

## Startup Events Introduction

### 初創企業活動簡介

We understand that Startups are under resource constraints and need to figure out how to break through the noise to let their target customers know they have a superior potential.

初創企業在資源限制的條件下，必需尋求突破，向客戶展示初創企業的無限潛力。

In the HK Electronics Fair (Autumn Edition) 2017, we are going to bring together the experienced tutors, entrepreneurs and VCs to dissect and explore the trends, techniques and tools for building successful portfolios and also the applicable strategies to turn the startups into next unicorn.

在秋電展 2017，我們邀請了來自不同範疇，經驗豐富之初創導師、企業家及投資者，為我們分析最新市場走勢、營運技巧及策略，引領初創更進一步，拓展客源成為業界獨角獸。

Not to miss, the startup exhibitors are going to showcase their creative innovations to the investors, media and the international Fair buyers!

初創展商更將有不同平台為傳媒、投資者及展會買家展示及推廣他們的創新意念及業務!

### **Pitch, Mix and Match** 科創企業——提案·交流·配對


*Selected tech startups to showcase their innovations to media judges, investors, distributors and manufacturing partners*

由科創企業向傳媒、投資者、銷售商及生產商展示創新意念及業務

===By Invitation 憑柬出席@ Innovation Hub, Convention Hall 會議廳 創新匯點===



**13/10/ 2017 (Friday 星期五)**

**HelloReporter Media Pitch Day –**  
**David is standing on the shoulder of Goliath - the Cooperation between startups and corporates**  
**HelloReporter 科創企業傳媒演示日-**  
**「歌利亞巨人肩膀上的大衛」- 小初創大企業的合作**

Time 時間	:	2pm-3:30pm
Co-organiser 協辦機構	:	

**14 Oct 2017 (Saturday)**

**Tech Startups – Pitch, Mix and Match**  
**科創企業——提案·交流·配對**

Time 時間	:	2pm – 3pm
Co-organisers 協辦機構	:	 <b>HONG KONG BUSINESS ANGEL NETWORK</b> 香港天使投資網絡  <b>香港電子業商會</b> The Hong Kong Electronic Industries Association

## Startup · Smart Launch 初創企業介紹會

*Exclusive presentation timeslot for startups to reach out the Fair visitors*  
初創展商為展覽入場人士推展創新業務之專屬時段

===FREE Admission 免費入場 @ Innovation Hub, Convention Hall 會議廳 創新匯點===

13/10/ 2017 (Friday 星期五)

Time 時間 : 10am – 11am

Time 時間 : 4pm – 4:30pm  
Taiwan Startup Stadium Presents: Startup Smart Launch

14/10/2017 (Saturday 星期六)

Time 時間 : 4:30pm-5pm

15/10/2017 (Sunday 星期日)

Time 時間 : 10am – 11am

16/10/2017 (Monday 星期一)

Time 時間 : 3pm – 5pm

## Meet the Mentors 科創企業啟導

*1-on-1 exclusive meetings with experienced startup tutros to exchange opinion in formularizing the next step of business plan*

由專業初創導師與初創企業展商進行一對一之專屬啟導會議，交流改善營商規劃意見


===By Invitation 憑柬出席 @ Innovation Hub, Convention Hall 會議廳 創新匯點===

14/10/2017 (Saturday 星期六)

### Meet the Mentors – Session 1

科創企業啟導 – 第一節

Time 時間 : 4pm – 5:30pm

Co-organizer  
協辦機構 :  香港電子業商會  
The Hong Kong Electronic Industries Association

16/10/2017 (Monday 星期一)

### Meet the Mentors – Session 2

科創企業啟導 – 第二節

Time 時間 : 11am – 1pm

Co-organiser  
協辦機構 : Incu-Lab

## Startup Mentoring Class 初創導航

*Experienced tutors, investors and entrepreneurs to share their expertise in equipping your startup to be the next Unicorn!*

由經驗豐富之初創導師、投資者及企業家，引領初創成為業界獨角獸

===FREE Admission 免費入場@ Innovation Hub, Convention Hall 會議廳 創新匯點===

13/10/ 2017 (Friday 星期五)

創辦人, 你的出場策略是甚麼?

Founders, what is your exit strategy?

一旦創業，目標就只有上市 IPO 嗎？其實對創業者來說，有其它路可以選擇和規劃！曾待過科技大企業法務，自己搞過新創公司，也擔任過跨國新創在台負責人、現任職於台灣新創競技場的林德理副總經理，將來淺談併購對科技新創團隊及整體生態的重要性，放眼其趨勢發展，以及執行、法規上會遇到的一些挑戰。同時會分享幾個台灣網路新創的案例。Upon starting a startup, should going IPO the only goal? In fact, founders have other paths to choose from and plan for! Formerly in-house legal at major tech companies, did his own startup, was in charge of a cross-border startup's Taiwan office, Jeffrey Ling, currently VP at Taiwan Startup Stadium, will do a light sharing on the importance of merger and acquisition to the tech startups and the startup ecosystem, as well as its trend and development, and perhaps some of the challenges in execution and regulatory requirements. Jeffrey will also share a few Taiwan startups as examples.

Time 時間

: 11am – 11:30am

Speaker 講者

: Mr Jeffrey Ling, Vice President, Operations & Startup Development, Taiwan Startup Stadium  
台灣新創競技場營運暨新創發展副總經理  
林德理先生



Taiwan Startup Stadium (TSS) is a hub that coaches Taiwan startups to go global through intensive programs, strong leadership, and a broad network of global partners. Established in 2015, TSS currently works with 100+ startup teams through its membership program, and has led 80+ companies to attend international conferences such as TechCrunch SF/NYC, RISE HK, LaunchPadHK, Slush ASIA, and Echelon, helping them secure venture capital, gain media exposure, form partnerships, and acquire new customers.

台灣新創競技場（TSS）是一個透過密集培訓計畫、強力領導精神及廣大的國際人脈網，全力輔導台灣初創團隊進軍國際市場的創業中心。從 2015 年成立至今，TSS 所提供的新創會員計畫擁有 100+ 家會員公司，並帶領 80+ 家初創公司前往國際大型展覽，協助其獲得國際風投青睞、增加媒體曝光、建立合作關係及拓展新客戶，包括 TechCrunch SF/NYC, RISE HK, LaunchPadHK, Slush ASIA, Echelon 等。



Jeffrey handles operations and startup development at Taiwan Startup Stadium (TSS). He has helped and worked with 150+ startups in the past. He spent 10 years as a legal professional, both law firm and in-house, and wandered into the startup world with the founding of Entrepreneurs Society of Taiwan (EST) in January 2011. He tried his hands on his own legal startup as well as led a local team as country manager for a Korean enterprise SaaS startup prior to joining TSS. Jeffrey was born and raised in Malaysia and spent an extended time in New Zealand before transitioning to Taiwan.

林德理在 TSS 負責營運及新創發展，過去協助超過 150 家新創公司。他在法律事務所及企業法務部門有十年法律專業經驗。2011 年創辦以英文為主的國際創業家社群 EST 開始踏入創業圈。加入 TSS 之前，他嘗試過自己的法律新創，也加入過韓國企業 SaaS 新創帶領臺灣的團隊。他在馬來西亞出生長大，來臺灣之前在紐西蘭長住過。




## Your first fundraiser?

Whether you are getting money from friends and family or getting prepared for your first institutional fundraiser, there are a number of issues to consider. What form you chose to use (SAFE, convertible bonds, preferred equity, straight equity or loans/warrants) may have an impact on your future fundraises. Let's discuss what each of these are and whether they are appropriate for your company.

Time 時間	:	11:30am – 12nn
Speaker 講者		Mr Andrew Yang, Partner, Addleshaw Goddard 
Co-organiser 協辦機構	:	<small>Exploring Hong Kong's Startup Scene</small> 
		<p>Andrew is a partner in our Hong Kong office*. He is qualified in New York and Hong Kong and has been practicing in Asia since 2003. Before joining Addleshaw Goddard, he was a partner in the Hong Kong office of a global law firm.</p> <p>Andrew has extensive experience working with small to medium enterprises, listed companies, venture/growth funds and other financial institutions primarily located in Indonesia, Singapore, Hong Kong, China and Mongolia. He primarily handles corporate finance matters ranging from venture capital/private equity, M&amp;A, joint ventures, capital markets, bank finance and fund formation for a wide range of investors, companies and financial institutions. His capital markets expertise covers equity, equity-linked and debt (with a specialty in high-yield). In 2014, Andrew was named the “high-yield rising star” by the IFLR.</p> <p>Andrew is active in the start-up community in Hong Kong and SE Asia. He works closely with a number of incubators and venture capitalists advising early stage companies primarily in the technology industry.</p>



## AI is a powerful tool for marketing - but it is not a genie!

Join CEO and founder of Ematic Solutions, Paul Tenney, as he delves into how Ematic leverages AI to make sense of customer and email data and why customers should spend less, not more, on email marketing."



Time 時間	:	11:30am – 12nn
Speaker 講者		Mr Paul Tenney, CEO/Founder, Ematic Solutions 
Co-organiser 協辦機構	:	<small>Exploring Hong Kong's Startup Scene</small> 
		<p>Paul is a seasoned executive, entrepreneur and world traveler, Paul has been working in the B2C, Retention-Based Email Marketing space for over 10 years. From his early days working with clients like Hewlett-Packard, Macys.com, eBay/PayPal and many more, he got a front row seat to just how clunky and difficult email marketing can be, blighting what is otherwise the most brilliant marketing channel on the planet.</p> <p>Further adventures through Asia and Europe led him to understand that international marketers, whether working for global enterprises, local enterprises or startups all needed a different approach and new tools to be able to execute effective and sophisticated email marketing programs, and that led him to start Ematic Solutions. The company was built further on the idea of creating a global network and ecosystem for some of the top talent in the space to plug into, where ever in the world they might be.</p> <p>Passionate about Entrepreneurship, Technology, and the raw power of constant value creation throughout all aspects of business and business relationships, Paul aims to be a global connector for businesses and individuals looking to drive their business forward.</p>

14/10/2017 (Saturday 星期六)

**Know Your Investors - How do enterprises invest via Private Board Network and Investment Blockchain**  
**了解你的投資者－企業如何利用「國際私董網絡」及「投資區塊鏈」**

Time 時間	:	11am – 11:30am
Speaker 講者	:	Mr Steve Hsu, General Manager, TXA Private Board
		
		Mr. Hsu is the Chairman of Innovation Research Institute Corp. The TXA Private Board of Directors he found is the largest Advisory Board organization in Taiwan and South East Asia/North East Asia region with records of over 180 board meetings in major cities in Asia. Mr. Hsu has nurtured over 500 startups with over 20 listed in Taiwan Stock Market. He has been certified to be the official partner by France government's La French Tech program. Mr. Hsu has over 20 years of experience on business consultant, new business development, venture investment, startup incubation and has been the judge and mentor of international startup contests in many different regions.

**Startup Mentoring Class**

Time 時間	:	11:30am- 12nn
Speaker 講者	:	Mr Jacky Wan ,Regional Director, ARROW Open Labs
		
		Jacky Wan is regional director, Strategic Verticals for Arrow Electronics' Global Components business in the Asia-Pacific region. He leads the strategy and execution of developing technology solution portfolio and ecosystem capabilities that drive business growth for Arrow's technology suppliers, customers and business partners. Jacky joined Arrow in 2012. He has held a number of regional marketing and business development roles through which he was responsible for building up business development team for several vertical segments, a regional engineering team, and forming close alliance with industry ecosystem partners. Prior to joining Arrow, Jacky was regional sales manager in National Semiconductor (acquired by Texas Instruments in 2011). Jacky began his career at National Semiconductor in 1999 as a testing engineer and moved into software design and application engineer roles. He was then promoted to take on various sales and product marketing positions. During his tenure at National Semiconductor, he won several top employee awards in recognition of his outstanding performance and contributions. Jacky holds a bachelor's degree in engineering from the University of California, Los Angeles, and he completed the executive management program at the National University of Singapore.


### ***Is Crowdfunding Right For Your Business?***

One of the biggest obstacles faced by any new business is to source the funds needed to get started. Banks loans, venture capitalist investment, and angel investors are all traditional methods of raising funds but these avenues all put decisions into the hands of someone who may not understand your business. This is where crowdfunding truly shines. A more democratic approach to funding startups, crowdfunding puts decision making in the hands of consumers and lets them decide whether to support your business. It is a smart, popular and proven way to raise money online from your network and like-minded people you don't even know yet – "the crowd" – in order to launch or grow your business. It allows you to validate your idea and raise funds without giving away equity in your business.

Nicole Denholder from Next Chapter, a crowdfunding platform for female entrepreneurs, invites you to join us as she gives an overview of the process, benefits and success factors of crowdfunding.

Time 時間	:	12nn – 12:30pm
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Co-organiser 協辦機構	:	<small>Exploring Hong Kong's Startup Scene</small> <b>JUMPSTART</b> <small>Magazine</small>
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Speaker 講者	:	Ms Nicole Denholder Founder, Next Chapter	
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Nicole Denholder is the founder and CEO of Next Chapter.

Next Chapter launched in early 2016, and is a funding portal especially for female entrepreneurs and women-owned businesses in Asia, to improve their access to funding. It's first service is a rewards-based crowdfunding platform that supports entrepreneurs wanting to raise funds, create market buzz and validate their business ideas. See [www.nextchapter.com.hk](http://www.nextchapter.com.hk)

Nicole previously worked at PricewaterhouseCoopers (PwC) in London and Hong Kong in PwC's US IPO and Advisory practices working on large scale projects across Europe and Asia.

Since starting Next Chapter Nicole is a regular speaker on Crowdfunding with events such as FinnovAsia, HKU's Future City Summit, StartupNext, Australian Chamber of Commerce as well as running Crowdfunding training at co-working spaces Paperclip and Tuspark. Nicole is also on the Australian Chamber of Commerce Women in Business Network's Executive Committee and a Mentor in The Women Foundation's 2016/17 Programme.


Nicole starts all potential campaigns with a 1-to-1 meeting to discuss if crowdfunding is right for their idea or business and how to proceed. Nicole is passionate about female entrepreneurship, and changing the way the funding system works so that the world benefits more from the talent and wisdom of women.

Startup Mentoring Class	
Time 時間	: 3:30pm -5pm
Co-organiser 協辦機構	: 
Program & Speakers	: <ul style="list-style-type: none"> <li>1) Success Cases Sharing</li> <li>2) Exploration on Crowdfunding Market</li> <li>3) Intelligence on Product R&amp;D, Production &amp; Manufacturing</li> <li>4) Application of B2B Channels</li> <li>5) Innobator's collaboration with Explorium</li> <li>6) Summaries of GELAB</li> </ul>
	<p>Mr Handon Hu, CEO, Makers Origin</p> <p>Handon has many years of experience in management and operation and he has held senior positions in several startup companies. He is a veteran from SINA and Yahoo. Handon has an MBA from the University of Cambridge and a BA from Huazhong University of Science and Technology.</p> <p>About Makers Origin: Makers Origin is a world's leading hardware accelerator based in Shenzhen, "the Silicon Valley of manufacturing". It is a wholly owned subsidiary of Sanpower Group, a \$22B company that owns Brookstone, Oregon Scientific, iDT (a HKSE listed factory &amp; the owner and manufacturer of Oregon Scientific), House of Fraser, and Hamleys amongst many others. In short, we are a world's leading hardware accelerator backed by a 40 year old factory and a global distribution network of 8710+ point of sales.</p> <p>創客哥哥 MakersOrigin.com 是中國著名多元化企業 - 三胞集團旗下的創客平臺，也是國內領先的智能硬件加速器及孵化園。三胞集團通過自有渠道宏圖三胞，樂語，南京新百以及戰略並購的美國 Brookstone，英國的 House of Fraser, Hamleys 等打造出全產業鏈的新奇樂產品智能製造銷售生態圈。在集團資源支持下，創客哥哥幫助智能硬件創新者實現樣機製造，眾籌及生產，銷售。</p>
	<p>Mr Francois Lee, CEO, GELAB</p> <p>Francois is a sales &amp; marketing expert with over 25 years track record in entrepreneurship and innovation. In 2003, he built his corporate consultancy business serving international clients. In 2015, he founded Innobator in Hong Kong and Shanghai to provide incubation for start-upstartups and young entrepreneurs targeting Mainland China market.</p> <p>Francois joined Travelzen as corporate advisor in 2009 and built up a strong travel agents network across China with back-office infrastructure support within 24 months. In 2012, he established Touchbase Travel Logistics to actualize his Online to On Ground (O2O) platform bridging the gap between online automated system and traditional travel logistics services.</p>

15/10/2017 (Sunday 星期日)

**Po Leung Kuk Young Entrepreneurship Foundation Presents:  
“Hello Startup: How Cool is Your Brand?”**

Creating and managing brands is one of the most important and challenging activities in all of marketing. A brand can be an enormously valuable asset for your company if it's done properly. Jonathan Wong will share the true idea of branding and guide to Building Your Startup Brand and marketing in 21st Century.

Time 時間	:	11:30am – 1pm
Co-organiser 協辦機構	:	Po Leung Kuk Youth Entrepreneurship Foundation
Speaker 講者	:	Mr Jonathan Wong 王湘文先生
	:	<p>Jonathan Wong has over 20 years extensive international business experience in fast-paced industries, including TV, film and hi-tech media. He has been Mentor, Judge, Business Consultant and Program Director for numerous startup competitions and platforms. He is currently Project Director at The Centre of Entrepreneurship at The Chinese University of Hong Kong (CUHK) and Business Consultant at Social Enterprise and Business Centre (SEBC) at The Hong Kong Council of Social Service (HKCSS).</p> <p>王湘文先生從事電視、電影及高科技傳媒等行業逾二十年，擅於處理迅速萬變的國際商業活動。他曾多次作為創業比賽及平台的營商導師、評審、商務顧問及項目總監，現在是香港中文大學創業研究中心項目總監，及香港社會服務聯會商務顧問。</p>

16/10/2017 (Monday 星期一)

**How to skyrocket your business with Growth Marketing Tactics in 2017**

Time 時間	:	4pm – 4:45pm
Co-organiser 協辦機構	:	<b>GrowthMarketer</b> ACADEMY
Speaker 講者	:	Mr Tim Chan. Founder of Growth Marketer Academy
	:	

**CE marking and related directive used for the product of the start-up company imported to EU countries  
初創企業的產品進口歐洲 CE 標示和相關指令的要求**

Time 時間	:	10:30am – 11am
Speaker 講者	:	Mr Wilson Loke, Senior Manager of Electrical Division, CMA Testing and Certification Laboratories 廠商會檢定中心電氣及電子產品部高級經理陸世傑先生
	:	Any electrical and electronic product imported to European countries shall comply the national regulation of European countries. The national regulation is based on the directive implemented in European Unions for free trade inside the member of European union. Inside industries, many start-up companies and manufacturers always request CE certificate, CE report or CE mark to prove the product able to import to European countries. But it is totally wrong, the CE Mark is only self-declaration mark to show your product comply some



directive using CE mark as approval mark. Therefore, distributor, importer, manufacturer and start-up companies shall know their obligations mentioned in the directives rather than only fix the CE mark on the product.

進口歐洲國家的電及電子產品應符合歐洲國家的當地法規。為了在歐盟成員國內自由貿易, 歐盟成員國當地法規都是建基於歐洲聯盟的共同指令。在行業內, 很多初創企業和製造商總是要求 CE 認證, CE 報告或 CE 標誌去證明該產品能夠有資格進口到歐洲國家。這完全錯誤的, CE 標誌只是一個自我宣稱標誌, 以表示您的產品符合使用相關以 CE 標誌作為批准標誌的指令。因此, 分銷商, 進口商, 製造商和初創企業應了解產品相關的指令中提到的義務, 而不僅僅只考慮產品上的 CE 標誌和 CE 證書。