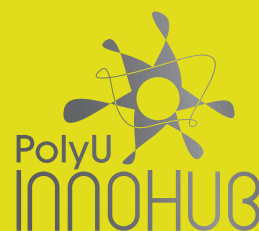




THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

I/E Institute for Entrepreneurship
企業發展院



ASCEND

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Foreword 前言

Dear readers,

Welcome to the inaugural issue of 'ASCEND', a publication dedicated to sharing the entrepreneurship stories and happenings of The Hong Kong Polytechnic University (PolyU) community.

Entrepreneurial mindsets and skills are very much needed in today's dynamic and ever-changing environment. We therefore offer holistic education, seed grants, incubation and acceleration support to foster innovation and 'Do Well Do Good' entrepreneurship development among PolyU members to generate social and community impact.

Every year we disburse more than HK\$10 million to support 40 to 50 start-ups and students' innovation projects, benefiting more than 270 start-ups since 2011. In 2017, we launched the co-creation space, PolyU InnoHub, at the main campus and PolyU Shenzhen Base as a nurturing ground for our next generation of young entrepreneurs. We are also committed to fostering synergistic partnership to build thriving entrepreneurship ecosystems for promotion of social and economic development. I would like to take this opportunity to express my sincere gratitude to our industry mentors, entrepreneurs-in-residence, judges and partners for their generous support over the years for PolyU's endeavours in entrepreneurship.

In this first issue, you will come across the fascinating entrepreneurship journeys of five start-ups in weathering the ups and downs in their ascent to success. I am sure you will find their stories engaging and inspiring.

Hope you will enjoy reading our inaugural issue of 'ASCEND'. See you in our next issue.

各位讀者：

感謝您閱讀《登峰》創刊號，《登峰》的創設旨在分享香港理工大學（理大）社群的創業故事和最新動向。

處身於現時變遷急遽的環境，擁有創業思維和創業技能誠不可或缺。因此，我們致力提供全人教育，並提供創業種子基金、培育和加速支援，孕育科技創新，推動「創富創善」的創業精神，造福社群。

每年我們撥款逾港幣1,000萬支援40至50間初創企業及學生創業概念項目，自2011年至今已惠及270多間初創企業。2017年起，我們更在理大校園及理大深圳產學研基地開設共創空間PolyU InnoHub，以培育下一代年輕創業家。

理大一向著重協同合作，以期與合作伙伴推動創業生態，促進社會發展。在此謹代表理大衷心感謝各位業界導師、駐校創業家、評審和其他合作伙伴多年來不吝時間和精神，給予我們大力支持。

本創刊號記載了五間理大初創企業的創業故事，細說他們在邁向成功路上遇到的高低起伏，相信讀者定能從中深受啟發。

希望您喜歡今期的內容，期待下期再會。

Dr Miranda Lou
Executive Vice President, The Hong Kong Polytechnic University

盧麗華博士
香港理工大學行政副校長



Semi-retired Alumnus Turns PolyU Research into Hit Merchandise that Slows Myopia Progression



Jackson LEUNG

Co-founder,
Vision Science and Technology Company Limited

vsthk.com

The interview with Jackson Leung Tze-man took place at PolyU Optometry Clinic, to which he is no stranger. 'I was from the first class of graduates of PolyU's School of Optometry in 1987.' That was the first thing he uttered in our stroll along the iconic brick-red walls.

The alumnus in Optometry has spent years working in the optical industry after leaving his alma mater. But as retirement edges closer, he had the opportunity to open a start-up with his former classmate Professor To Chi-ho, Chair Professor of Experimental Optometry at the School of Optometry, to market the Defocus Incorporated Soft Contact (DISC) lens that helps to slow myopia (short-sightedness) progression in children aged 6 to 18 by 60%. 'We are not starting a business to make money. We earnestly wish to promote research findings of PolyU and benefit more people', says Jackson.

Jackson, in his 50s and semi-retired, used to serve a number of sizeable optical companies as a training and technical consultant. In 2014, Professor To, Jackson's friend of so many years, suggested that he started a business and introduced the DISC lens developed by PolyU into the market. 'Professor To has been dedicated to his research for more than 20 years, while my Master thesis in 1997 was also a myopia study. So we share the fascination with this subject.'

DISC lens is a bifocal soft contact lens of concentric rings design, and comprises a series of alternating 'correction zones' (normal degrees) and the 'defocusing zones' (lower degrees) extending towards the periphery. Light going through the correction zones is focused on the retina to give the wearer a clear image, while light passing through the defocusing zones is projected in front of the retina. The

out-of-focus image produces signals that would retard axial elongation of the eyeball, thereby slowing the progression of myopia.

Big Companies not Interested: 'Better to Do it Yourself'

In 1998, Professor To led a team and initiated the research on myopia, beginning to trial 'optical defocus' in animal experiments for the control of myopia progression. 'With encouraging results, we proceeded with clinical experiments on human.' Solid academic research did not guarantee a success, however, as Professor To's negotiations with several manufacturers for a partnership have failed one after the other. 'At the time the market was not convinced that myopia can be controlled and they did not think such control was important, thus their lack of interest in commercialising the research.'

The frustration grew further when a four-year negotiation with a major corporate turned out fruitless. 'Why don't I do it myself? I raised my idea to Jackson.' But Jackson noted turning a science research into a marketable product for the mass would bring on an array of practical and operational challenges. He took out a green box from his briefcase and said, 'this is our first generation of product. You can't disregard it if you want to know the whole story.'

From A Theory to Merchandise

The little box contains only one pair of the first-generation contact lenses, which are customised according to a child's eyeballs. Its launch had been met with huge popularity, but Jackson remarked that children would easily damage the contact lenses and the three-week lead time for customisation was also less than ideal for myopia control. 'We wished to make disposable lenses, but the manufacturing cost was too high and we first settled with a customised version.'

Jackson added that save for cost control, they also had to look for a standardised production plant, verify its production inspection systems and certification systems, and ascertain that the products will pass the PolyU testing. The long list of requirements inevitably increased the time and difficulty of production. 'We had to start from scratch for our production, certification and equipment systems, therefore it took us about two to three years to develop the first generation, while the second generation rolled out in just another year.'

Entrepreneurship Promotes PolyU's Research Result

Unlike other start-up founders, Jackson appeared at ease in sharing the challenges of the early stage. Repeatedly he made it very clear that as a man heading for retirement, the significance of his business is more about popularising his alma mater's scientific research achievement than seeking profit. 'As an optometry graduate, without a doubt I have to bring such an outstanding invention of my department to the market.' Jackson recalled that after launching the first generation of products, they reached out to local optometrists and had them give recommendations to consumers. 'Network is also key, given that these optometrists are our seniors and juniors at PolyU.'

People networking is crucial in the journey of entrepreneurship. Jackson recognised that the connections have also made the second generation possible. 'It was a coincidence that we came to know a Taiwan producer that already owns moulds, equipment, etc., saving us a lot of expenses,' explained Jackson. While the first-generation lenses were mainly sold in Hong Kong, their company has been certified to market the second-generation lenses in Mainland China to tap the much bigger market. 'With a huge market, products of better quality and a favourable Chinese government policy on myopia control, sales of the second generation is looking great.' As in September 2019, the start-up has already sold 50,000 boxes of the second-generation lenses in Mainland China, and the tally is expected to reach about 100,000 boxes by year end. 'Our goal is to sell 1 to 2 million boxes, hopefully every child with myopia can wear our lenses.' Leveraging their extensive people network, the company has secured financing close to HK\$2 million in just three years in addition to the HK\$1.1million funding support from PolyU, underscoring the investors' confidence in the prospect of the business.



DISC lens is a bifocal soft contact lens of concentric rings design, and comprises a series of alternating 'correction zones' (normal degrees) and the 'defocusing zones' (lower degrees) extending towards the periphery.

「光學離焦」軟性隱形眼鏡特點是表面有很多個同一圓心的圓圈，並分成兩個度數，「正焦區」（正常度數）和「離焦區」（較低度數）以梅花間竹排列。

半退休理大舊生創業 科研變產品 助學童減慢近視加深



梁子文

Vision Science and Technology
Company Limited 共同創辦人

vsthk.com

01/

相約梁子文（Jackson）於理大眼科視光學診所做訪問，於他感覺並不陌生。在紅磚牆外遊走時，他劈頭第一句就說：「我是1987年第一屆眼科視光學院畢業生。」

視光學「老鬼」畢業後往外拼搏多年，將近踏入退休階段，卻遇上機會跟大學同學兼現任眼科視光學院講座教授杜嗣河教授一同創業，產品是杜教授研發多年的「光學離焦」軟性隱形眼鏡（DISC），有助減慢6至18歲學童近視加深速度達六成。「我們創業已不是為賺錢，最大的願望是將理大科研成果向外推銷，讓更多人受惠。」梁子文說。

50多歲的梁子文曾於多間具規模的光學公司工作，擔任培訓及技術顧問，現處於半退休狀態。2014年，相識多年的杜嗣河教授建議他創業，將理大所研發的「光學離焦」軟性隱形眼鏡製成產品，推出市場。「杜教授此科研已超過廿年，而我在1997年的碩士研究主題則是近視研究，所以都有一份情意結。」

「光學離焦」軟性隱形眼鏡特點是表面有很多個同一圓心的圓圈，並分成兩個度數，「正焦區」（正常度數）和「離焦區」（較低度數）以梅花間竹排列。進入正焦區的光線會聚焦於視網膜上，讓配戴者看到清晰的影像；進入離焦區的光線，會聚焦於視網膜的前方，給予眼球刺激信號，不要生長得太長，抑制眼球長度以減慢近視加深速度。



(left) Professor To Chi-ho, Chair Professor of Experimental Optometry at the School of Optometry led the research team of DISC lenses.

「光學離焦」軟性隱形眼鏡由眼科視光學院講座教授杜嗣河教授（圖左）率領的團隊研發。

與公司洽談被拒 「不如自己做」

1998年，杜嗣河教授跟團隊開始近視研究，並開始利用動物實驗來試驗「光學離焦」控制近視，「數據好靚，所以就進行人類臨床實驗。」縱然學術研究有紮實的基礎，但杜教授坦言曾經向多間廠商洽談合作，最後均無功而還，「當時市場認為近視沒有方法控制，加上他們覺得不重要，所以對研究沒甚興趣。」

杜教授曾經跟大企業洽談將近四年多，對方最後竟拒諸門外，令杜教授甚為不甘，「我當時想不如自己做，就跟Jackson提起我的想法。」梁子文坦言，由科研發展成產品大量出售，則要面對各種實際的營運問題。他從公事包拿出了一個綠色盒子說：「這是第一代產品，要說故事的話就要提及它了。」

由理論變商品

眼前第一代隱形眼鏡每盒只有一副，是按兒童的眼球而訂製。縱然當年推出後反應熱烈，梁子文坦言，兒童容易弄壞隱形眼鏡，而訂製時間需時三星期，這對於控制近視的效果並不理想。「起初是希望做到即棄，但是製造的成本太高，所以先做訂製版本。」

梁子文補充，除了控制成本，他們還要尋找標準化生產的工廠，確認生產檢測系統、認證系統，還有確定產品必須通過理大的測試，這各項標準均增加製作的時間及難度。「由生產、認證到配備系統都要重新開發，所以第一代大約研發了兩至三年，而第二代則一年多就成事了。」



The sales volume of the second-generation DISC lenses is expected to reach about 100,000 boxes by year end.

估計第二代「光學離焦」軟性隱形眼鏡今年的銷售量將達至約10萬盒。

創業推廣理大科研成果

有別於其他創業者，梁子文談起過程的困難時，顯得較雲淡風輕。他多次強調，自己即將步入退休之年，眼前這盤事業的意義在於將學校的科研成就普及化，而非只為利潤。「自己於眼科視光學出身，學系有這麼優秀的研究，當然要推廣開去。」梁子文稱，第一代產品推出後，聯絡上本地的視光師，讓他們推薦給消費者選擇，「大家都是學兄學弟，所以人脈都很重要。」

人脈於創業旅途上甚為重要，梁子文說第二代的出現也是因為「識得人多」。「當時機緣巧合之下認識到台灣的生產商，當時對方已擁有模具、器材等等，這就省卻了大量成本。」梁子文解釋。第一代產品主要以香港為銷售對象，而第二代則擁有於內地銷售所需的認證，可面向龐大的市場，「除了市場龐大，我們的產品質量較好，加上中國政府將近視防控納入國策，第二代的銷量大為理想。」截至2019年9月，第二代於國內已售出5萬盒，並估計全年的銷售量將達至約10萬盒。「我們的目標是賣出100萬至200萬盒，希望有近視的兒童都能用到。」而藉着廣闊的人脈，公司成立短短三年來，除了理大累積資助的港幣110萬外，已獲得接近港幣200萬融資，足以證明投資者對團隊業務發展的信心。

The Seven-year 'Roller Coaster Ride' Behind the AI-powered App that Takes Body Measurements for Online Tailors

Andrew Zhu Shuaiyin, a Sichuan native, took us to the House of Innovation and began to ably demonstrate on a tablet the result of a seven-year research with his team. Incorporating artificial intelligence (AI) into the fashion universe, Andrew's mobile app takes precise body measurements of the user by just taking a few photos. Online retailers and tailors are set to benefit from the app's data collecting power.

In the past years, Andrew has been immersed in the studio day and night to tackle the uncertainties in marketing the product and obstacles scattered along the path of entrepreneurship. But he never has a moment of doubt. 'I'm very confident as the product has been proven theoretically feasible, and the more problems I encounter the more I want to work it out. Overtime work is my pastime.'

Andrew ZHU

Founder, Shenzhen TOZI
Technology Company Limited

www.emtailor.com

Andrew, 33, the Bachelor's degree holder in computer engineering from Mainland China came to Hong Kong in 2010 to pursue a Master study. At first glance, his choice of the Institute of Textile and Clothing (ITC) at PolyU may look like a misfit. 'On open day, I talked to ITC's professors and found that they were interested in researching the AI technology. So, I decided to join,' Andrew added that in order to make AI technology available to everyone, the direction of AI research could no longer stay at the academic level. It must be tied up with the practical application in daily life.

Trial and Error Pays Off

Andrew and his team, altogether four people, kick-started an in-depth study in hope of coming up with an AI solution for the industry operators to solve the problem of overstocking. This pursuit took them seven full years. 'The theory has been proven for its feasibility, so I'm never too worried. But when it comes to practical operation, we have to go through relentless trials and errors.' For example, the original image recognition feature only worked on photos with users wearing tights in front of plain backgrounds, which obviously would

work against the behaviour and habits of consumers. And these were just the tip of an iceberg in the R&D process. Andrew said the team spent about four years optimising the application, 'In addition to problem solving, we have incorporated new ideas to make it easier to use.'

By 2015, when smartphones became a necessity and the technology was ripe to go live, Andrew and his team officially launched the product in the market, allowing consumers to take their own measurements for online shopping. They have since successfully cooperated with different apparel powerhouses and taken the technology to the international market. 'A Japanese brand offering tailor-made clothing had seen high staff recruitment and training costs. Our technology has effectively reduced their expenses,' added Andrew.

Seven years of hard work has paid off. 'There is still a long way to go,' Andrew said with a modest smile. He explained that they still have to continuously improve on the product quality, as well as data security and stability issues. 'This is our first product and we will expand our product range. Gym customers, for instance, may want to track their own data. There are still many potential products to develop.'

Getting Used to Roller Coaster Rides

When it comes to the company's future developments, Andrew was eager to share his vision on the many possibilities. He admitted, however, the company had struggled with problems in the industry chain during the initial stage. 'In the case of tailor-made clothing, consumers might not be able to accept such change. As for the supply chain, when tailor-made service becomes available online, the sudden influx of orders might create a lot of troubles if order fulfilment depends only on tailors.' Andrew pointed out the team

have spent a lot of time communicating with clients to build confidence and carry on the partnership. Since its establishment in 2017, the company has received several angel investments of approximately HK\$20 million in addition to the HK\$1.2million funding support from PolyU, which is a testament to the confidence of the investors in the prospect of the company.

After graduating with a PhD in 2017, Andrew had not settled for a stable job and life of a typical office worker. He instead embarked on the strenuous path of entrepreneurship that felt like a roller coaster ride. 'I believe all entrepreneurs share the same feeling - sometimes you are extremely confident, but sometimes you feel extremely abased. The mood swings have taught Andrew to have better control of his emotions and deal with various crises as if it were just another day. 'The only way to overcome the fear of riding roller coasters is to keep riding them! Face up to pressure and anxiety with the right attitude and concentrate on solving the problem instead of burying yourself in worries,' he said.

Embrace the Boundless World

Starting from a four-member R&D team, the firm has grown into a team

of 18 members with Andrew holding a managerial role. Unlike product development, corporate management requires a whole different kind of expertise. Andrew, inexperienced for the new role, had to learn about the relevant theories from books and keep evaluating his decisions by listening to different opinions, as such rectifying his mistakes right away. 'I've been refining my management skills all the time - I used to look into even the tiniest matter when there were new members joining the company, but now I'm trusting the team and hands-off most of the time. I think that's a stage that every manager has to go through.'

From the academic research, application of the theory for practical use to product launch, Andrew said the adventure with his team echoes with the classic Cantopop song Under a Vast Sky (《海闊天空》). 'This journey has broadened my own universe. My personality has evolved as the company develops. My horizons are getting wider. As we received help, I have discovered many beautiful people and things. The more you explore in the field, the more you see and learn from this boundless world, just like the song Under a Vast Sky,' he said.

[Mobile app 'YIHU' takes precise body measurements of the user by just taking a few photos.](#)

[用戶開啟應用程式「衣呼」後拍數張照片，程式就能精確量度出身體各部分的尺寸。](#)



七年研發AI技術 拍照取人體呎寸 便利網購訂製行業

02/

朱帥印

深圳市圖鄧創新科技有限公司創辦人

www.emtailor.com



來自四川的朱帥印 (Andrew) 與我們走到「理大創新館」，在平板電腦前熟練示範著他跟團隊研究七年的成果——將人工智能結合時裝，用戶開啟應用程式後拍數張照片，程式就能精確量度出身體各部分的呎寸，有助網購及訂製服裝的行業收集數據。

回望過去，Andrew在工作室沒日沒夜埋首，面對產品於市場上各種未知的結果，加上創業路途往往充滿阻礙，他毫不猶豫地說：「產品在學術理論上是可行的，所以很有信心；而我愈看見困難就愈想不停工作，OT於我就是娛樂。」

33歲的Andrew於內地本科修畢計算機工程後，於2010年來港進修研究碩士，卻選擇了理大紡織及服裝學系 (ITC)，「那時候開放日跟ITC的教授傾談，發現他們有興趣研究人工智能，所以就決定加入了。」Andrew補充，人工智能科技的研究方向不能再停留於學術層面，而是要與日常生活結合，才能令技術「落地」。

不斷失敗 不斷嘗試

Andrew及團隊一共四人就此深入研究，希望以人工智能的方式便利行業經營者，解決存貨過多的問題，但一埋首就花上整整七年的時間。「理論上已驗證過可行性，所以不會太擔心，但如何

實際操作起來，當中就要不斷嘗試及不斷失敗。」他舉例，起初的圖像識別功能只能應用在較乾淨的背景，用戶也需要穿上緊身衣來拍照，可這並不符合消費者的行為及習慣。這些問題只是研發過程中的冰山一角，Andrew說團隊大約用了四年時間，不斷改進應用程式。「除了解決問題，我們還一直加入新的想法讓它更易使用。」

2015年，智能手機於社會上已相當普及，加上研發的技術成熟，Andrew及團隊將產品正式推出市場，讓消費者可以自行量度呎寸，方便網購。現時，他們已成功跟不同的大型服裝品牌合作，將技術推向國際市場。Andrew補充說：「有家日本品牌

以銷售訂製服裝為主，但聘請及培訓員工的時間及成本相當高，我們的技術則能有效減省成本。」

七年的努力終見成果，Andrew靦腆地微笑說：「前面有更長的路要走吧。」他解釋，他們需要不斷改善產品質素，還有產品的數據安全、使用穩定性等問題。「這是我們的首個產品，之後還會研發出延伸產品，例如健身室的客戶希望追蹤自己的數據，還有很多產品需要研發。」

「要習慣坐過山車」

每當談到公司的發展，Andrew總是滔滔不絕地細數不同的可能性。然而，他坦言公司在起步階段曾面對行業產業鏈的問題。「以訂製服裝為例，消費者有機會未能接受這種改變，其次在供應鏈方面，訂製服裝放到互聯網上，一下子會有很多訂單，單靠師傅來做的話就會產生很多問題。」Andrew說，團隊花了很多時間跟客戶溝通，建立信心才能繼續合作。而公司於2017年成

立以來，除了理大累積資助的港幣110萬外，已獲得接近港幣2,000萬元的天使投資，足以證明投資者對公司前景充滿信心。

2017年博士畢業後，Andrew沒有找份較為安穩的工作，當個平凡的「打工仔」，偏偏選擇踏上充滿挑戰的創業路途，他自言心情如同過山車一般大起大落：「我相信創業的人都會有同感，有時極度自信，但有時極度自卑。然而，Andrew在過程中學懂了調釋情緒，以平常心去面對各種危機。「如何克服坐過山車？就是要不斷坐吧！以正確的態度去看待壓力和焦慮。」

創業如《海闊天空》

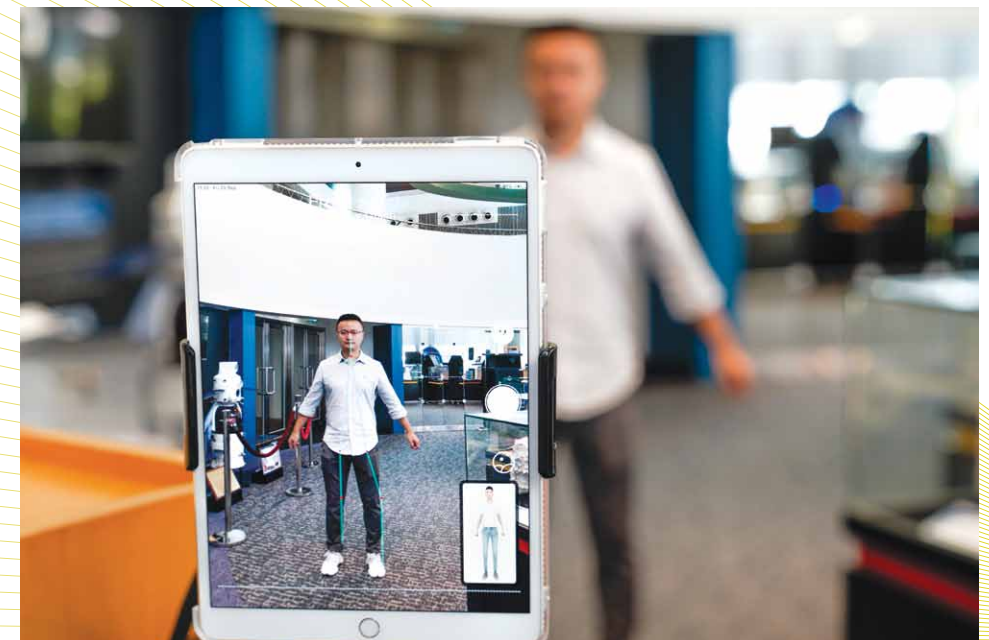
由四人的研發小組開始，現時公司已發展成18人的團隊，Andrew也成為了管理人員。跟產品研發不同，企業管理又是另一學問，Andrew起初沒有這些經驗，從書本上學習理論外，亦不斷聽取多方意見審視自己的決定，同時立即改正自身的錯誤，「我的管理技

巧也是在不斷變化——以前有新成員加入，我會事無大小都跟進，但現在會信任團隊，放手較多，這個是管理者必經的階段吧。」

Andrew跟團隊從學術研究，到實踐理論，再推出產品，他形容整個過程就像經典金曲《海闊天空》一樣，「這個過程讓我見識很多，例如公司跟自己的性格轉變，視野變得愈來愈闊，一路上得到多方支持及幫助，發現有很多美好的人和事，身歷其境就像《海闊天空》。」

[The image recognition feature works well without restriction to user's clothing and backgrounds.](#)

[圖像識別功能不受用戶衣服和背景限制，仍可運作良好。](#)



03

The Trend Catcher: Influencer Platform Founder Rides the Tide of Big Data

Co-founder, Cloudbreakr

cloudbreakr.com

Edwin WONG

Edwin, 28, gained insight into the social media's ongoing momentum when he was studying marketing at PolyU. Aspired to ride this popular wave and leverage his expertise, he set up Cloudbreakr, a social media analysis platform. By analysing big data, the platform is helping SME users and big brands to understand the market trends, create unique content and improve the effectiveness of influencer marketing. 'Cloudbreakr stands for "windsurfer", who stays on top of market trends,' Edwin explained.

At present, apart from the local business, Cloudbreakr also operates in four important Asian markets - Singapore, Taiwan, Thailand and Malaysia - and has partnered with more than 200 international brands. With such a promising prospect, it has already raised tens of millions of funding. But Edwin admitted that his windsurfing endeavour has not been free of hardship and there were frustrating moments. How did he get out of the predicament?

Averse to Study: The Beginning of Entrepreneurship

Never quite interested in academics since Edwin was a kid, he said this 'disadvantage' paved his way to entrepreneurship when he studied marketing at PolyU. 'I didn't care for studying in university. Then the professors and the department staff advised me to take part in entrepreneurial competitions, which I've become fond of.'

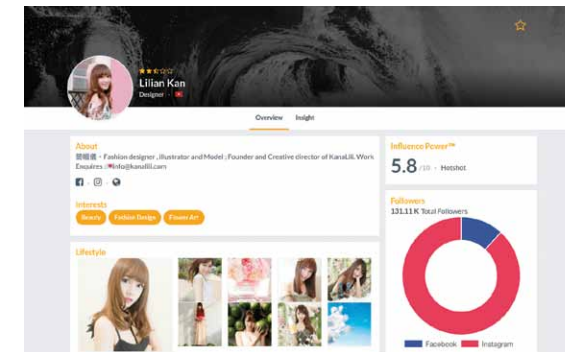
In his third year at PolyU, Edwin was awarded a HK\$120,000 seed fund from the PolyU Micro Fund Scheme for establishing a social enterprise, which provided an online sales platform for restaurants and small and medium-sized brands to run one-for-one marketing on 'suspended' services as an effort to promote consumption with conscience. The experience has made him think a lot and led him to contemplate the creation of Cloudbreakr. 'Following the experience, I really wanted to create a software to identify the right spokesperson and media for different brands, and find out how key opinion leaders and online public opinions have an impact on the brands' value online.'

Gain Experience at Work for A Better Foundation

The experience in social enterprise was a practice for Edwin. Thereafter he briefly worked for a marketing company to gain experience and later formed a new team for the new venture. Cloudbreakr rolled out in 2016, which combines data analysis and influencer marketing to provide clients with marketing tools and service solutions. This project was also supported by the HKSTP-PolyU Tech Incubation Fund. He recalled that upon the company's launch, for a client whose product design conveys a strong sense of social mission, his team helped the brand to identify bloggers and celebrities who are enthusiastically involved in charity, as well as media keen on charity news coverage. The series of publicity manoeuvres gave a significant boost to the brand's charity sale.

Although the company fared well at the beginning, Edwin soon encountered the first challenge. He believed it was due to their focus on Instagram analysis - while their competitors in the market were running Facebook marketing or other related businesses. Many brands also did not pay much attention to Instagram and allocated bulk of their resources to Facebook. Edwin had to wait for the right moment. 'It takes time to educate the market. When the growth of registered users failed to convert into business, we had to consider different attempts. Suddenly, the business opportunities come in.'

Edwin went on to explain, 'At that time, we must work hard at building customer confidence. We knew that, in the field of analytics software, we can't compare with international and Mainland Chinese companies in terms of resources. Our edge, however, is the precise analysis of the local market - for example, users were able to know about market trends through emails and articles. It took only several weeks to see results.'



Brace for Herculean Tasks and Keep Trying

From the entrepreneurial practice in campus life to expanding Cloudbreakr into overseas markets, Edwin is a rare case of diving into entrepreneurship right after graduation. He referred to the whole journey as long-distance running, scattered with hurdles such as issues on personnel changes, products and data collection. Once overcome, they leave behind a valuable experience. Edwin recounted how a partner's departure made him feel pity and worried about deterring the investors. Instead, investors remained full of confidence and supported Edwin with a cheque, saying, 'I have faith in you, just go ahead with confidence.' In addition to the courage of trying and optimism to embrace failures, he credited the team's eagerness to act and determination for being able to overcome every challenge.

The road to entrepreneurship often brings personal growth. Looking back at the three years since Cloudbreakr was created, Edwin saw a lot of changes in himself except for one thing - he still resists admitting defeat. 'I was quite naive in the past and took action without much consideration. But with more experiences, I'm now able to see things from different perspectives, for instance clients don't only care about effectiveness, but also policies, costs, etc.'

[Cloudbreakr combines data analysis and influencer marketing to provide clients with marketing tools and service solutions.](#)

[Cloudbreakr將數據分析及網紅營銷結合，為客戶提供營銷工具及相關的服務方案。](#)

'Cloudbreakr is Like a Point-and-shoot Camera'

Nowadays, consumer brands, institutions or even political parties reach out to the general public through social platforms. With trending topics on the Internet changing at lightning speed, Edwin had high hopes for future developments in big data at Cloudbreakr. Big data will drive the application of AI, which will not only track trending keywords or topics, but also develop insights into the connections between hot topics and even predict future trends. 'If a brand intends to seize on a topic, we can use our tools to identify what's happening in different regions. Such data will effectively help customers to plan future marketing strategies, positioning, content and so on.'

For an entrepreneur, the company is no different from his own child. Edwin felt that, however, Cloudbreakr resembles a point-and-shoot camera, and that he would be an enthusiastic photographer. 'Not every shot by a point-and-shoot camera is a good shot. Sometimes it was overexposed and failed. Sometimes it took a great photo and I would ponder how to duplicate this success. For me, Cloudbreakr is where ideas come true. Without it life might be dull. Now I'm full of motivation to keep pushing for my goals.'

捕捉潮流的人： 社交媒體分析平台創辦人「踏浪」記

28歲的Edwin早在理大修讀市場學時洞悉社交媒體如同一股浪潮，他亦決意以自身的專長乘風破浪，成立社交媒體分析平台Cloudbreakr——透過分析大數據，協助中小企用戶及品牌瞭解市場趨勢，創作獨有的內容及提高網紅廣告效用。「Cloudbreakr的意思就是『滑浪的人』，亦寓意著大家在潮流上。」創辦人Edwin說。

現時，Cloudbreakr除了本地業務外，還有新加坡、台灣、泰國及馬來西亞四個亞洲重要市場，亦相繼與超過200個國際品牌合作，前景可謂十分樂觀，而融資總金額達到八位數字，但Edwin直言踏浪的過程中困難重重，亦不乏令人灰心氣餒的時候，究竟他如何衝出困境呢？

一切由「唔讀書」開始 畢業始創業

Edwin笑言自小不大喜歡讀書，直到大學修讀市場學，這個「缺點」竟成為了創業的開端。「上到大學都不喜歡讀書，教授和教職員則建議我去參加創業比賽，反而令我喜歡上當中的過程。」

早在大學三年級時，Edwin獲批准理大微型基金計劃的12萬港元資助，支持他創立社會企業，建立一個網上銷售平台，為餐廳及中小品牌提供One-for-one的待用文化行銷，推動良心消費文化，而這次經驗令他感受至深，繼而萌生創立Cloudbreakr的念頭，「這次經

驗令我很想創造一套軟件，去為不同的品牌找到合適的代言人及媒體，找出他們甚至網上輿論如何影響品牌於網上的價值。」

創業後再打工 累積經驗重新出發

社企經驗如同練習課，及後Edwin在營銷公司打工累積經驗，之後便組成新的團隊，於2016年推出Cloudbreakr，將數據分析及網紅營銷結合，為客戶提供營銷工具及相關的服務方案，而此項目再次獲得科技園-理大科技培育基金的支持。他舉例，公司成立初期有些品牌客戶，其產品設計具強烈的社會使命感，他們曾協助品牌搜尋熱心公益的博客、明星，以及熱衷報道

王江源

Cloudbreakr共同創辦人

cloudbreakr.com



有關慈善新聞的媒體，在一系列宣傳下，大大增加品牌的義賣成績。

縱然公司的起步成績不俗，但Edwin很快就迎來了首個難關。即使當時市場上已有臉書營銷或其他相關業務的公司，但公司當時主要分析Instagram為主，不少品牌將資源集中投放在臉書，而不太熟悉Instagram的數據分析，所以Edwin唯有靜待時機。「因為教育市場需要時間，所以當有段時間註冊用戶的數量增長但未有生意時，我們只好考慮作不同嘗試，後來生意突然就湧進來了。」

Edwin解釋：「當時要著力建立客戶的信心，我們知道以分析軟件來說，資源難以跟國際及內地公司比較，但我們較優勝的地方，就是能仔細分析本地的市場——例如透過電郵、文章來讓用戶瞭解市場的趨勢變化，幾個星期後就有成績了。」

面對重重難關 勇敢嘗試擁抱失敗

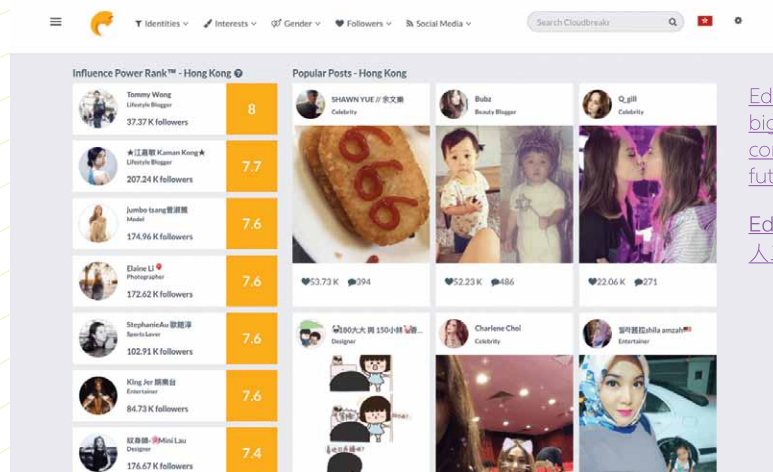
由讀書時期的創業練習，到如今Cloudbreakr發展至海外業務，Edwin是少數大學畢業後馬上創業的例子，但他比喻整個過程如同長跑，途中遇到不少難關，如人事變動、產品、數據收集等問題，但跨過後往往有另一種體會。Edwin回想，當時公司有位拍檔離隊令他深感可惜，亦擔心影響投資者的決定，但投資者卻充滿信心，把支票遞到Edwin手上並說「我信你，放心去做」。憑著勇敢嘗試，樂觀擁抱失敗，Edwin認為，關關難過關關過，全因為團隊的行動力和決心。

創業之路往往能令人成長，Edwin回望創立Cloudbreakr短短三年多以來，自身的改變亦不少，唯一不變的是不輕易服輸的性格，「以前較天真，甚麼都沒有多想就去做；但現在的經驗較多，看事情也會有不同角度，例如客戶著重的未必只是成效，還有政策、成本等等。」

「Cloudbreakr似傻瓜相機」

現時不同品牌、機構甚或政黨均會以社交平台接觸群眾，而網上的熱門議題更是瞬息萬變，Edwin期望未來Cloudbreakr的大數據發展，能有助其人工智能的應用，不單是統計關鍵字或話題，而是能夠洞悉到議題之間的關聯及推算趨勢。「假設品牌要找一個議題的時候，就可以通過我們的工具找到不同地區正發生的事。這些數據有效幫助客戶計劃未來的行銷策略、定位、內容等。」

於創業者而言，企業與親生仔無異，而Edwin則覺得Cloudbreakr更像一台傻瓜相機，而自己則是熱愛攝影的人。「傻瓜相機不是每一張都影得好，有時太光失敗了，有時拍到好照片，又會思考怎樣可以複製這個模式。對我來說，這是實現想法的地方，如果沒有Cloudbreakr，可能生活會很沒趣，反而現在讓我有幹勁繼續衝。」



OL-turned-entrepreneur, who Sees Silver Lining after Five Years, Reveals **Passion is Key to Perseverance**

‘Entrepreneurship is so difficult,’ said Nicole with a firm voice. ‘If you didn’t start with enough passion, you will quit fast when you encounter just a few small setbacks in the way.’

No one is born to be an entrepreneur. In Nicole’s hands was a camera lens for mobile phone – the seemingly unremarkable accessory was the first product she and her team successfully launched in the market five years since the company’s inception. ‘I enjoy doing something from scratch. I derive the greatest satisfaction from my business when the final product can receive a “wow” feedback.’

Since the advent of smartphones, both the markets for mobile apps and mobile phone accessories have seen increasingly fierce competition. To deliver a wow-worthy product and raise funds in seven digits, how much efforts have Nicole and her team devoted to making it all happen?

Just a moment ago the 34-year-old business owner murmured, ‘I don’t know what to say.’ Once the camcorder was up and running, however, she gave an introduction of the company and products like a silver-tongued salesperson. Nicole said she has a restrained character and is not good at rhetoric. But as pitching is part of the entrepreneur’s routine, she could only put her head down and plough ahead. ‘A clip I saw earlier says fake it till you make it. Open arms make yourself look stronger and more confident.’

Nicole does not only boost her confidence with her straightened waist and opening arms, that was also her posture in quitting her full-time job for entrepreneurship five years ago. ‘At that time, I worked in the human resources department of a company. But due to personnel problems and

corporate culture, I was working quite unhappily and I decided to leave.’ Others might switch job or launch a new career, but instead she accepted an invitation from her former secondary school classmate to open a start-up together. She was resolved to steer into uncharted waters. ‘The company is called NoMatterWhat Technologies Limited, which made our attitude pretty clear – we will carry on no matter what.’

From Nowhere to Silicon Valley

Nicole’s first product with her partner was an interactive projection device targeted at shopping malls and colleges, but it was not well received and she admitted it was a bad situation. ‘We had to set up meetings with investors one after the other, apply for government funds and borrow loans

from banks to maintain operations. Unpaid at that time, I had to stick with a simple diet.’

When the interactive projection device failed to bring them good fortunes, they continued to explore other potential opportunities. In 2016, the team developed a 360-degree camera app with the support of the HKSTP-PolyU Tech Incubation Fund. The experience brought by the free app was priceless – they took part in the Techcrunch Startup Battlefield, in which only 25 teams of the 1,000 worldwide applicants could present their business cases at Silicon Valley in the United States. Nicole’s team was among the chosen ones. ‘We did not win the cash prize, but we had many interviews with media from different countries. Awareness of our product spiked and we secured funding from angel investors.’

From the first product that made no noise to presenting a product on a stage in Silicon Valley, it took two years to draw people’s attention. Nicole smiled again, ‘I was really grateful because I had been preparing all the time without knowing where it would go before the product received global recognition in a competition. I felt that all the efforts became worthwhile.’

Daring to Break Through Conventions

Even though the Silicon Valley presentation brought them awareness and investors, Nicole and her partner did not settle for complacent. She recalled a Silicon Valley investor asking, ‘when you take a 360-degree photo, yourself can’t be photographed, right?’ This question had been lingering in Nicole’s mind and the team began to develop a 360 lens for mobile phone, an idea that has respectively been funded by the PolyU Micro Fund Scheme and the PolyU Tech Launchpad Fund. ‘We first considered solving it within the mobile app, but that turned out to be impossible. Then an idea sparked – why don’t I jump

Nicole OR

Co-founder,
NoMatterWhat Technologies Limited

fusionlens.com



out the mobile app framework? So I started designing the lens.’ Developing a hardware is very different from writing a programme. With no expertise in optics, Nicole’s team had to do it all over again – starting with a research of other brands’ lenses. ‘From gathering to research to looking for the right factory in Mainland China, it had taken more than a year.’

But things did not turn out the way they wanted after the first generation of lens was introduced to the market. Later, the team set out to develop a more versatile second-generation 360 lens – when used with the mobile app, a user can shoot panorama and ultra-wide-angle photos, in addition to anti-shake and movie camera movement features.

Did they worry about repeating the first generation’s mistake? ‘I had full confidence in it because a 360 camera generally costs over a thousand dollars, but our lens is relatively affordable and delivers the same result without consuming power. It was a major breakthrough.’

‘Persevere in Doing What You Love.’

In her 5th year as an entrepreneur, Nicole’s company is finally earning a monthly income of six digits from selling the second-generation 360 lenses. The figure still fell short of their target, the product nonetheless is the team’s first successful product to enter the market. In hindsight, Nicole’s road to entrepreneurship was strenuous. At its worst, she had struggled with payroll and rent at the end of every month. ‘There was a time that though I was fully aware that we couldn’t pay for wages, I had to pretend everything was fine in office while frantically contemplating ways to raise new funds.’

When talking about the tough times, Nicole always spoke fervently with a smile. Has she ever thought about giving up? ‘No, because this is what I really love.’ Her smile was replaced with a firm expression. ‘I know myself better and become stronger after starting a business. Because it is what I love, I will always try to solve a problem instead of giving up.’



The second-generation 360 lens – when used with the mobile app, a user can shoot panorama and ultrawide-angle photos without consuming power, in addition to anti-shake and movie camera movement features.

第二代360鏡頭配合應用程式使用，無需用電可拍攝出全景、超廣角等效果，並具有電子防震及電影運鏡功能。

OL創科技公司屢遇難關 捱五年第三個項目 終見曙光：堅持只因熱愛

柯昕晴

NoMatterWhat Technologies Limited
共同創辦人

fusionlens.com

「創業實在太艱難，假如你的熱情不夠，中途遇到少許挫折就會很快放棄。」
Nicole 聲線堅定地說。

沒有人天生懂得創業。Nicole雙手捧著一枚手機鏡頭，這看似平平無奇的配件，卻是她跟團隊自創業五年來首次成功走入市場的商品。「我喜歡由零開始去做一件事，成品能令人有『Wow』一聲的反應，這是我創業最大的滿足感。」

自智能手機推出後，無論應用程式還是手機配件的市場競爭均愈發激烈，產品能令人驚嘆甚至成功融資7位數字的背後，Nicole及團隊究竟花了多大的心血及努力呢？

34歲的Nicole眯著笑眼，前一秒才呢喃著「不知道說甚麼」，但正式拍攝時即能流暢地道出公司及產品的介紹。Nicole坦言性格較內斂，不擅辭令，但創業過程中往往要不斷叩門，她說只能找方法硬著頭皮撐過去。「早前看過一段影片，說『fake it till you make it』，張開雙臂能令自己看起來強大一點，自信多一點。」

挺直腰肢，張開雙臂，不只是Nicole增強自信的方法，也是她五年前離開正職決意創業的姿態。



[The second-generation 360 lens delivers the same result as a 360 camera without consuming power and is relatively affordable. It was a major breakthrough.](#)

第二代360鏡頭的拍攝效果跟360相機相同，而且產品不用電亦相對便宜，這算是很大的突破。



「那時候在一間公司任職人力資源部，但因為人事問題及公司文化，令我工作得不太開心，就決意離開。」旁人或會轉投別間公司或轉行，但碰巧當時Nicole的中學同學邀請她一同創業，她就決定踏上未知的路途。「公司叫NoMatterWhat Technologies Limited，已經說明了我們的態度——無論如何都會一直做下去。」

由無人問津到矽谷

Nicole跟拍檔的首個產品是投影互動裝置，以商場、院校為主要對象，但反應未如理想，她坦言當時的處境甚為艱難，「要不斷叩門找投資者、申請政府資金，還有問銀行借貸維持營運，那時候都沒有人工，三餐都盡量簡單。」

當投影互動裝置未能為他們帶來可觀的收入，Nicole跟拍檔決定繼續往前發掘別的可能性。2016年，團隊開發了具360度拍攝功能的應用程式，項目獲得科技園-理大科技培育基金的支持，而這免費的程式亦為他們帶來難能可貴的經驗。當時他們參加了Techcrunch Startup Battlefield比賽，全球1,000名申請者中，只有25隊獲機會到美國矽谷發佈，而Nicole的團隊就是其中之一，「雖然當時沒有贏到獎

金，但有很多來自不同國家的傳媒訪問，一下子很多人認識這個產品，更找到天使投資者注資。」

由首個產品無人問津，到站在矽谷的台上介紹產品，當中花了兩年時間才能為人認識。Nicole再次睜起笑眼形容：「真的很開心，因為一直籌備的時候，不知道會做到何年何月，直到可以在全球認可的比賽得到肯定，當下覺得所有付出都是值得的。」

意見引發新產品 跳出框框尋找突破

縱然矽谷發佈會為他們帶來了知名度及投資者，Nicole跟拍檔並沒有因而沉醉於其中。她憶起，曾有矽谷的投資人問道：「拍360相片的時候，你自己不是無法被拍到相片中嗎？」這條問題一直於Nicole腦海內縈繞不散，團隊繼而開始研發配置於手機的360鏡頭，亦憑項目相繼獲得理大微型基金計劃及理大科技領航基金計劃的資助，「初時在想應用程式能否做到，但發現不可行，靈機一觸問自己為何不跳出應用程式的框框，所以就著手設計鏡頭。」編寫程式跟研發硬件產品所需的技術大為不同，Nicole的團隊並沒有光學背景，這就如同回到起點——由研究其他品牌的鏡頭開始，「做資料搜集、研究、不斷到內地尋找合適的廠房，這都花上了一年多的時間。」



[Nicole's team took part in the Techcrunch Startup Battlefield and presented their 360-degree camera app at Silicon Valley in the United States.](#)

Nicole的團隊以360照片拍攝應用程式參加了Techcrunch Startup Battlefield比賽，獲機會到美國矽谷發佈。

可是，第一代鏡頭推出市場後反應並不理想。及後，團隊就著手研發多功能的第二代360鏡頭——配合應用程式使用，可拍攝出全景、超廣角等效果，並具有電子防震及電影運鏡功能。

當時會擔心結果像第一代般嗎？「我對產品很有信心，因為市場上360相機普遍要上千元，我們的鏡頭相對便宜；而且產品不用電，但拍攝效果跟360相機相同，這算是很大的突破。」

「堅持做喜歡的事」

創業五年，第二代360鏡頭終為Nicole的公司帶來每月6位數字的收入，銷售額縱然未達到他們預期目標，但它是團隊首個成功走入市場的產品。回望過去，Nicole的創業路可謂荊棘滿途，她直言曾因面對月尾出糧及交租而讓她大為苦惱，「有段時間知道不夠錢出糧，但在公司要裝作沒事，其實腦海在不斷想方法尋找新的資金。」

談及這些艱苦的時刻，Nicole總是眯起笑眼侃侃而談，難道不曾想過放棄嗎？她收起笑容堅定地說：「沒有，因為這是很喜歡的事。創業的經歷令我更了解自己，更堅強。因為喜歡，當遇到困難時只會想辦法解決，而不是放棄。」

WEDO GLOBAL Co-founders: Ethnic Minority Deserve More Choices

In the self-proclaimed international metropolis of Hong Kong, misunderstandings about ethnic minorities still prevail and the options for minority jobseekers are very limited. Therefore, Eva and Bosco set up WEDO GLOBAL, a social enterprise providing multicultural workshops and guided tours to educate the public about the minority cultures and their stories as part of Hong Kong, meanwhile offering training to the minorities to facilitate their social integration in future.



Eva and Bosco hope that by providing training and employment opportunities to members of ethnic minorities, and by encouraging them to 'share their own stories in person', they can narrow the gap between ethnic minorities and the general public.

Eva及Bosco希望透過提供培訓及就業機會予少數族裔，推動他們「親身分享自己的故事」，能拉近少數族裔與普羅大眾之間的距離。

Eva and Bosco met in 'The PolyU Volunteers' when they were studying at PolyU. Back then Bosco participated in a three-month multicultural training programme in Canada, meeting young leaders from 18 different countries and regions. 'This training has made me realise that there are actually many ethnic minorities in Hong Kong, and their lives are facing difficult circumstances.'

Unlike Bosco, Eva has always been drawn to the exotic cultures of different ethnic groups. She explained that she had earlier organised a volunteer service group to visit Sri Lanka, where the locals' way of living and culture had a profound impact on her. 'I'd got many shocking moments. The reason for eating with hands, for example, is not due to the lack of resources or poverty, but because they think using five fingers to eat is more efficient than any

tableware, especially in mixing food.' Eva believes that different ethnic cultures have their own wisdom of living, and hopes Hong Kong people could have the opportunity to learn more about them. Since then, the duo began to dig deep into the ways of living and cultures of ethnic minorities, making new friends of different ethnicities.

From a Sideline to a Whole-heartedly Career

In 2011, Eva and Bosco established WEDO GLOBAL with financial support from the PolyU Micro Fund Scheme. However, they kept their full-time jobs soon after inception and it remained a part-time venture. 'In the beginning, we were in charge of youth activities at the Student Affairs Office of PolyU to promote communications among local, Mainland Chinese and overseas students,' continued Bosco. 'We also

worked at the Social Enterprise Summit to build networks and gain related knowledge.' Eva recalled, 'then I thought if I had made up my mind and was determined to grow the business, I must devote myself to doing it.' So they decided to quit their day-time jobs to run the social enterprises full time.

Having abandoned stable jobs, they were bound to face many uncertainties on the road of entrepreneurship. Did they struggle at that time? 'Sure, livelihood was the main concern,' said Bosco. 'But we soon discovered once we were committed to it. We would keep finding ways to tackle problems. The company was growing so fast that it was beyond our expectation.' The philosophy that underpins WEDO GLOBAL has given rise to a distinct operating model – members of ethnic minorities are trained to become tour guides and are engaged in the design

of community guided tours, which enable participants to understand their cultures. After institutions and schools purchase the service, participants can join the tours for free. They believe that by providing training and employment opportunities to members of ethnic minorities, and by encouraging them to 'share their own stories in person', they can narrow the gap between ethnic minorities and the general public. As such the minorities are empowered to become self-reliant and cultural ambassadors who connect and contribute to the communities.

Multicultural Education to Let Women 'Be the Star'

At present, WEDO GLOBAL has cultural ambassadors of different nationalities with women accounting for 80%, including secondary school graduates, university students and housewives. After training and practising, they will have the opportunity to take part in the design of community guided tours to strengthen their self-confidence and self-identity. Eva hopes to change the public opinion and encourage minority women to work outside, share their ideas, and even pursue dreams. 'A minority cultural ambassador realised

after being a tour guide that many students are curious about her culture – this is an opportunity for them to speak up, to have a 'Be the Star' moment, and to appreciate her own culture,' added Bosco.

Eva and Bosco consider that tolerance, respect and communications are the most important elements when working with people of different races. Eva pointed out the colleagues of Islam faith spend the month of Ramadan every year during which they do not eat or drink between dawn and sunset. 'Most of them would start the day at 4am and fast all day after having a Suhur meal. To show our understanding, we would arrange for flexible working hours so that they can continue their religious activities while taking care of their work.'

Educate from a Young Age with Continuous Support

Eva said they will work with more companies and institutions to provide more diverse multicultural training with themes including Diversity Sharing and Unconscious Bias to promote cultural integration in workplaces. She stressed that WEDO GLOBAL would hopefully become a transit point and help ethnic

minorities build long-term career goals. 'Some members who have participated in the training have become teachers or even entrepreneurs. This is the result we are hoping to see earnestly because most members of ethnic minorities in Hong Kong can only get the so-called "3D" (i.e. dirty, dangerous and demeaning) jobs. They deserve more choices to realise their full potentials.'

As one of the first 20 accredited social enterprises in Hong Kong, WEDO GLOBAL has been established for 8 years. Eva and Bosco have not only assisted many friends from ethnic minorities, but also got their fair share of valuable opportunities: Eva is currently a member of the Commission on Poverty, whereas Bosco is a member of the Advisory Committee on Racial Equality and Integration of the Equal Opportunities Commission. They are now able to propose more minority-related policies to the government. When it comes to future developments, Bosco hopes to provide training to young minorities, so they can adapt to the local culture sooner and faster. 'In addition to on-job training, WEDO GLOBAL also provides free Chinese classes to minority groups in primary and secondary schools. I hope education can be done at a young age.'

www.wedoglobal.com

Co-founder,
WEDO GLOBAL

Eva WONG

Bosco NG

Director,
WEDO GLOBAL

與少數族裔同行

WEDO GLOBAL共同創辦人： 他們值得有更多選擇

05/



黃靜虹

愛同行共同創辦人

吳宗麟

愛同行董事

www.wedoglobal.com

於貴為國際大都會的香港，社會對少數族裔仍存有不少誤解，導致他們能夠選擇的工種少之又少。有見及此，Eva及Bosco成立社會企業「愛同行」（WEDO GLOBAL），以多元文化工作坊及導賞，讓大眾瞭解少數族裔的文化及居港的生活故事，同時為他們提供培訓，有助日後投身職場、融入社會。

Eva及Bosco早在理大就讀的時候，在義工組織認識。Bosco曾於加拿大參加為期三個月的多元文化培訓活動，認識到來自18個不同國家及地區的青年領袖，「此培訓令我留意到香港其實有很多少數族裔，而他們的生活正面對著種種困難。」

與Bosco有別，Eva則是被不同族裔的文化吸引。她解釋，早年曾組織海外義工服務團到斯里蘭卡探訪，當地人

的生活文化對Eva影響甚深，「當時我有很多Shocking Moments（驚訝時刻），例如他們用手吃飯的原因，並非缺乏資源或貧窮，而是他們認為運用五隻手指進食，比任何餐具來得有效率，亦方便混合食物。」Eva認為，不同種族的文化各有生活智慧，她希望香港人有機會瞭解更多。自此，二人開始著手瞭解少數族裔的生活文化，甚至結識到不同種族的朋友。

由副業到全情投入

2011年，Eva及Bosco成立「愛同行」，項目獲批理大微型基金計劃的資助，但二人坦言成立初時他們還有正職，「愛同行」份屬兼職性質。Bosco接著說：「一開始，我們在理大的學生事務處負責青年活動，促進本地、內地及海外學生溝通，也曾於社企民間高峰會工作，累積人脈及相關知識。」Eva形容：「當時覺得既然下了決定，如果想發展得好，就要全心投入去做。」因此他們決定辭去正職，全身投入社企的發展。

放棄穩定的正職，創業路途上往往會遇上很多未知之數，難道那時候沒有掙扎嗎？Bosco笑說：「當然有，最主要是擔心生計，但我們很快發現，當全情投入去做的時候，就會不斷找方法解決問題。公司因此發展得很快，這是我們意想不到的。」「愛同行」的理念亦幫助他們建立不一樣的營運模式——培訓少數族裔成為導賞員，並共同設計社區導賞，讓參加者瞭解他們的生活文化，而機構及學校購買服務後，參加者則能夠免費參與。他們相



信透過提供培訓以及就業機會予少數族裔，推動他們「親身分享自己的故事」，能拉近少數族裔與普羅大眾之間的距離，讓他們自力更生，成為可以連結社區和貢獻社會的文化大使。

多元文化教育 讓婦女「Be the Star」

現時「愛同行」有不同國籍的文化大使，女性佔了八成，當中不乏中學畢業生、大學生或主婦。她們經過培訓、練習，更有機會參與設計社區導賞路線，藉此增強他們的自信心及自我認同感。Eva希望改變大眾的看法，提倡少數族裔女性也可以外出工作，分享自己的想法，更可以追夢。「有位少數族裔文化大使擔任導賞員後，才發現有不少學生對她的文化十分好奇——這是一個讓她們發聲的機會，令她有『Be the Star』的感覺，亦讓她懂得欣賞自己的文化。」Bosco補充。

跟不同種族的人共事，Eva及Bosco認為最重要是包容、尊重及溝通。Eva舉例解釋，信奉伊斯蘭教的同事每年均有「齋戒月」，即每天由日出至日落都不能飲水進食。「他們大多由凌晨四時開始準備，吃『封齋飯』後，整天就不能飲水進食。為了體諒他們，我們特意安排彈性工作時間，好讓他們繼續宗教活動的同時，也能兼顧工作。」

未來目標：從小教育 持續支援

Eva表示未來會與更多不同的企業和機構合作，提供多元文化培訓如多元化教育（Diversity Sharing）與摒棄偏見（Unconscious Bias）等專題，從而促進職場上文化融合。她強調希望「愛同行」能成為中轉站，協助少數族裔發展更長遠的工作目標。「有些參與過培訓的少數族裔及後成為了教師，甚或創業，這是我們最希望看到的結果。現時少數族裔在香港大多只能從事俗稱『3D』的工作：Dirty、Dangerous、Demeaning（骯髒、危險、低下），但他們理應有更多選擇發揮所長。」

「愛同行」成立了八年，作為香港首20間獲得社企認證之社會企業，Eva及Bosco不只協助了很多少數族裔朋友，同時亦獲得不少機會，例如Eva現時為扶貧委員會委員，而Bosco則是平等機會委員會（種族平等共融顧問委員會）成員，能夠向政府倡議更多與少數族裔相關的政策。談到將來的發展，Bosco希望能夠從小培訓少數族裔，讓他們更快適應本地文化，「除了在職培訓，『愛同行』更提供免費中文班予中小學的少數族裔學生，希望教育能從小做起。」

[Members of ethnic minorities are trained to become tour guides and are engaged in the design of community guided tours, in order to strengthen their selfconfidence and self-identity and let them appreciate their own culture.](#)

[少數族裔經培訓後成為導賞員，並共同設計導賞路線，藉此增強他們的自信心及自我認同感，亦讓他們懂得欣賞自己的文化。](#)

HOW ENTREPRENEURS **ASCEND**

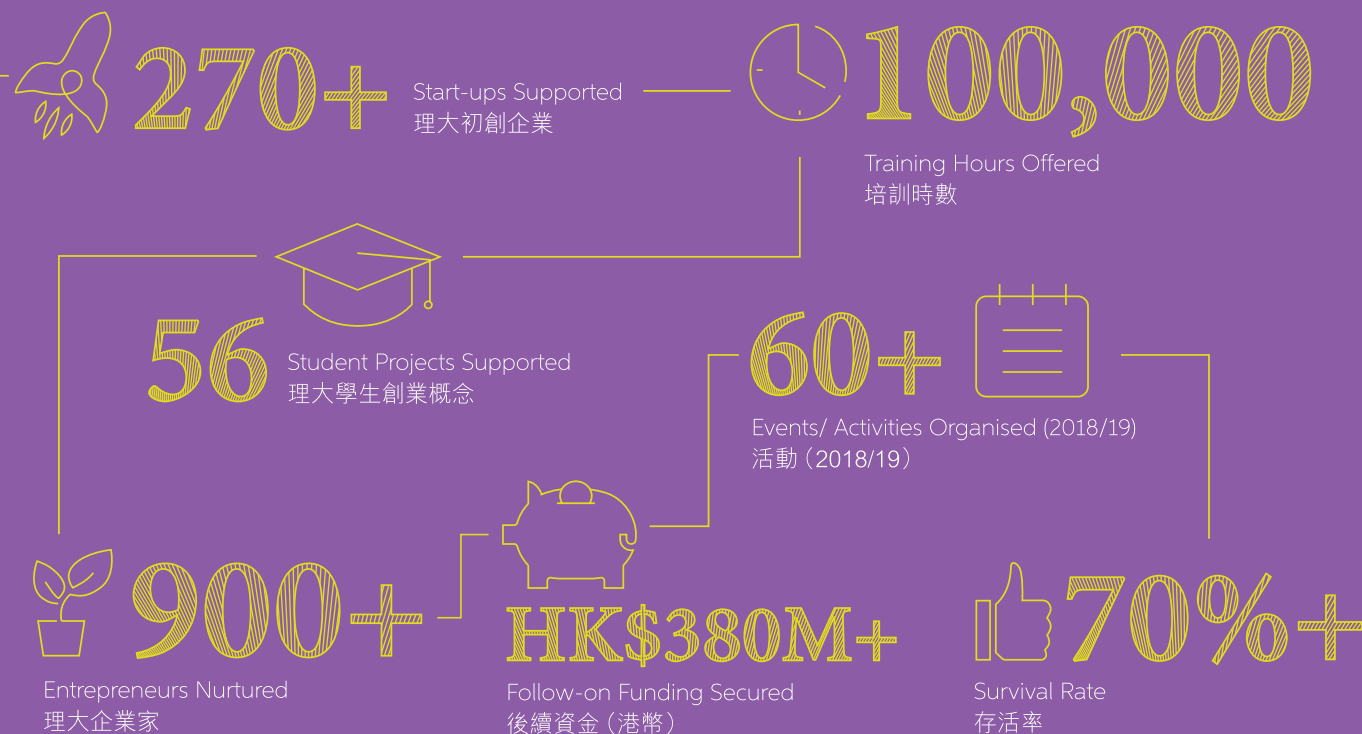


Keep On Stepping

推進創業 邁向創新

Since the official opening of PolyU InnoHub in March 2017, 87 PolyU-backed start-ups and student teams supported by the Student Entrepreneurial Proof-of-Concept Funding Scheme have been admitted. Starting from FY2018/19, InnoHub has also been available to applicants of the PolyU Micro Fund Scheme shortlisted for the final panel interview, providing them with access to fundamental support, consultation service by entrepreneurs-in-residence and other InnoHub activities, including joint events with partners as well as local and foreign collaborators. Major partners engaged in regular local collaborations include MIT Hong Kong Innovation Node, CoCoon, RISE, corporate incubators such as The Mills, and overseas enterprises like Singapore Airlines, etc. Plans are underway to expand the co-creative space at both InnoHub Hong Kong and InnoHub Shenzhen to accommodate more teams. Expansion works in Hong Kong are expected to be completed by Q1 2020, while the works in Shenzhen are set to finish by Q2 2020.

理大InnoHub自2017年3月正式啟用以來，至今已有87間獲理大支持的初創企業及獲學生創業概念驗證基金計劃支持的學生團隊進駐。自2018/19財政年度起，InnoHub亦開放予理大微型基金計劃入圍最終評審的申請團隊，為他們提供基礎支持、由駐校創業家擔任導師的顧問服務，以及其他InnoHub活動，包括與合作夥伴、本地和海外機構合辦的活動。本地定期合作的主要夥伴有美國麻省理工學院香港創新中心、浩觀、RISE，以及企業孵化器如南豐作坊，還有新加坡航空等海外企業。InnoHub（香港）及InnoHub（深圳）均正計劃擴大共創空間以容納更多團隊，其中香港的擴張工程預期於2020年首季完成，而深圳的工程則於2020年中完成。



PolyU Start-ups Shine with 'Do Well Do Good' Spirit

Evidenced by the impressive array of awards won from start-up competitions in 2018/19, many PolyU start-ups and student teams have been doing well and doing good, drawing rave praises from professional experts in their respective sectors.

理大初創企業「創富創善」大放異彩

多間理大初創企業和學生隊伍在「創富創善」的路上昂然邁進，於2018/19年度在不同創業比賽中收穫多個業界獎項，得到業內專家極力讚揚。



ASA Innovation & Technology Limited 朝創科有限公司

- HSBC Sprinter Programme Top 10 Selected Companies
- JUMPSTARTER 2019 – The Best JUMPSTARTER
- JUMPSTARTER 2019 – Most Popular Startups



Asiabots Limited

Hong Kong Smart City Awards 2018 in Smart Living – Outstanding AI-powered Medical Service

2018智慧城市獎：傑出人工智慧醫療服務聊天機械平台



阿凡達康復科技（深圳）有限公司

前海粵港澳青年創新創業大賽：總決賽銅獎



Labwork Technology Limited

Hong Kong ICT Awards 2019 - Certification of Merit in Smart People (Smart Education and Learning) Award



Wendy Law Design Studio

'Techstyle for Social Good' International Competition 2019 - Hong Kong Best Design Award



傲飛創新科技（深圳）有限公司

中國科學院創客之夜：最具投資價值獎及最佳人氣獎



PolyU Student Project 理大學生項目：1661

Cyberport University Partnership Programme 2019
數碼港・大學合作夥伴計劃2019



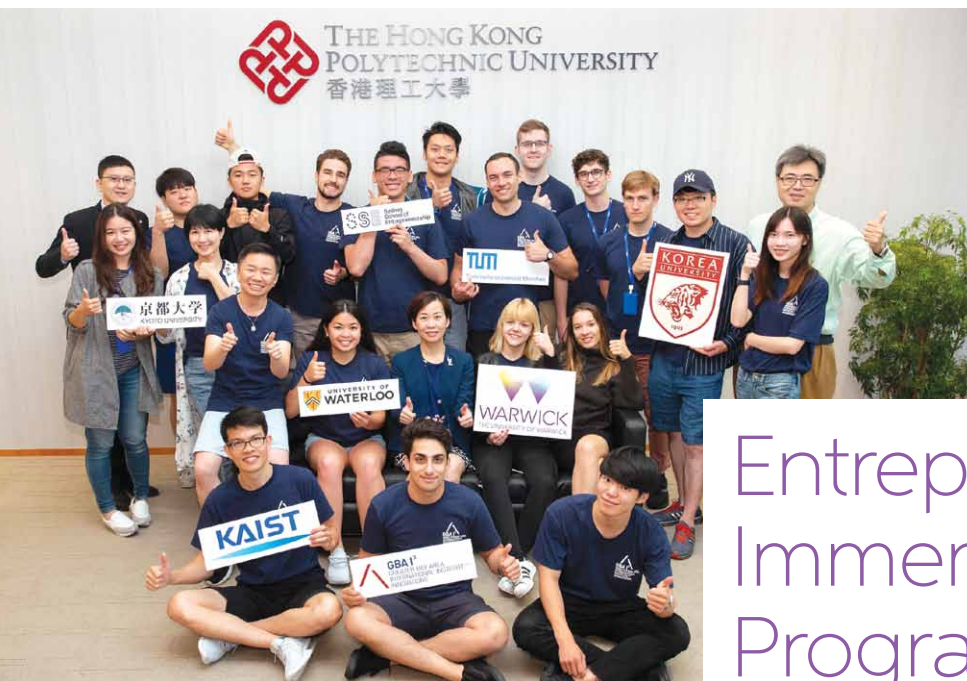
PolyU Student Project 理大學生項目：PlaySmart

Cyberport University Partnership Programme 2019
數碼港・大學合作夥伴計劃2019



PolyU Student Project 理大學生項目：Snaker Spoon

13th International Convention on Rehabilitation Engineering and Assistive Technology (i-CREATE 2019) – Global Student Innovation Challenge – Gold Award (Design Category)



Entrepreneurship Immersion Programme Offers New Insights Into Greater Bay Area

Jointly established by PolyU and Shenzhen University (SZU), the Greater Bay Area International Institute for Innovations (GBA I³) launched its flagship programme, Shenzhen-Hong Kong Start-up Immersion • Internship Programme in May 2019.

Attracting a total of 76 students from Hong Kong, Mainland China and overseas, the 50-day programme embraced a vision to explore the start-up ecosystem of the Greater Bay Area (GBA), Hong Kong and Shenzhen in particular. Apart from the students from PolyU and SZU, the programme also welcomed 27 enthusiastic students from universities around the globe, namely Korea Advanced Institute of Science and Technology, Korea University, Kyoto University, Sydney School of Entrepreneurship, Technical University of Munich,

The University of Warwick and University of Waterloo. Many overseas participants have never set foot in Hong Kong or Shenzhen – in fact, for many it was their first visit to Asia. Each participant set out on this trip imbued with a passion to explore the region and engage in cultural exchange with young entrepreneurs.



Daniel SMITH



Year 3 student, Sydney School of Entrepreneurship

Shenzhen's short hardware production cycle took Daniel by surprise. As a founder of an unmanned aerial vehicles (UAV) start-up in Australia, he saw a promising prospect in integrating Shenzhen's strengths in hardware production with Australia's strengths in UAV training.



In their first week, all participants took part in entrepreneurship training such as Design Thinking and Business Model. They also paid visits to several technology companies in Shenzhen, including ZTE Corporation and Tencent Holdings, as well as technology incubators such as HAX – one of the largest hardware

incubators in the world. They spent a day in Guangzhou visiting technology giants like Guangzhou Hi-Target Navigation Tech Co Ltd. and the Midea Group.

In the second week of the programme, all overseas participants continued their journey in Hong Kong while their PolyU peers remained in Shenzhen to start their internship. While no visit to Hong Kong is complete without admiring the spectacular urban landscape, the overseas participants also dropped by at a number of incubators in Hong Kong, including Hong Kong Science & Technology Parks Corporation, Cyberport, MIT Hong Kong Innovation Node, to name but a few. They also took part in a 2-day job shadowing to gain hands-on experience at the PolyU-supported start-ups. The intensive experience not only enriched the participants' knowledge in various disciplines like Internet of Things (IoT), engineering and digital marketing, but also gave them an opportunity to be coached by start-up founders on running a business.

Meanwhile, their counterparts from PolyU started their five-week internship at nine companies in Shenzhen, including start-ups currently incubated in InnoHub Shenzhen and well-established

technology companies founded by PolyU alumni spanning industries such as healthcare, logistics and AI. Ivan Wong, a year-three PolyU student in Product Design, was assigned to a start-up providing smart caring solutions and products for the elderly to work as a User Interface User Experience (UIUX) designer, responsible for creating functional and fashionable sneakers for the elderly. 'The day-to-day real-life experience of working and living in Shenzhen boosted my confidence to look beyond Hong Kong in developing my career. Now I'm thinking about realising my dream of setting up a studio start-up with my classmates upon graduation to provide industrial design services targeting the huge GBA market.'

On every Saturday during the programme, PolyU participants joined their SZU peers for an intense full-day entrepreneurship training hosted by SZU to learn about topics like New Media Marketing and The Application of AI with Big Data. All students demonstrated great passion and devotion in the classes, as they prepared themselves for the most exciting part of the programme – the Simulated Roadshow for Start-up Projects.



The roadshow was held in mid-July at SZU. Eight teams representing a mix of PolyU and SZU students pitched their start-up ideas and business proposals to the seasoned entrepreneurs and investors, competing for four awards. All students put up their best performance by applying what they had learnt from the programme.

This first-of-its-kind programme offered a broad spectrum of learning modes like entrepreneurship training, company visits and start-up internship to widen the horizons of all participants, especially those from overseas. It also connected like-minded young people from across the world by transcending language barriers and cultural differences. They have built valuable friendship in merely seven weeks and promised to stay in touch after returning to their home countries. It would be exciting to see them, with mutual support among themselves, embarking on their entrepreneurship journey in the near future.



Robert REUFF



Master student, Technical University of Munich

Robert was deeply impressed by the government support and favourable policies made available for start-ups in Hong Kong and Mainland China. The trip was beyond his expectations and having taken a glance at the robust start-up ecosystem here, Robert is now considering plans of starting a new business in GBA.





大灣區初創交流 增廣見聞

大灣區國際創新學院（Greater Bay Area International Institute for Innovations, GBA I³）由理大與深圳大學（深大）共同創立，於2019年5月推出旗艦項目「深圳初創實習交流計劃」。

該計劃為期50日，共有76名來自香港、中國大陸和海外的學生參加，探索香港、深圳等地的大灣區初創生態。除理大和深大外，亦有27名來自全球多間學府的學生，包括韓國科學技術院、韓國高麗大學、京都大學、悉尼創業學院（Sydney School of Entrepreneurship）、慕尼黑工業大學、英國華威大學及加拿大滑鐵盧大學。當中不少人不但從未涉足香港或深圳，連亞洲亦是初次到訪。各參加者懷著滿腔熱誠踏上旅程，期盼探索大灣區並與年輕創業者作文化交流。

活動第一星期，一眾參加者參與設計思維及商業模式等培訓。除了到訪中興通訊、騰訊控股等多間位於深圳的



澳洲悉尼創業學院三年級生

Daniel SMITH

深圳之行後，Daniel對當地硬件生產週期之短大感驚訝。仍然是學生的Daniel已於澳洲創辦一間無人駕駛飛機（UAV）的初創企業，他相信只要將深圳硬件生產的優點與澳洲在無人機訓練方面的實力結合，業務將大有可為。

科技企業外，參觀科技培育基地如HAX—其中一個全球最具規模的硬件孵化器，並抽出一天到廣州視察廣州中海達衛星導航技術股份有限公司及美的集團等科技界翹楚。

踏入第二週，海外參加者轉到香港繼續行程，而理大參加者則留在深圳開始實習。海外學生到港後，除趁機欣賞本港的壯麗都會景色外，亦參觀多個本地培育基地，包括香港科技園、數碼港、美國麻省理工學院香港創新中心等等，並參加為期兩日的工作影子計劃，從獲得理大支持的初創企業汲取第一身經驗。過程中各人不單增進有關物聯網（IoT）、工程及數碼市場推廣等多方面知識，同時亦得到初創企業創辦人面授經營秘訣。

同時間，理大參加者在深圳九間企業展開為期五星期的實習。企業中有些仍是InnoHub（深圳）受培育的初創公司，而較為成熟的則是由

理大校友創辦的科技公司，覆蓋醫療保健、物流、人工智能等各行各業。理大產品設計三年級生黃耀康就到為長者提供智能護理方案及產品的初創企業實習，擔任使用者介面及用戶體驗（UI/UX）設計師，肩負起為長者創造功能與時尚兼具的運動鞋之重任。他說：「能在深圳實地體驗日常工作和生活，令我籌劃事業時更有信心放眼於香港之外。我現在打算一畢業便與同學設立工作室，為龐大的大灣區市場提供工業設計服務，實現我的夢想。」

計劃期內每個週六，理大及深大參加者都會在深大一同接受全日密集式的創業培訓，學習新媒體市場推廣及大數據應用與人工智能等課題。學生上課時均全神貫注充滿熱忱，為的就是準備迎接計劃最緊張刺激的環節—模擬創業項目路演。



路演於7月中於深大舉行，八隊由理大、深大學生組成的隊伍向多名資深創業家及投資者演示創業意念及商業計劃，爭取四個獎項。學生均悉力以赴，將計劃期內學到的知識技能學以致用，務求達到最佳表現。

該計劃屬同類首創，藉創業培訓、企業參觀、初創企業實習等各種學習

模式，拓闊每名參加者的眼界，尤其是海外參加者。計劃亦超越語言界限、文化差異，將全球各地志同道合的年輕人聯繫起來。他們在計劃期間短短七週建立珍貴友誼，回國後將保持聯絡，期望不久將來在創業路上互相扶持，互勵互勉。



Robert對香港和中國內地政府積極為初創企業給予支援及優惠政策感到印象深刻，而行程亦超越他所預期，令他見識到此地初創生態如此蓬勃，促使他因而正考慮在大灣區創業一展拳腳。

Robert REUFF

德國慕尼黑工業大學碩士生



Hong Kong Techathon Turns Technology into Business

Hong Kong Techathon celebrated its 4th anniversary since its launch in 2015. Co-organised by PolyU, City University of Hong Kong, Hong Kong Baptist University and Hong Kong Science & Technology Parks Corporation, the 3-day event held over the weekend in November 2018 attracted more than 200 students and members of public learning how to develop technologies or innovative ideas into viable business models. Four winning teams were selected and awarded a fast pass to the final panel interview of the PolyU Micro Fund Scheme.

Driving Knowledge Enhancement through Fundraising Bootcamp

Fundraising Bootcamp, first launched in 2017, marked its third cohort in early August 2019. The three-day bootcamp covered a range of important topics related to start-up fundraising, including anatomy of investment term sheets, negotiations with and pitching to investors, etc.

Lean Launchpad Programme Fosters Knowledge Transfer of PolyU Technologies

Leveraging on the successful launch of the PolyU Lean Launchpad Programme pilot cohort in 2018, PolyU successfully hosted the second cohort from April to July in 2019. Paired with an experienced industry mentor, each admitted team went through a 10-week evidence-based journey to uncover the market and application potential of their scientific research and to validate the commercialisation pathway. Looking forward, PolyU MBA students will also take part in the next cohort in 2020.

Delegation Visits Bring New Overseas Market Insights

PolyU's effort to expand overseas outreach and partnership has generated positive results, with some start-ups expanding into other markets in the Greater China region and ASEAN countries in recent years. In November 2018, six PolyU's start-ups participated in Meet Taipei, the largest entrepreneurship conference and exhibition event in Taiwan. In June 2019, another delegation representing five health tech start-ups participated in the Innovfest Unbound in Singapore to explore business and market expansion opportunities in South East Asia.

Entrepreneur Day Presence for Outreach to Potential Customers

Joining the event for six consecutive years since 2014, PolyU participated in HKTDC Entrepreneur Day 2019 to showcase the latest batch of student innovation projects and start-ups as part of its exhibits. The key entrepreneurship event in Hong Kong attracted over 18,600 visitors, giving them an opportunity to understand and appreciate the services and products provided by our start-ups.



香港科技馬拉松 將科技變成事業

香港科技馬拉松自2015年首次舉行，至今已舉辦四屆。上一屆由理大、香港城市大學、香港浸會大學與香港科技園合辦，於2018年11月的週末舉行為期三日，有逾200名學生及公眾參加學習如何將科技或創新意念發展成可行的商業模式，而評審最後從中選出四隊即時獲得理大微型基金計劃入圍最終評審的資格。

募資訓練營增進集資知識

募資訓練營首於2017年推出，並於2019年8月初舉辦第三屆。為期三日的訓練營涵蓋多個關於創業募資的重要主題，包括解構投資協議條款、與投資者磋商、如何透過演示爭取投資者青睞等。

精益啟動創業計劃 促進理大科技知識轉移

繼2018年成功開展「精益啟動創業先導計劃」後，理大再於2019年4至7月圓滿舉辦第二屆。參加的理大研究及創業團隊經配對後與業內經驗豐富的導師並肩，一同於10週內為所研究的科技發掘市場及應用潛力，開闢將科研轉化為商業的蹊徑。展望將來，下一屆計劃將加入精彩新元素，由科研團隊擴展至理大工商管理碩士學生。

代表團到海外各地交流

理大致力擴展與海外各地的聯繫及合作，近年取得豐碩成果，部分初創企業已經拓展至大中華地區及東盟多個市場。除了2018年11月六間理大初創企業參與台灣最大的創業會議、展覽活動Meet Taipei創新創業嘉年華外，另外五間醫療科技初創企業亦於2019年6月組成另一代表團到新加坡參展Innovfest Unbound，探索在東南亞開拓業務、市場的商機。

參展創業日拓闊市場客源

自2014年起，理大已經連續六年參展香港貿易發展局創業日，而今年展出的包括最新一批學生創新項目和初創企業成果。活動屬本港創業盛事之一，本年有逾18,600人次到訪，是理大初創企業向他們展示服務和產品的良機。

Innovators of The Year

年度創新者



Advertising & Retail Tech

廣告與零售科技

AlikeAudience
(Hong Kong) Limited



AlikeAudience is an Audience Intelligence Platform specialised in consumer behavioural analytics. Having built over 1,500 segments from 3.9 billion mobile user profiles based on cleaned, structured and regular-updated geo-temporal datasets, AlikeAudience unifies mobile audience profiles and extracts the most relevant and up-to-date data for marketers to develop bespoke customer journeys and audience targeting. Apart from Hong Kong and Mainland China, the team is rapidly expanding to Asian countries among which the business growth in Indonesia is the highest. Since its incorporation in 2014, AlikeAudience has secured over HK\$2.9 million further investment, in addition to the HK\$1 million funding support from PolyU.

AlikeAudience是一間專注於消費者行為資料分析的受眾情報平台。透過對其擁有的39億手機使用者資料進行清洗、整理、更新以及地理資料比對，AlikeAudience將資料統一化並抽取最相關和及時的資料，提供給客戶以提升使用者體驗及展開精準行銷。除了香港及中國大陸外，團隊正積極拓展業務至其他亞洲國家，而當中以印尼的增長最為迅速。自2014年成立以來，AlikeAudience除獲得理大資助100萬港幣之外，更獲得290萬港幣後續投資。

 PolyU Tech Launchpad Fund 理大科技領航基金2016-17 & 2018-19

alikeaudience.com

咖豆來吧(深圳)農業科技有限公司



Coffeelib

The company is a cross-border wholesale e-commerce platform for specialty-grade green coffee beans, with a vision to promote genuine fair coffee trade by fostering an ecosystem featuring smooth flow of information, goods and payments between coffee farms and specialty coffee shops, with transparent pricing and traceable information.

Coffeelib.com是一個精品咖啡生豆批發的跨境電子商戶平台，其願景是在咖啡農場和精品咖啡店之間建立流暢的資訊、貨物和付款渠道，通過提供透明的佣金收費和可追溯資訊，在物流和出口成本可控的前提下克服咖啡生豆小額高頻外貿的各種障礙，促使真正的咖啡公平貿易。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

www.coffeelib.com

Kickstarter Fashion
Consultancy Limited
起服顧問有限公司



KICKSTARTER FASHION
CONSULTANCY LIMITED

Kickstarter Fashion Consultancy is a social enterprise with an educational mission to train and support local design and fashion talents. In collaboration with the ITC at PolyU, the company runs an innovative teaching and learning project, namely STORE, to offer an experiential, capability-building platform, which aims to connect, train, and incubate young fashion designers and entrepreneurs through operating a store in a real-life setting, thus equipping them with business management know-how.

起服顧問有限公司是一間社會企業，其教育使命旨在培育和支援本地設計和時尚人才。公司與理大紡織及服裝學院合作，推出一項創新的教學項目「STORE」，提供一個體驗式能力建設平台，旨在連結、培訓和培育理大年輕時裝設計師和商業人才，提升其企業管理知識和技能，並通過在真實環境中領導和經營商店以應對商業挑戰。

 PolyU Micro Fund 理大微型基金計劃2018

www.itc-store.com

Design & Social Innovations

設計與社會創新

Animomo Limited
一頁研究所有限公司



Animomo aims to promote social integration by providing an interactive storytelling mobile app with a physical animal toy set, which are designed for children regardless of their visual abilities. The toys are embedded with a Bluetooth module for connecting them with the games in the app. Using the tactile mat on the mobile device and selecting different story scenarios in the app, visually impaired children and sighted ones can create stories together with the toy set and share their joy.

Animomo是一套配合互動玩偶的說故事應用程式。利用手偶中內置的藍牙模組，在不同的故事情節中以手偶選擇下一步，導向不同的情節和結局，視障和健視小朋友可一起玩耍，共同創作各種故事並分享快樂。

 PolyU Micro Fund 理大微型基金計劃2018

www.animomo.com

Live Creative Limited
拉闊創意有限公司



LIVE creates organ-shaped lifestyle products to promote organ donation and bring positivity to the world with a motto of 'Live Life, Give Life'. Organs represent inner beauty, while the luxurious theme symbolises 'life is precious and treasurable'.

LIVE創造器官形狀的生活周邊產品，旨在促進器官捐贈，為世界帶來正面能量。產品設計以器官形狀代表內在美，而奢華的主題象徵珍貴的生命，希望帶出「熱愛生命，捐贈生命」的訊息。

 PolyU Micro Fund 理大微型基金計劃2018

www.liv3.co

Meiking Ng Limited

MEIKING NG

MEIKING NG is a local designer brand featuring experimental multi-wearable structures that combine two designs in one piece that are 'Flipping Like Magic'. Incorporating unique design and sophisticated structure, meticulous to both inner and outer craftsmanship to maximise the use of product, the designs also reduce wastage of materials and free up space for ladies in Hong Kong. A graduate of PolyU and Royal Academy of Fine Art Antwerpen – Fashion Department, Meiking Ng is a former senior designer of Parisian fashion label Guy Laroche.

MEIKING NG是一個本地設計師品牌，核心產品以一式兩款、可正反雙面穿著為重心。以獨特的多元設計、精密結構、嚴謹的工藝和內外物料的巧妙配搭，創造出一絲不苟的產品。其最大的用處除了減少物料浪費，亦節省儲存空間，尤其適合香港的女性。畢業於理大設計系，Meiking Ng亦曾於比利時安特衛普皇家藝術學院時裝設計系進修，並於法國品牌Guy Laroche任職高級設計師。

 PolyU Micro Fund 理大微型基金計劃2018

www.meikingng.com

Mosi mosi Design Limited

無事無事研究所有限公司

mosi mosi



Mosi mosi is an inclusive, human-centred design studio, aiming to bring a better quality of life through the humanistic design and services. The name 'Mosi mosi' comes from a Cantonese expression, which means no matter what difficulties, there is no worry. Mosi mosi believes that good designs can better connect people with the society and raise awareness of the underprivileged.

無事無事研究所是一間以人為本的設計工作室，透過人性化的設計與共融社會教育，帶領人們擁有更好的品質生活。其背後哲學理念來自於廣東話的「無事無事」，意思是生活上遇到任何困難，也要抱緊不用擔心的精神。無事無事相信設計能使社會和人之間有更好的連繫，而透過設計可喚起大眾對弱勢社群的關注。

 PolyU Micro Fund 理大微型基金計劃2018

www.mosimosi.com.hk

Education & Entertainment Tech 教育與娛樂科技

Aco Studio Limited



Aco Studio aims to integrate design and technology to provide personalised learning experience for Special Education Needs (SEN) children. Their first project, 'Card Adventure', is an educational app which adopts multisensory learning and game learning, combines word cards, digital game and augmented reality (AR), and aims to improve the sensory integration, perceptual motor and Chinese language ability of dyslexic children.

Aco Studio旨在結合設計及技術，配合有特殊需要的學童之學習進程，提供個人化的學習體驗。其首個項目「卡牌大冒險」是一款採用多感官教學及遊戲教學的教育應用程式，透過結合字卡、電子遊戲及擴增實境（AR），改善讀寫障礙學童的感覺統合、感知肌能及中文語文能力。

 PolyU Micro Fund 理大微型基金計劃2018

acostudio.hk

Action Star Creation Limited

行昇創作有限公司



After winning the award of Best Future Game Developer Winner at Global Game Jam 2018 (Hong Kong), Action Star Creation is developing causal mobile games to offer the best entertainment to local housewives.

行昇創作的創始團隊贏得2018年Global Game Jam（香港）的最佳未來遊戲開發者獎項，目前團隊正開發休閒手機遊戲，為香港家庭主婦提供最佳的休閒娛樂。

 PolyU Micro Fund 理大微型基金計劃2018

carlaval.co

Degree (Hong Kong) Education

Consulting Limited

迪哲（香港）教育諮詢有限公司

OFFER

Degree (Hong Kong) Education develops a one-stop service platform for Mainland Chinese students in Hong Kong offering residence rental, cross-border logistics, job hunting consultancy and other post-landing support. The app 'HKOK' currently has 50,000 users, covering over 70% of Mainland Chinese students in Hong Kong with a 10% increase of new users every month. In addition to the HK\$1 million funding support from PolyU, Degree (Hong Kong) Education has secured over HK\$5.25 million further investment.

迪哲教育志在透過網絡及移動終端為內地來港留學生提供包括租務、跨境物流、求職諮詢等一站式服務。其手機應用程式「香不香港」現時已累積超過5萬名活躍用戶，覆蓋香港超過七成中國大陸留學生市場，用戶數量更以每月約一成的速度增長。除獲得理大的100萬港幣資助外，迪哲教育已完成數輪融資，累積融資額超過525萬港幣。

 PolyU Tech Launchpad Fund 理大科技领航基金2018-19 & 2019-20

Labwork Technology Limited



As a PolyU spin-off, Labwork offers remote laboratory equipment to local secondary schools through cloud-supported remote sensing and automation technologies. Through the remote laboratory platform, students can practise science experiments with real equipment anytime anywhere, enabling a personalised learning progress and access to relatively dangerous or complicated experiments.

作為理大的衍生企業，Labwork以雲端科技配合遙感探測和自動化技術，為本地中學提供遙距實驗室設備。學生能隨時隨地按照自己的步伐探索和瞭解科學實驗，實時遠程控制實驗儀器獲得準確數據，更可藉此接觸較複雜或具危險性的實驗。

 PolyU Micro Fund 理大微型基金計劃2018

www.labwork.com.hk

上海愛藝智慧科技發展有限公司



iArt is committed to creating an online platform for art education in the AI era. Based on the image processing technology, the company develops an AI-aided art education software filled with creativity, flexibility and diversity to fully connect art training institutions, teachers, students and enthusiasts to jointly establish an ecosystem of human-computer collaboration.

iArt致力於人工智能時代創建藝術教育平台，以AI影像處理技術為基礎，搭建具有創造性、趣味性、靈活性、多樣性的專業教育平台，希望充分連結藝術培訓機構、教師、學生和藝術愛好者，善用科技共同構建藝術生態系統。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

深圳市卓普酒店管理

諮詢有限公司



The company provides professional services to the hospitality industry and hospitality education institutions in the Greater China region. It has also obtained the exclusive agency rights of the Fairleigh Dickinson University and the Swiss Education Group in Mainland China. The company has partnered with top management groups in Mainland China and numerous colleges in Mainland China, Hong Kong, Macao and Taiwan, while providing consulting services for hotel management groups such as Shangri-La and academic institutions.

卓普主要為大中華地區酒店行業及酒店教育機構提供專業服務，並取得美國菲爾萊狄克斯大學及瑞士酒店教育集團在大陸地區的代理權。目前卓普已與多間國內頂級管理集團及中港澳臺四地多所高等院校合作，並為香格里拉等多間酒店管理集團以及學術機構提供諮詢服務。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

深圳前海思迪文化創意科技

有限公司



The company employs STEAM (Science, Technology, Engineering, Arts, Mathematics) methodology to train children aged from 4 to 16 to improve their problem solving, presentation and communication skills in English.

思迪英語致力於開發和培訓4到16歲兒童的解決問題能力及英語演講技巧，透過STEAM（科學、科技、工程學、藝術及數學）作全方位多角度的英文教學。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

Unicow Education & Technology (International) Holdings Limited

牛角獸教育科技（國際）

控股有限公司



Unicow is an EdTech service company driven by educational content and creativity, founded by an experienced group of tech-savvies and language professionals in 2017. Unicow is committed to developing augmented reality (AR) content for education.

牛角獸創立於2017年，以教學內容及創意為重心提供教育科技服務。公司由一群經驗豐富、技術紮實、有創新意識的業界人員組成，致力於擴增實境（AR）教育領域的開發，擁有多種熱銷產品的研發經驗。

 PolyU Micro Fund 理大微型基金計劃2018

www.elearning.love

Fintech 金融科技

上海鋒鉉資訊科技有限責任公司



The company serves as an inter-hotel clearing entity for hotels and hotel groups, with its front end linked with reservation and sales systems at the hotels and the back end connected to the financial institutions' systems. After advancing a payment to the platform, SME customers can make reservation on the platform at exclusive discounted tariff. The platform will consolidate and settle its members' payment to the hotels every month.

鋒鉉科技為酒店及酒店集團擔任類似「銀行」的同業結算體系，前端與酒店的訂單交易管理系統和業務行銷系統相連，後端則與金融機構的支付和結算系統相連。中小企業客戶向平台預繳一定金額後，便可訂房及享受專有的優惠價格。而平台則會每月向酒店清算並支付所有平台用戶入住的房費。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

Gadget & Electronics 電子裝置與產品

ASA Innovation & Technology Limited 朝創科有限公司

a-sa air & science

ASA is a Hong Kong-based company that specialises in air-purifying technology solutions. ASA's first product, Airluna, is a lighting system with built-in Ozone Catalytic Oxidation (OCO) modules with significantly extended usage life, three to five years. It is set for market trial at the end of 2019 and an official launch in early 2020. In addition to the HK\$1.1 million funding support from PolyU, ASA has secured over HK\$1.5 million further investment.

朝創科是一間香港空氣淨化技術公司。其第一款產品「Airluna」於2019年底進行市場測試，並於2020年初正式上市。產品內置了OCO空氣潔淨系統的照明系統，其濾芯壽命可長達三至五年。除了獲得理大的110萬港幣資助，朝創科已累積融資150萬港幣。

PolyU Tech Launchpad Fund 理大科技領航基金2018-19 & 2019-20

www.airluna.io

深圳市三尋電子商務中心

Syntech

The company is founded by a team of technology enthusiasts who are pushing limits of engineering and design for hardware products with their expertise in supply chain, industrial design, product development and branding. Its USB-C products are currently among the bestsellers in global markets.

Syntech品牌由一群有紮實的供應鏈、工業設計、產品開發和品牌營運經驗的團隊創立，通過科技和設計的融合，致力打造一個全球知名的高端電子品牌。Syntech目前聚焦USB-C市場，而產品已經遠銷全球各地。

STEFU-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

syntechhome.com

深圳凝方科技有限公司



The company's management team and founders are Hong Kong experts specialising in research and building controls. Building an Internet of Things (IoT) network with self-developed intelligent hardware, system and algorithms, the company provides a cloud platform for operation control, monitoring, data analysis and various value-added services for the big data of smart cities. The system is able to automatically regulate and optimise the operation of building's equipment and achieve the goals of energy saving and emission reduction.

凝方科技管理團隊和創辦人均为香港的科研及樓控專家，利用其開發之智能硬件、系統與演算法建構物聯網，並以大樓智慧化作為基礎，提供雲端平台作設備操作、監控及資料分析等服務，為智慧城市的大數據提供各類增值服務。系統能夠自動調控及優化大樓各項設備，達到節能減排的效果。

STEFU-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

www.fusquare.com

NextWiFi Technologies Limited

微蜂創聯科技有限公司

nextWiFi

NextWiFi offers business WiFi solutions to SMEs and free internet access to smartphone users by providing more WiFi hotspots at low cost. Through its business WiFi routers, merchants may engage customers proactively by sending pop-up messages, local information, entertainment (video, audio, games) and social networking services. By analysing traffic and customer preferences in stores or nearby, merchants may better strategise marketing campaigns to boost their sales and businesses. NextWiFi's system currently covers 30 High-speed Railway Stations in Mainland China and is under installation in 50 more stations. Since its incorporation in 2014, NextWiFi has secured over HK\$1.5 million further investment, in addition to HK\$1 million funding support from PolyU.

微蜂通過向中小企業提供WiFi方案及低成本建設WiFi熱點，向手機用戶提供免費的互聯網服務。通過其開發的WiFi路由器，商家可以通過發送WiFi同時發送訊息、本地資訊娛樂和社交網絡服務，與消費者互動並分析相關資料以優化其行銷策略以提升銷售。現時微蜂的WiFi系統已覆蓋國內30個高鐵車站，並正於另外50個車站進行網路建設。自2014年成立以來，微蜂除了獲得理大100萬港幣資助外，亦已累積融資150萬港幣。

PolyU Tech Launchpad Fund 理大科技領航基金2016-17 & 2018-19

www.nextwifi.com

NoMatterWhat

Technologies Limited

NoMatterWhat.

NoMatterWhat is a company specialising in 360 image technology. Founded in 2017, the company has launched the world's first battery-free 360 lens system for smartphones, FusionLens, which was successfully funded via the US crowdfunding platform Indiegogo. FusionLens versions are available for iPhones ranging from iPhone 7 to iPhone XS. The app has already hit over 5,000 downloads in App Store. NoMatterWhat has secured over HK\$1 million further investment, in addition to HK\$1.12 million funding support from PolyU.

NoMatterWhat是一間專注研發360影像技術的科技公司，創立於2017年。團隊推出世界首創無需用電的360手機鏡頭，並在美國眾籌平台Indiegogo成功集資，讓用家配合應用程式輕便拍攝360影像及特別的攝影效果。供iPhone 7至XS等不同型號使用的360鏡頭已推出市場，而其專屬的手機應用程式已累積超過5,000次下載。除了理大112萬港幣資助外，團隊已獲得額外100萬港幣的天使投資。

PolyU Tech Launchpad Fund 理大科技領航基金2019-20

PolyU Micro Fund 理大微型基金2018

www.fusionlens360.com

深圳市漣依科技有限責任公司



漣依科技

With proprietary image processing technology, the company can instantly analyse the customer's facial characteristics and provide AI-aided apparel recommendations to the salespersons of clothing stores, enabling an out-of-expectation service experience.

漣依科技以圖像識別技術為基礎，通過靜態圖像快速分析使用者面部及髮型在五個維度的特徵，以人工智能幫助企業前線為客戶提供穿搭建議。

STEFU-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

91uda.com

Sightecho Limited

盛高創新有限公司



Sightecho focuses on augmented reality (AR) with an aim to extend human capabilities. The company has developed the world's first smart scuba diving mask, Mirage, with AR and various safety features. All the life-saving information needed to dive safely is displayed using a transparent near-eye-display in the line of sight.

盛高創新是一間專注於擴增實境（AR）的公司，致力用科技拓展人類的潛能。其首個項目是製造世上首個智能潛水鏡，通過AR技術在透明顯示屏上直接顯示出時間、氣體餘量、下潛深度等重要資訊，以取代目前繁雜的潛水設備，令潛水者更加輕便及安全。

PolyU Micro Fund 理大微型基金計劃2018

Sisters Pro AI Solutions Limited

姊妹圖人工智能有限公司



Sisters Pro has developed the 'Smart Beauty Advisor', an AI makeup advisor powered by expertise in fashion, beauty and image industry. Through users' skin analysis, appearance and daily life information such as weather, the Smart Beauty Advisor provides users with professional advice and product recommendations.

姊妹圖致力研發人工智能美妝顧問系統，結合時尚、美業、形象的專業知識及技巧，透過用戶的皮膚分析、外貌妝容、日常生活資料，為用戶提供裝扮及護膚專業意見，並作出產品推介。

PolyU Micro Fund 理大微型基金計劃2018

sistersproai.hk

Health Tech 健康科技

Abida Medical Limited

愛必達醫療科技有限公司



Abida's mission is to improve healthcare access and quality through the use of big data and digital healthcare Internet of Things (IoT) devices. The first medical device is Mamosound, a portable ultrasound based breast cancer screening device for home use. Using machine learning algorithms to interoperate the uploaded image against a large database, the device provides women with an accurate, low-cost, harm-free breast cancer screening.

愛必達抱著通過使用大數據和醫療物聯網改善醫療保健質素的使命，研發出便攜式家用超聲波乳癌篩查設備「Mamosound」，透過利用圖像與大型數據庫進行比較分析，為女性提供準確、低成本、無害的乳癌篩查。

PolyU Micro Fund 理大微型基金計劃2018

mamosound.hk

深圳滴研科技有限公司

The company focuses on research and development of non-invasive detection of diabetes using DPP4 protein, and provides high-resolution proteomic identification and relative quantification analysis of SWATH-MS as well as accurate protein quantification with the use of triple quadrupole mass spectrometry.

滴研科技專注於應用液相色譜質譜儀進行DPP4蛋白檢測，以進行非侵入性糖尿病檢驗，提供SWATH-MS的高解析度質譜蛋白質組學鑑定和相對定量分析及使用三重四極桿質譜儀進行準確的蛋白質定量分析。

STEFU-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

Asiabots Limited



Asiabots develops AI technology for healthcare providers to connect patients, medication providers and health-related parties. The company has launched a chatbot through Facebook messenger called Dr Care in the beginning of 2018. The AI technology of the platform allows patients to connect with doctors and to find suitable medical resources via omni-channel including webapp and chatbot. Asiabots has raised nearly HK\$5 million investment, apart from the HK\$730,000 funding support from PolyU.

Asiabots專注於為醫療服務提供者研發健康相關的人工智能技術，提供與患者、醫生及健康相關機構的互動技術。在2018年初公司推出應用在Facebook通訊軟件的聊天機械人「Dr Care」。其人工智能技術可讓患者透過網頁程式和對話機器人等多個渠道快速查詢適合的醫療資源。除了獲得理大的73萬港幣資助，Asiabots亦成功融資近500萬港幣。

PolyU Tech Launchpad Fund 理大科技領航基金2018-19

www.asiabots.com

阿凡達康復科技（深圳）有限公司



The company employs virtual reality (VR), augmented reality (AR) and mixed reality (MR) technologies to develop rehabilitation simulation systems for research and clinical use. It also provides customisation, sale or rental services, data storage and analysis, as well as clinical therapy with the rehabilitation system.

阿凡達應用虛擬實境（VR）、擴增實境（AR）和混合實境（MR）技術開發康復治療系統，並從事相關科學研究和臨床應用。公司亦提供訂製混合實境康復治療系統、銷售或租賃康復治療系統、資料存儲和分析、康復治療等服務。

STEFU-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

www.avatarrehab.com

Eternal Billion
(Hong Kong) Limited
億恒（香港）有限公司



Eternal Billion develops self-help medical devices and services for women preparing for pregnancy. With accurate ovulation period monitoring and AI-enabled fertility prediction, the hand-held test kit can also be used for medication monitoring of In Vitro Fertilisation (IVF) users. The product has been approved by FDA and is undergoing clinical trial of CFDA. In addition to the HK\$970,000 funding support from PolyU, the company has secured over HK\$1.9 million further investment and was admitted to HAX, the world famous hardware accelerator from Silicon Valley.

億恒致力於為備孕女性提供方便使用的自助醫療儀器及服務。通過對月經週期的精準測定和人工智能輔助的排卵期預測，該掌上型測試儀器可以為體外受精用戶提供精確的醫療監控資料。產品已獲美國食品藥品監督管理局認證，而中國國家食品藥品監督管理總局認證則正在進行臨床測試。除了獲得理大97萬港幣的資助，團隊亦成功融資190萬港幣，並入選全球著名的硬件加速器HAX的孵化計劃。

 PolyU Tech Launchpad Fund 理大科技领航基金2018-19 & 2019-20

Medmind Technology Limited
醫念科技有限公司



Medmind Technology develops interactive platforms for seniors and patients, particularly regarding dementia and other mental health disorders. The company's mission is to provide an innovative and interesting experience for assessment, monitoring and intervention for the diseases. It aims at creating a socially-inclusive society with less stigma, better disease awareness and thus early detection and timely treatment.

醫念科技研發專為銀齡人士而設的互動平台，特別針對認知障礙症及其他精神健康問題。希望透過有趣的疾病檢測和治療體驗，減少標籤和提高疾病意識，讓患者及早發現病徵，及早治療，並創建社會共融。

 PolyU Micro Fund 理大微型基金計劃2018

www.medmindtechnology.hk

Studio Doozy Limited



REDESIGNING AGEING

Studio Doozy designs and develops well-being and quality-of-life solutions for the silver age community. As the population ages, equipping homes with better accessible products and services is essential. Unlike existing healthcare products, the studio goes beyond solving specific problems with a focus on the overall user experience, driven by the mission to provide the silver age community with quality everyday life at home.

Studio Doozy是一間專注於健康護理和生活品質的設計工作室，旨在為銀齡人士提供更好的產品。有別於現存的老年產品公司，Studio Doozy並非只著眼於解決單一產品的問題，而是致力於設計整體的保健產品使用體驗，並且相信銀齡人士也能夠擁有高質素的家居生活。

 PolyU Micro Fund 理大微型基金計劃2018

studiodoozy.com

Vision Science &
Technology Co Limited
視覺科技有限公司



Vision Science and Technology (VST) aims to commercialise Defocus Incorporated Soft Contact (DISC) lens developed by School of Optometry, PolyU, which help to slow myopia progression in children aged 6 to 18 by 60%. The product is available for order in over 60 optometry centres in Hong Kong and has officially entered the Mainland China market in mid-2019. The company targets to expand its sales network to all cities in Mainland China by 2020. Since its incorporation in 2016, VST has secured over HK\$1.75 million further investment, in addition to the HK\$1.1million funding support from PolyU.

視覺科技致力於將理大視光學院研發的光學離焦軟性隱形眼鏡（DISC）推向市場，該發明有助減慢6至18歲學童近視加深速度達六成。現時香港超過60間視光中心可訂製DISC，而產品已於2019年中正式打入中國市場。公司計劃於2020年將產品的銷售網絡覆蓋全國所有城市。自2016年成立以來，除了獲得理大累積資助的110萬港幣之外，視覺科技亦成功融資175萬港幣。

 PolyU Tech Launchpad Fund 理大科技领航基金2017-18 & 2018-19

vsthk.com

Travel Tech
旅遊科技

澎潤酒店諮詢

服務（上海）有限公司



The company aspires to establish itself as the leading hotel asset management consultancy in Mainland China with its proprietary hospitality industry database and professional, localised and cutting-edge solutions supported by real-time benchmarking data. The scope of the one-stop consultancy service covers the full life cycle of a hotel, including investment, development, pre-opening, operation and asset management.

澎潤立志打造酒店業的商業資料庫，以行業標準測試及即時監測提供專業、本地化、與時俱進的解決方案，業務涵蓋從酒店投資、開發、籌建、營運到資產管理等一站式諮詢服務。

 STEFG-PolyU China Entrepreneurship Fund 上海市大學生科技創業基金會—理大專項基金2018

Snakietrip Limited
君梓有限公司



Snakietrip strives to become a neutral and trustworthy travel brand by comparing products and prices across different online travel agents (OTA) for travelers, covering transportation, mobile data, attraction tickets, local cuisine and unique travel experiences.

Snakietrip致力成為一個中立和值得信賴的旅遊品牌，為旅客比較不同網上旅行社（Online Travel Agents，OTA）的旅遊產品和價格，包括交通、流動數據、景點門票、餐飲美食及特色體驗。

 PolyU Micro Fund 理大微型基金計劃2018

www.snakietrip.com

Companion
登峰同行

Our sincerest appreciation and gratitude to our industrial companions and partners for sparing their precious time with PolyU start-up community. Without their unlimited support and active participation, our success would not have been possible.

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• Mr Albert Au 區恩庭先生	Founder, Acesobee Limited 艾草蜂有限公司創辦人
• Mr Alvin Wong 黃君南先生	Visiting Lecturer, Institute of Textile & Clothing, PolyU 理大紡織及服裝學系訪問講師
• Mr Andrew Chen 陳翰銘先生	Managing Partner, Arion Ventures Arion Ventures 合夥人
• Mr Arkin Ng 吳秉堅先生	Executive Director, L plus H Fashion Limited L Plus H Fashion Limited 執行董事
• Dr Dicky Shek 石義強博士	Professor of Practice (MIS), Department of Management and Marketing, PolyU 理大管理與市場學系 (管理資訊系統) 實務教授
• Dr Donna Brown 黃端瑩博士	General Manager, Danaher Corporation – Dental Platform 丹納赫集團牙科業務總經理
• Mr Felix Lam 林東先生	Founding Partner, #43 Ventures; Founding Principal, Red Chapel Advisors #43 Ventures及Red Chapel Advisors 創辦合夥人
• Prof. Frank Yam 任家明教授	Chairman & CEO, Focus Strategic Group Limited 科信集團國際有限公司主席暨行政總裁
• Prof. Frederick Yung 容永笙教授	Adjunct Professor, MSc Programme on Entrepreneurial Management, Hang Seng University of Hong Kong 香港恆生大學創業管理理學碩士課程客座教授
• Mr Herman Cheung 張雲華先生	Managing Director, Orient Forest Limited 宏山有限公司董事總經理
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• Mr Ken Hui 許建南先生	Former Vice President, Hong Kong Science & Technology Parks Corporation 前香港科技園副總裁
• Mr Leo Chiu 趙敬賢先生	Venture Partner, Spike Ventures Spike Ventures 風險投資合夥人
• Mr Leo Lo 勞元佳先生	Managing Director, Euromed Technologies Co., Limited 佳駿醫療設備有限公司董事總經理
• Dr Leroy Yau 邱啟華博士	Founding Partner, #43 Ventures; Co-founder & CEO, Taiwan Startup Stadium #43 Ventures 創辦合夥人及台灣新創競技場共同創辦人兼執行長
• Mr Michael Tsui 徐錦輝先生	Chief Executive Officer, Deltason Medical Limited 得信醫療有限公司行政總裁
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