Invested in more than 400 companies



Fresco Capital

- ▶ Fresco Capital is an earlystage venture investor supporting entrepreneurs to build businesses
- ▶ Early stage venture investor
- ▶ Invested in over 43 companies, including: Snaptee, Parklu, Plukka, Insight Robotics, Jamn, Fresco, Frenzoo, Launch Pilots



Intel Capital

- ▶ Intel Capital invests in Datacentre software, data centre-cloud, digital media, Internet of Things (IoT), ultrabook, manufacturing and labs, security, services, open source, smartphones, tablets, wearables
- ▶ Any stage of growth
- ▶ Invested in more than 300 companies



Mandra Capital

- ▶ An investment holding company focused on early-stage and growth opportunities
- ▶ Invested in:
 - Agriculture and forestry
 - Internet
 - Clean energy
 - E-commerce
 - Materials
 - Mining and resources
 - Technologies



Mind Fund

- ▶ Mind Fund provides hands on support and investment to entrepreneurs and innovators at all stages of their development
- ▶ Seed and early stage venture investments
- ▶ Invested in : Filipagram, Jamn, Hummingbird Innovations, Soapbox, Xnotes Alliance Mind Fund



Orchid Asia Group

- ▶ Orchid Asia Group's mission is to help domestic enterprises with good growth prospects in the consumer services and products to enter in high barrier industries
- ▶ Investment group with offices in Hong Kong, Shenzhen, Shanghai, Beijing and Guangzhou
- ▶ Invested in more than ten companies



Red Chapel Advisors

- ▶ Red Chapel Advisors invests in technology startups at seed stage and helps them grow
- ▶ Founder: Felix Lam
- ▶ Focuses on technology developments
- ▶ Invested in: Snaptee, Insight Robotics, techstars, Launchpilots, Compology, ArduSat, Frenzoo, Coachbase, and Blink



Sequoia Capital

- ▶ Sequoia Capital invests in companies within the energy, enterprise, financial, healthcare, internet and mobile sectors.
- ▶ Seeds, early stage and later stage venture investments
- ▶ Stage Venture Investments
- ▶ Invested in more than 600 companies



TiE Hong Kong

- ▶ TiE runs numerous angel investment groups and funding forums throughout its network
- ▶ Seeds early stage companies
- ▶ Invested primarily in internet enterprise software, mobility, big data/ analytics, health IT, healthcare diagnostics and hitech medical devices



Tsing Capital

- ▶ A leading clean-tech venture capital firm in China
- ▶ Focused in areas of new energy, energy efficiency, environmental protection, cleaner production, sustainable transportation, new materials and sustainable agriculture
- ▶ Invested in over 30 companies



Vectr Ventures

- ▶ Vectr builds networks and experiences to elevate knowledge and value for corporates and startups.
- ▶ Seeds early-stage companies with global ambitions
- ▶ Invested in over 30 startups including DayDayCook, Floship, LafaLafa and Lamplight Analytics.



The Mills Fabrica Fund

- ▶ The Mills Fabrica Fund is an evergreen VC newly launched in Dec 2017 dedicated to investing in global techstyle startups.
- ▶ The investment platform is set up as an evergreen VC backed by the Nan Fung Group and is also supported by The Mills Fabrica's incubator and community.
- ▶ Investments will focus on global techstyle startups, (preferably with a Hong Kong connection), from seed to Series B (with investment amount ranging from \$100K USD to \$2M USD).



Queen's Road Capital

- ▶ A venture capital firm helping entrepreneurs build the next giants of Asia
- ▶ Stages: Seed, Series A, and Series B
- ▶ Sectors: Digital Media, E-commerce, Healthcare, and Future of Work
- ▶ Geography: Greater China, Southeast Asia and a few other dynamic locations



Radiant Venture Capital

- ▶ Partners with the entrepreneurs who seek to create, improve, or utilise best-in-class technologies in building successful businesses that touch the lives of people.
- ▶ Invests and supports toptier startup and early-stage technology. Technology should be a key driver of their competitive advantages.
- ▶ Focuses primarily on Israel and Greater China but will also invest in the rest of the world.
- ▶ Invested in companies such as Carfit, Alikeaudiance, and Pebbles.



Monk's Hill Ventures

- ▶ VC firm that invests in post-seed stage tech startups.
- ▶ Partnership of entrepreneurs who have built their VC-backed global companies based in the Silicon Valley and Asia.
- ▶ Invested in 14 companies, leading 10 of those investments.



Innohub capital

- ▶ Startups in blockchain innovations by leveraging opportunities in China
- ▶ Connects the world of innovation, Inspires by maximizing creativity with innoChain and empowers by providing the best acceleration programmes for startups and SMEs.



T12M Ventures

- ▶ Startups and IT Firms with a buy and build approach.
- ▶ Provides strategic advice, technology backup, Digital solutions and a go-to Market Knowledge.



QIMING Venture Partners

- ▶ A leading China Venture Capital firm with offices in Shanghai, Beijing, Hong Kong, and Seattle.

Backed over 180 young, fastgrowing and innovative companies across China including sectors like:

- Internet and consumer;
- Healthcare;
- Information Technology and
- Clean technology

1823 Ventures

1823 Ventures

- ▶ Focuses on mentoring and incubating up and coming startups in South-East Asia, Hong Kong and Korea, as well as venture capital fundraising and investment.
- ▶ Aims to build a thriving ecosystem that connects on a deeper grassroots level.
- ▶ Invested in drones, robots, crowdfunding platform, and ondemand logistics startups.



Hong Kong Business Angel Network (HKBAN)

- ▶ A non-profit organization dedicated to building a vibrant angel investment community in Hong Kong.
- ▶ Formed by Hong Kong Science and Technology Parks Corporation (HKSTPC), HKVCA, CUHK, HKUST, HKU, and POLYU
- ▶ Assists young ventures in obtaining investment funding between seed and venture capital funding stages by holding Investment Matching Gatherings (IMG).

500
startups

500 startups

- ▶ Seed fund / early stage accelerator launched in 2010
- ▶ Startup programmes headquartered in Silicon Valley with over \$350M in 4 main investments and 13 micro-funds.
- ▶ Invested in more than 1,800 technology startups all over the world
- ▶ Also runs educational programmes, events, conferences and global partnerships

10

RESOURCES

- 10.1 WHub's community
- 10.2 Chambers of commerce
- 10.3 Reports

WHub's community

Fostering the **community**
helping **startups** grow



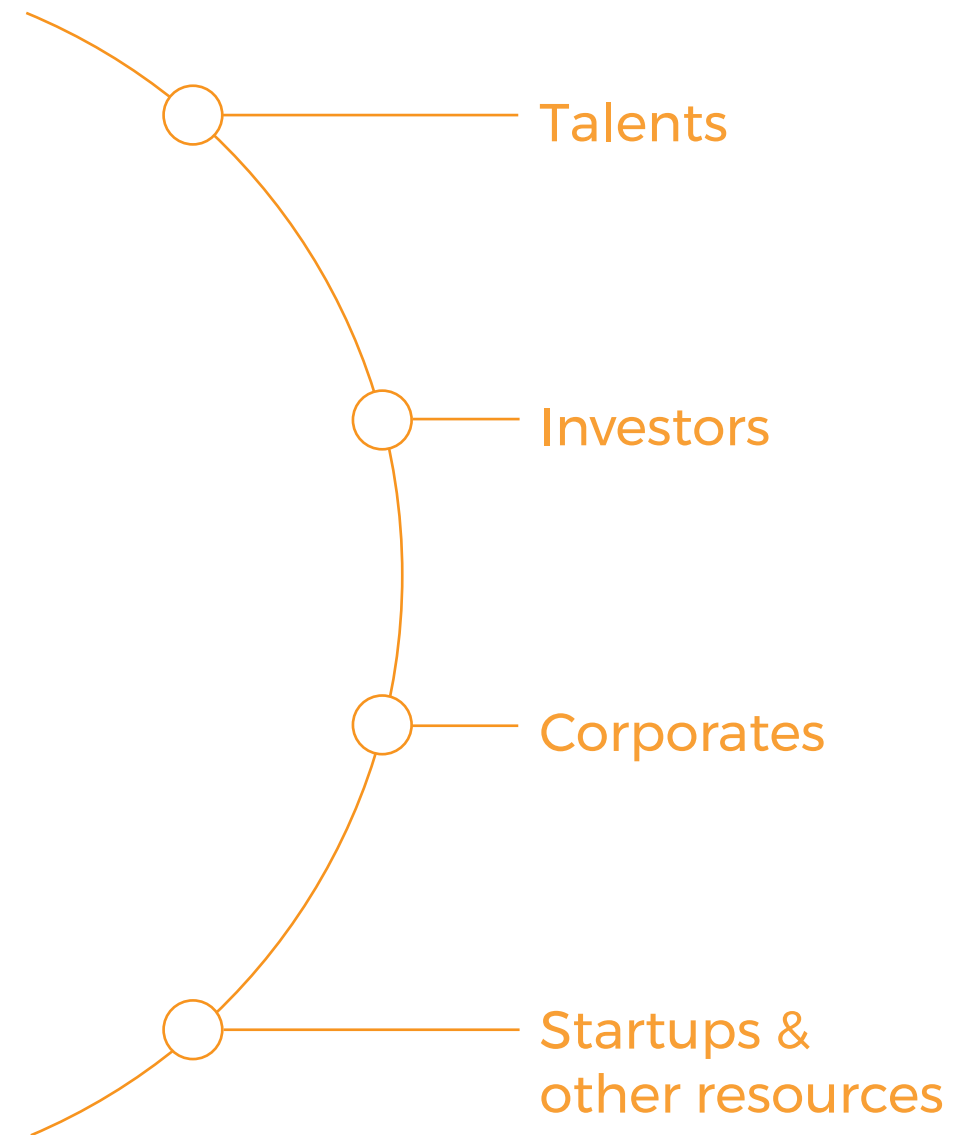
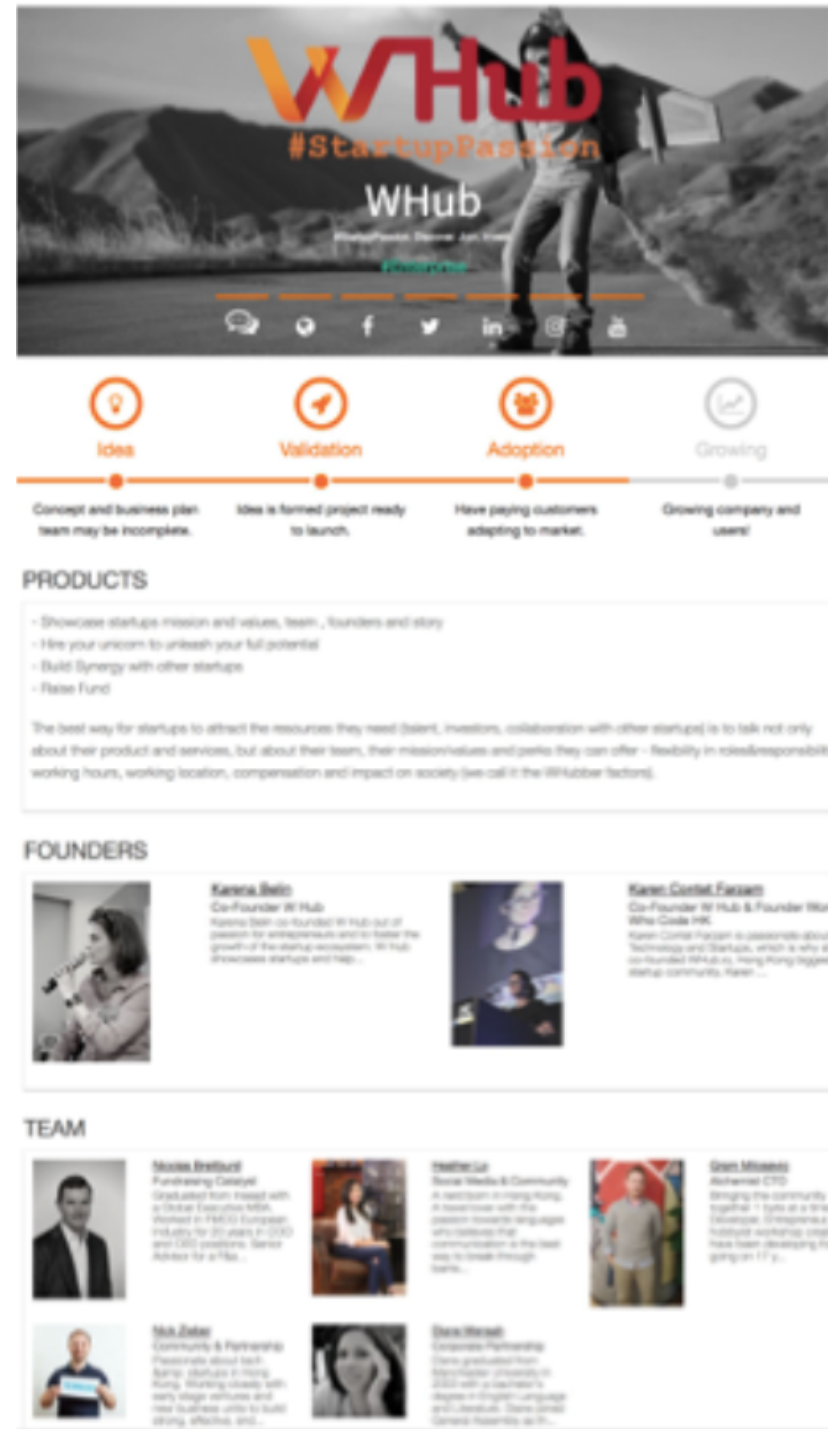
2,400 +
Startups



5,600 +
Job opening



6,500 +
Talents



Chambers of Commerce



The American Chamber
of Commerce in
HK (AMCHAM)
Entrepreneurs / SME



The British
Chamber of Commerce
in Hong Kong
香港英商會



The British Chamber
of Commerce in HK
(BRITCHAM) Business
Angels



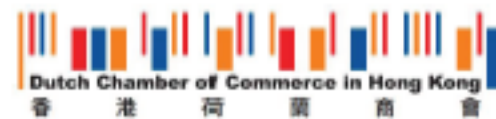
The Canadian Chamber
of Commerce in
HK (CANCHAM)
Entrepreneurs
Small Businesses



German Chamber
of Commerce in
Hong Kong



French Chamber
of Commerce and
Industry in Hong
Kong



Dutch Chamber of
Commerce in
Hong Kong



Spanish Chamber of
Commerce in
Hong Kong



The European
Chamber of
Commerce Hong
Kong

Reports

Global Entrepreneurship Monitor

Global Entrepreneurship Monitor 2016/17 Hong Kong & Shenzhen, written by Dr. Marta Dowejko (HKBU) & Prof. Kevin Au (CUHK) - [Light version](#)

Global Entrepreneurship Monitor 2016 Hong Kong & Shenzhen, written by Dr. Marta Dowejko (HKBU) & Prof. Kevin Au (CUHK) - [Full report](#)



Vibes Magazine

WHub and KPMG Bring you a Special Edition for RISE Conference. Discover each and every HK Startups that will make a difference at RISE

[Edition 2018](#)

[Edition 2016](#)

[Edition 2015](#)



Startup Genome

“Hong Kong as Asia’s leading international Financial Centre provides the optimal mix for launching a successful Fintech startup and scaling it in Asia: Access to top talent, strategic geographical position in the Greater Bay Area with access to China and the rest of Asia, quality business services and legal infrastructure, a young and vibrant ecosystem and regulators in dialogue to support Fintech innovation.”

*Karena Belin
Co-Fonder at WHub*

[Full report](#)



Jumpstart

Jumpstart is Hong Kong’s first print publication geared to startups and small businesses.

[Previous Issues](#)



11

**THE VOICE OF
THE COMMUNITY**

“With so many local startups rapidly innovating and disrupting traditional industries, Hong Kong is certainly coming to its own as an ecosystem.”

Raymond Yip, [Clickful](#)



“We’re living in a vibrant city that welcomes entrepreneurs from different spectrum. The frictionless community allows you to access resources and connections that help your startup grow to the next stage.”

Felix Wong, [Startup Weekend](#)



“Startup is a hard journey, especially in Hong Kong, you need to be able to guide the staffs/followers through thick and thins. I always trust sharing your determination and vision brings confidence to your team and will keep motivating them throughout, a free smile and stupid joke will never hurt ;)”

Juliette Gimenez, [Goxip](#)



“The last year has seen increased interest of AI in the corporate sector. However, many still believe that AI will solve big problems easily, this will hurt AI adoption in the middle term. **Corporates need to start by solving small problems first, and partnering with startups could accelerate this process.**”

Gerardo Salandra, [Rocketbots](#)



“The Hong Kong start-up scene is already quite vibrant, and I hope that organising events which introduce great speakers to Hong Kong will only make the scene better.”

Charis Rooda, [webconf.asia](#)



“Hong Kong presents excellent opportunities to test disruptive solutions in the region. We tell our alumni that it is a great platform to start expanding their operations in APAC. The support entrepreneurs can get has massively improved and the number of success stories will rapidly increase in the coming years.”

Matthieu Bodin, [Techstars](#)



“The vast majority of hardware innovation is going to be coming from the region. Hong Kong is the best place for foreign founders to start their company to stay connected to the PRC, Dongguan and Guangzhou, accessing the capital market & different sales channel, trade financing, etc.”

Bay McLaughlin, [Brinc.io](#)

brinc

“HK is a city with generations of “Start Local Think Global”, being a hub with a diverse background of entrepreneurs and knowledge of global markets, I found there is infinite energy and tremendous opportunities to explore. Also for many cities, HK impersonates the highest level of professionalism and work standards globally. Success is about working and mingling with the best.”

Karbi Chan, [Archiparti](#)

archiparti

“AI is only starting to begin here in HK, and there are many industry verticals that it can impact locally: healthcare, finance, logistics, and retail are some of the main ones. For innovation to happen here, HK corporates have to embrace working with startups, principally on data sharing.”

Tak Lo, [Zeroth.ai](#)



Zeroth.AI

“Infrastructure = HK is fine
I rate it a 4 out of 4. It's plenty good.”

Benjamin Joffe, HAX



“The Hong Kong startup scene is one of the most dynamic in the Asia Pacific Region. Entrepreneurs benefit from highly supportive local and global organizations fostering the growth of high potential startups from various fields. For instance, in the social innovation field, last year the HKSAR government has reaffirmed its will to support the Hong Kong society to cope with the changing environment.”

Gautier Loo, So In So Good



“Being an entrepreneur is a lifestyle choice, not a job. You have to become your business, live and breathe it every day. Embrace the challenge ! HK is the best of both worlds. Where East meets West.”

Wang Tse, Campfire



“Hong Kong is a hive for entrepreneurship - the innovation culture is maturing, however, steps still need to be taken to increase the home grown talent available to the market. Going forward, artificial intelligence and blockchain will continue to be key focus areas. How Hong Kong-based fintech companies can facilitate cross-border development through China's Belt & Road initiative and into the Greater Bay Area around the city are also areas of particular focus and will continue to see strong investment.”

*Rosie Hampson, Programme Lead,
Accenture FinTech Innovation Lab Asia-Pacific*


accenture

 FinTech
Innovation Lab
ASIA-PACIFIC

“Being an active coworking platform which supports the startup community, The Wave offers various community and networking events to benefit startups and entrepreneurs. Apart from external support, we believe that internal qualities - “inspire”, “celebrate differences”, “agile” and “make things happen” are very important core values that every business should have.”

Stef Lau, [The Wave: coworking space](#)



“Hong Kong has a diverse range of HRTech-focused startups tackling different aspects of managing human capital which is often a company’s most valuable asset. We have seen next-generation job boards, on-demand hiring, and recruitment process automation leveraging the latest chatbot technologies. More and more successful Southeast Asia-based startups have also been setting up footprints in Hong Kong given the large number of corporations and SMEs in the city.”

Dave Li, [Queen’s Road Capital](#)

QUEEN'S ROAD CAPITAL

“Hong Kong is known to be one of the top global financial centers in the world. Its markets are well-regarded for operating under mature, effective and transparent regulations that are in line with international standards. We hope the latest disruptive FinTech solutions can start a new chapter in Hong Kong’s future development.”

Charles Lam, Cyberport Hong Kong

數碼港
Cyberport

“Hong Kong is becoming a great place for Founders to seek funding due to the growth of pitch competitions, accelerators and VCs seeking innovative ideas and bringing diversity into their portfolios.”

Nicole Denholder, [NextChapter](#)

 NEXT
CHAPTER

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