

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>EntreLink Limited</u>
Implementation Agent(s) (if any)	:	<u>LimeHK Limited;</u> <u>HKU Social Sciences Research Centre</u>
Project reference no.	:	<u>T19 002 009</u>
Project title	:	<u>Project ESECC: The Enhancement of Startup</u> <u>Ecosystem through the establishment of</u> <u>Communication Channels among Stakeholders</u>
Period covered in this report (whole project duration)	:	From <u>11/05/2020</u> to <u>10/11/2021</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

To provide guidance to Hong Kong startups and help them connect with the right business partners (including investors, corporate clients, academia and overseas partners, etc.) through a series of activities. Deliverables include a summit, three business matching sessions, a report, a project website and advertisements.

Project objectives (in about 50 words)

To provide support to Hong Kong startups by connecting them with the right partners, including investors, corporate clients, academia, overseas partners and more, through a series of events. By understanding the needs of startups and the other stakeholders, we establish and strengthen the bonding among stakeholders and hence sustain the ecosystem.

Collaborating Organisations (if any)

1. Entrepreneurship Centre, The Hong Kong University of Science and Technology
2. iDendron, The University of Hong Kong
3. Hong Kong Wireless Technology Industry Association
4. Technology Incubation Network

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mr Raymond Mak	Founder & Executive Director, EntreLink
Deputy Project Coordinator	Dr Wilson Wong	Co-Founder & Director, EntreLink

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	11/05/2020	10/11/2021	18
Revised (if applicable)	N/A	N/A	N/A

2. Summary of Project Results

Governance

Please state the composition of the steering committee (or other committees) formed under the project.

We have formed a steering committee to oversee the overall planning and execution of the project. Members include Project Team Members (Chloe Lam; Michael Yip), EntreLink Directors who are not part of the Project Team (Jaclyn Tsui; Cyrus Chow), supporting organisation of EntreLink (Roy Law, Chairman of Hong Kong Wireless Technology Industry Association (WTIA))

Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
1. Hong Kong Startup Index 2019-20			
<p>Topics covered: ranking the favourability of business environments in HK from startup and corporate's perspective, desktop research on startup environment in selected cities</p> <p>No. of pages: 98 pages (Final version)</p> <p>Language: English</p> <p>Soft copy available at: http://www.entrelink.hk/2019-2020-hong-kong-startup-index/</p> <p>Other details: Presentation of the Index 2019-20 was first given to HKTDC taskforce on 29 June 2020 and the finding was presented in HKTDC Entrepreneur Day during 16-17 July 2020.</p> <p>To create greater publicity effect, a press release was arranged on 13 January 2021 to draw public attention.</p> <p>The full report was also available for downloading to facilitate further discussion and promotion in Regional InnoTech Summit (Summit) held on 28-30 April 2021.</p>	<p><u>1</u> e-version.</p> <p>Around 2,500 startups and 100 corporates involved in the survey.</p>	<p><u>1</u> e-version.</p> <p>279 startups and 10 corporates involved in the survey.</p>	<p>N/A</p> <p>As the Index project was carried out during COVID-19 period, there was a delay in the research conducted by HKU Social Sciences Research Centre and insufficient time to reach out to the startups in HK / other markets over telephone calls.</p>
2. Business matching sessions			
<p>The Business matching sessions were conducted in virtual mode from 28 to 30 April 2021:</p>	<p><u>3</u> times</p> <p><u>3</u> corporates + <u>5</u> startups in each session</p>	<p><u>3</u> times</p>	<p>The startup presentation sessions actually referred to the information sharing and</p>

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p><u>Session 1 - Property / Real Estate</u> Date: 28 April 2021 Time: 12:30 – 6:30pm (6 hours) (only 12:30pm – 2:00pm startup presentation was open to public view)</p> <p><u>Session 2 - Financial services</u> Date: 29 April 2021 Time: 12:30 – 6:30pm (6 hours) (only 12:30pm – 2:00pm startup presentation was open to public view)</p> <p><u>Session 3 – Education</u> Date: 30 April 2021 Time: 12:30 – 6:30pm (6 hours) (only 12:30pm – 01:45pm startup presentation was open to public view)</p> <p>At the first part of each workshop, startups conducted presentations in the information sharing and panel sessions under deliverable 4 which was open to all participants of the Summit.</p>	Each workshop of each session will last for <u>6-8</u> hours	<p><u>Session 1 - Property / Real Estate</u> Actual no. of participants: <u>4</u> corporates + <u>11</u> startups</p> <p><u>Session 2 - Financial services</u> Actual no. of participants: <u>3</u> corporates + <u>8</u> startups</p> <p><u>Session 3 – Education</u> Actual no. of participants: <u>3</u> corporates + <u>6</u> startups</p>	<p>panel sessions (under deliverable no. 4).</p> <p>To increase the participation of the two events, they were hosted / played on the same platform such that participants can join both sessions on the same day. Different startup attendees took part in the 2 events.</p>
3. Study tours			
N/A	N/A	N/A	Approval has been granted on 22 October 2021 to take out the 2 study tours due to the cross-border travel restrictions amid the COVID-19 pandemic.
4. GBA + ASEAN Regional Tech & Innovation Summit			
<p>The Summit were conducted during 28-30 April 2021 on an online platform and include 4 activities:</p> <p>A. Startup prototype / product exhibition</p> <p>B. Regional InnoTech conference (i) New Normal under COVID-19: Where shall we invest and innovate? Startup opportunities and threats</p>	<p><u>1</u> time <u>3</u> days <u>250</u> participants</p> <p>Exhibition: <u>20</u> startups</p> <p><u>8</u> regional leaders as speakers in the conference</p>	<p><u>1</u> time <u>3</u> days Actual no. of participants: <u>297</u> user accounts registered</p> <p>Exhibition: <u>25</u> startups</p> <p><u>13</u> regional leaders as speakers in the conference</p>	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p>(ii) The New Normal in ASEAN: What are they looking at?</p> <p>(iii) Startup opportunities and go-to-market in GBA</p> <p>(iv) Startup opportunities and go-to-market in ASEAN</p> <p>Speakers:</p> <p>(i) Ir. Eric Chan, Chief Public Mission Officer, Cyberport</p> <p>(ii) Mr. Willy Lin, Chairman, HKPC</p> <p>(iii) Mr. Jim Woods, Chief Digital Officer, PwC</p> <p>(iv) Dr. Denis Yip, Commissioner of Belt & Road, HKSAR Government</p> <p>(v) Mr. George Yeo, ex-Chairman of Kerry Logistics Network & former Minister for Foreign Affairs, Government of Singapore</p> <p>(vi) Dr. John Jiang, CTO and Global Head of R&D, CP Group</p> <p>(vii) Mr. Duncan Chiu, Chief Representative of Hengqin Free Trade Zone (Hong Kong) Representative Office</p> <p>(viii) Mr. Jason Chiu, Chairman, Hong Kong Startup Council</p> <p>(ix) Mr. Allen Yeung, President, Greater Bay Area International Information Technology Industry Association</p> <p>(x) Dr. Cheung-Kwok Law, Special Adviser, MWYO</p> <p>(xi) Mr. Robert Lomnitz, Partner & CIO, Xpdite Capital Partners, Thailand</p> <p>(xii) Mr. Sheung-yuen Lee, Director of ETO Bangkok, HKSAR Government</p> <p>(xiii) Mr. Nicholas Ho, Chairman of Ho & Partners Architects, Hong Kong Representative to the APEC Business Advisory Council</p>			
C. Business networking sessions	Business networking sessions will follow the conference and sharing and panel sessions in each day of the Summit	Business networking sessions: with features supporting instant message and meeting, business networking was conducted at any	

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<p>D. Tech & Inno eco-system information sharing and panel sessions</p> <p><u>1st session</u> Day 1: 28 April 2021 Time: 12:30pm – 2:00pm Presentation: PropTech startups Panelists:</p> <ul style="list-style-type: none"> (i) Ms. Akina Ho, Head of Digital Transformation & Innovation, Great Eagle Holdings (ii) Mr. Damien Wu, Director of Digital Transformation, Chinachem Group (iii) Dr. John Jiang, CTO and Global Head of R&D, CP Group, Thailand (iv) Mr. Lawrence Chau, Head of Digital Marketing, Midland <p><u>2nd session</u> Day 2: 29 April 2021: Time: 12:30pm – 2:00pm Presentation: FinTech startups Panelists:</p> <ul style="list-style-type: none"> (i) Mr. Medhy Souidi, Head of FinTech, DBS (ii) Mr. Charles Lam, Head of Digital Innovation, Fubon Life Insurance <p><u>3rd session</u> Day 3: 30 April 2021: Time: 12:30pm – 1:45pm Presentation: EdTech startups Panelists:</p> <ul style="list-style-type: none"> (i) Prof. Cheng Kai Ming, Chair Professor of Education, the University of Hong Kong (ii) Mr. Li Kin Man, Principal, Salesians of Don Bosco Siu Mui Secondary School (iii) Mr. Kam Wai Ming, Principal, HKSKH Bishop Hall Secondary School 	<p><u>3 information sharing and panel sessions</u></p>	<p>time preferred by the participants.</p> <p><u>3 information sharing and panel sessions</u></p> <ul style="list-style-type: none"> - <u>25</u> startups conducted presentations. - <u>9</u> panellists conducted sharings 	<p>The startup presentation sessions (under deliverable no. 2) actually referred to the information sharing and panel sessions here.</p> <p>To increase the participation of the two events, they were hosted / played on the same platform such that participants can join both sessions on the same day. Different startup attendees took part in the 2 events.</p>
5. Website / webpages			
<p>Launching date: Early July 2021 Web address: https://entrelink.midas-asia.com/highlights2020-2021</p>	<p><u>1</u> website</p>	<p><u>1</u> website</p>	<p>Due to COVID-19, there were multiple changes as to</p>

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
			decide whether the Business Matching Sessions (deliverable no. 2) / Summit (deliverable no.4) were to be rescheduled or changed from physical to online. After approvals of change requests (obtained on 14 January 2021 and 22 April 2021), it was confirmed to host the Business Matching sessions and Summit in April and through an online platform. Due to limited time for preparing the events, the project website was launched only in July 2021 and was unable to serve the original purpose of promoting the events and receiving applications for the project activities.
6. Advertisements			
Facebook Ad, newsfeed, Facebook post & Banner, LinkedIn posts	Target duration of advertisement: <u>9</u> months:	Actual duration of advertisement: <u>9</u> months Facebook: <u>2</u> months (Jan - Feb 2021) Facebook: <u>2</u> months (Mar - Apr 2021) Google: <u>1</u> month (Apr 2021) LinkedIn: <u>2</u> months (Mar - Apr 2021)	NA

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
		Jumpstart: promoted the Summit in <u>Apr</u> and issued the press release in <u>May</u> on their website and social media platform.	

Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

Project deliverable (all deliverables as set out in the approved project proposal)	Original target completion date ¹	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a) Website illustrating project activities throughout the year	10/11/2021		C	
(b) Hong Kong Startup Index 2019-2020	11/07/2020	28/04/2021	D	The preliminary finding of the Index was first given to HKTDC taskforce on 29 June 2020 and presented in HKTDC Entrepreneur Day during 16-17 July 2020. To facilitate promotion, the full report was released during the Regional InnoTech Summit held during 28-30 April 2021.
(c) Business matching session #1: financial services industry	01/05/2021*		C	
(d) Business matching session #2: property / real estate industry	10/07/2021		C	
(e) Business matching session #3: education industry	10/11/2021		C	
(f) Startup Tour (Winter run)	01/11/2021*	NA	NA**	
(g) Startup Tour (Summer run)	10/10/2021	NA	NA**	
(h) GBA + ASEAN Regional Tech & Innovation Summit	30/04/2021*		C	

¹ As stated in the approved project proposal.

(i) Follow up work of GBA + ASEAN Regional Tech & Innovation Summit (e.g. event photos and documents consolidation and sharing, follow up meetings and matchings, newsletter and reports etc.)	31/08/2021*	C	
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* Approval has been granted on 14 January 2021 to revise the target completion dates.

** Approval has been granted on 22 October 2021 to take out the 2 study tours due to the cross-border travel restrictions amid the COVID-19 pandemic.