IfE NEWSLETTER

Apr 2021

Second KT Salon Enhances Communication between University and Staff

An update on the latest knowledge transfer (KT) and entrepreneurship developments was communicated to staff in the second KT Salon held on 8 April hosted by the President, Deputy President and Provost and Executive Vice President. The session covered Education and KT component of the Planning Exercise Proposal (PEP), the progress of related KT policy changes, the entrepreneurial support framework available in PolyU and the new measures for recognising KT performance.

Summarising the strategic context of PEP in relation to KT and education, the Central Management Team (CMT) emphasised their long-term plans to equip all students with knowledge and skills in AI, Data Analytics and related technologies (AIDA) as well as innovation and entrepreneurship.

A review of related policies, guidelines and new initiatives for KT has recently been carried out by the CMT, covering contract research, consultancy, IP licensing, IP assignment and establishing academic-led startups, to ensure they aligned with PolyU's direction and position. IfE will issue the guidelines for IP licensing and assignment as well as establishing academic-led startups in due course.

IfE provided highlights of PolyU's entrepreneurial support framework and the recent development regarding academic-led startups, the GBA Startup Postdoc Programme, PolyU Maker Fund Programme, PolyU Entrepreneurship Investment Fund (EIF) and the Proof-of-Concept (POC) Scheme.
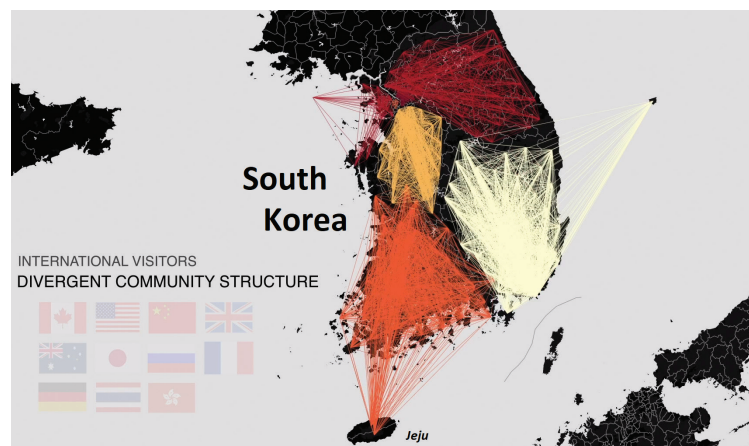
On measurement and recognition, the management went on to introduce two DoKPIs under the "Research and Knowledge Transfer" domain for affirming the importance of KT in academic duties. Staff members' active involvement and contribution in KT could also be recognised through the newly launched Faculty/School Awards and the President's Award for Outstanding Achievement in KT.

During the sharing session, Ir Prof. Zheng Yongping, Henry G. Leong Professor in Biomedical Engineering and Chair Professor of Biomedical Engineering, enlightened the audience about his journey and perspectives in pursuing KT and entrepreneurial ventures as an academic, while Dr Chen Gong shared his experience in the pilot GBA Startup Postdoc Programme.

The constructive communication session significantly deepened staff members understanding of the University's strategic directives and effort in building a better future through impactful KT and entrepreneurship.
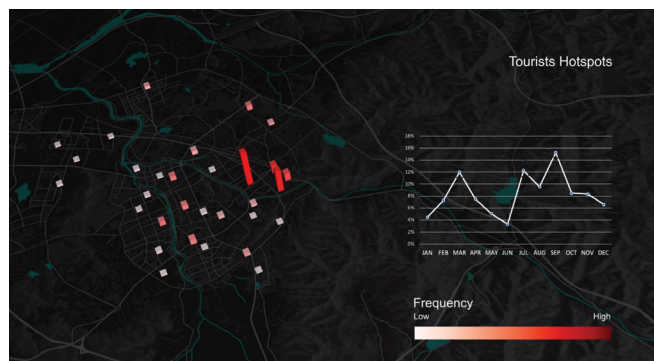
Knowledge Transfer through Partnership Collaboration

Unveiling Tourism Patterns in South Korea with Big Data Analysis

South Korea

INTERNATIONAL VISITORS
DIVERGENT COMMUNITY STRUCTURE

Jeju

Big Data opens up new opportunities in numerous areas of research, and those include tourism research. By providing valuable information with high spatial and temporal data, Big Data makes it possible for organisations and businesses to identify the travel and consumption patterns of visitors to a destination.

In collaboration with Jeju Tourism Organization and Korea Tourism Organization, researchers from the School of Hotel and Tourism Management and the Department of Land Surveying and Geo-Informatics engaged in an interdisciplinary project to reveal the digital footprints and travel behaviours of tourists by analysing Big Data collected from navigation systems, mobile carriers, Wi-Fi networks, bus cards and credit card transactions, etc.

The analysis offered valuable insights into the travel patterns of international tourists in the country. It also identified tourist hotspots and the spatial interactions across them, detected the dynamic structure of tourism network in South Korea, and provided strategies for collaborative marketing and transportation efficiency improvement to enhance travel mobility. All the information generated from the analysis contributed tremendously to raising the efficiency and effectiveness of tourism planning, strategy formulation and tourist destination management for our partners.
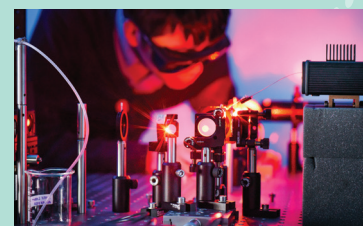

Knowledge Transfer through Entrepreneurship

Embracing Hardware Startups in GBA – PolyU Maker Fund

Tailored for Hong Kong youths, PolyU Maker Fund Programme 2021 will support 12 local hardware startups with up to HK$600,000 and idea-to-product services, leveraging the manufacturing capabilities of Greater Bay Area (GBA) cities such as Shenzhen and Dongguan.

The programme is a "We Venture" Project funded by the Youth Development Fund (YDF) under the Funding Scheme for Youth Entrepreneurship in the Guangdong-Hong Kong-Macao Greater Bay Area by Home Affairs Bureau.

As the first maker fund in the city, the programme will draw upon PolyU's unmatched industrial expertise, close ties to industries, vast industrialist alumni network, as well as resources of partners like Shenzhen University, Hong Kong Science and Technology Parks Corporation (HKSTP) and the Federation of Hong Kong Industries. For more details about the fund, please visit its dedicated *webpage*.

Supporting Academic-led Startups through Tech Launchpad Fund

Inspired by a colleague's daughter who was suffering from scoliosis and the uncomfortable hard brace she was required to wear, Dr Joanne Yip, Associate Professor and Associate Dean of the Faculty of Applied Science and Textiles (FAST), decided to do something to help the sufferers with her own knowledge and expertise. In 2014, she conducted a research and developed a posture-adjustment shapewear for

scoliosis patients. Two years later, she turned to a more proactive approach, the early intervention for scoliosis adolescents. Partnering with a professional biofeedback technology research team, she developed a personalised training protocol and a body mapping tank-top that provides tailored pain-free posture training experience, significantly reducing the user's likelihood of needing bracing or surgical treatment in future.

To commercialise the latest research outcome, Dr Yip co-founded Active Biotechnology (Hong Kong) Company Limited (ABC Ltd) with her partners in 2019 and was successfully admitted to the Incu-Bio programme of HKSTP.

Dr Yip successfully raised HK$3 million angel investment and obtained a HK$2.25 million matching grant under PolyU Tech Launchpad Fund within two years.

ABC Ltd has launched the service with the PolyU technology by collaborating with a private clinic and a physiotherapy centre in Central.

Knowledge Transfer through Executive Training

Helping Wealth Management Professionals Excel with IAEE's Executive Development Programme

On 25 February 2021, AXA announced the launch of the "Inheritance Planning Programme", specially developed by the Institute of Advanced Executive Education (IAEE) of PolyU for a small selected group of AXA's premium wealth management advisors. The programme has witnessed the continued effort of PolyU in support of knowledge transfer through education to create positive impact in the society.

A signing ceremony was held where Mr Howard Pou, AXA Chief Distribution Officer (Hong Kong, Macau & Guangdong); Mr Jason Wat, AXA Chief Agency Officer; Mr Kelvin Wong, Interim Director of IfE of PolyU; and Dr Elex Chan, Programme Director were invited to introduce and kick off the programme.

The programme will run for two years starting from May 2021, aiming to provide an inspiring learning experience for participants to enhance their knowledge and skills to serve the high-net worth market in Hong Kong and the Chinese mainland.
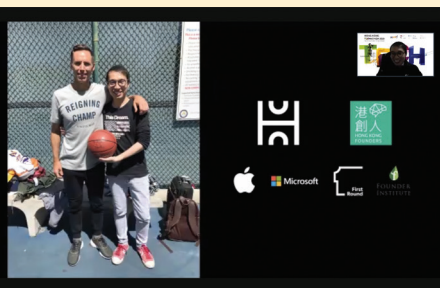
Promotion of KT, Entrepreneurship & Industrial Partnership

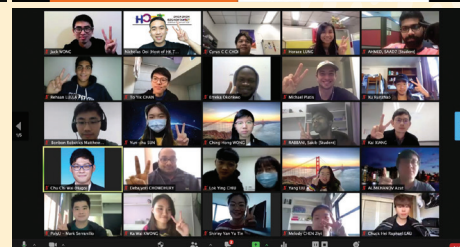## PolyU Team Wins Overall Championship in Hong Kong Techathon

Hong Kong Techathon celebrated its sixth anniversary since its launch by PolyU in 2015. Co-organised by PolyU, HKTSP, and six other local universities, the city's biggest cross-university tech challenge attracted more than 930 students and alumni in January 2021.

During the seven-day online competition, the participants met like-minded teammates from different backgrounds and learned how to develop technologies and innovative ideas into viable business models. They went through pre-mixer, ideation, young corporate leader sharing, and a series of intensive and diversified workshops and mentoring sessions before pitching their startup ideas under four different technology themes – (1) Big Data & Fintech, (2) New Generation Technology, (3) Smart City, and (4) Healthcare and Social Impact – competing for seed funding of up to HK$1.9M and a cash prize of HK$5,000.

PolyU teams netted five out of 12 awards, including the overall championship. Congratulations to the winning teams:

- Overall Champion – Team "ing"
- Smart City: Champion – Team "FJ005"; First Runner-up – Team "Hi-Tech Crew"
- Healthcare & Social Impact: Champion – Team "ing"
- New Generation Technology: First Runner-up – Team "ZEN-X"

PolyU Startups and Researchers Excel in Virtual Geneva Invention Expo

PolyU researchers and PolyU-supported startups gained wide recognition at Inventions Geneva Evaluation Days – Virtual Event, this year's special edition of the International Exhibition of Inventions of Geneva held from 10 to 14 March. Such accomplishment exemplifies not only PolyU's research excellence and its effort in translating research and innovations into applications with impact, but also the strengths of startups supported by the University. For more details, please refer to our *website*.

Achievements by PolyU-supported startups led by the University's academics, alumni or students:

PolyU-supported Startup	PolyU Academic	Project	Award
Grand Rise Technology Limited (academic-led)	Prof. Pauline Pei LI Department of Applied Biology and Chemical Technology	CareCoatex™: A Biomaterial-based Core-Shell Particles for Safe and Effective Antibacterial and Antiviral Applications	Gold Medal
Eieling Technology Limited (academic-led)	Ir Prof. Yongping ZHENG Department of Biomedical Engineering	Liverscan: Palm-sized Real-time B-mode Ultrasound Imaging Guided System for Liver Fibrosis Assessment	Silver Medal
Blue Pin (HK) Limited		Dolphin - Effective Indoor Positioning System	Gold Medal
Blue Pin (HK) Limited		IoT Micro-location System (IMS) Enabled Guest Services Robot (GSR)	Silver Medal
Innospire Technology Limited		WeSee Smart Glasses	Silver Medal

Achievements by PolyU academics:

PolyU Academic	Project	Award
Prof. John Wenzhong SHI Department of Land Surveying and Geo-Informatics	Smart City Platform: A Comprehensive System for Spatial Data Infrastructure	Gold Medal
Sr Dr Charles Man-sing WONG Department of Land Surveying and Geo-Informatics	Smart Monitoring System for Urban Tree Management	Gold Medal
Prof. Eric Ka-wai CHENG Department of Electrical Engineering	A Smart All-electric Antilock Braking System (ABS)	Silver Medal
Dr Xin ZHAO Department of Biomedical Engineering	Biomimicking Photocrosslinkable Nanocomposite Bone Graft	Silver Medal

PolyU InnoHub x AWS Educate Competition Discovers Cloud Career Pathways

In November 2020, PolyU Entrepreneurship Society launched "Cloud Career Pathways Competition 2020" in partnership with Amazon Web Service (AWS) Educate to offer complimentary cloud-learning opportunities to PolyU students. The online competition allowed students with no IT background to embark on a self-helped learning path that leads to careers related to IoT, AI, Big Data, startups and gaming. The three-month competition started with a webinar on "Cloud Computing: Must-knows for Future Co-founders!" and attracted more than 170 PolyU student contestants.

PolyU InnoHub Academy Delivers Must-knows for Academic-led Startups
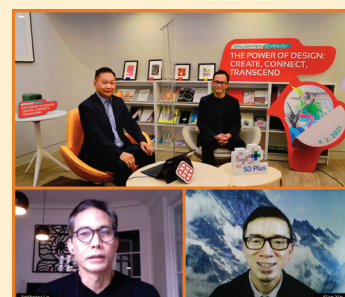

IfE provides abundant learning opportunities for entrepreneurs and would-be entrepreneurs to hone their mindsets, skills and knowledge, preparing them for their entrepreneurial journeys. Recently PolyU InnoHub Academy: Academic Entrepreneurship Must-knows sharing series has been launched for PolyU academics and researchers who aspire to translate their research efforts into impact through starting up a company.

In the first sharing on Academic Entrepreneurship Must-knows titled "Policy, Procedures and Support for Academic-led Startups in PolyU" on 31 March, Mr Kelvin Wong, Interim Director of IfE talked about "Overview on Academic-led Startup and Support in PolyU" and Prof. Pauline Li, Co-founder of Grand Rise Technology Limited shared her valued experience in establishing and running a startup as a case study.

Enlighten@PolyU Webinar Explores Power and Impact of Design

Launched in November 2020, the Enlighten@PolyU Series aims to promote alumni and partner engagement as well as to showcase PolyU's research excellence through organising webinars. The third webinar of the series titled "The Power of Design: Create, Connect, Transcend", jointly organised by the Alumni Affairs and Development Office, the School of Design (SD) and IfE, was successfully held on 4 February. In this episode, our moderator Prof. Tak Lee held an inspiring discussion with famous designers Mr Anthony Lo, Mr Alan Yip and Mr Kent Wong, all of whom are alumni from SD, on how design connects and enriches our lives and helps to shape a better future. The event attracted participants from Greater China, Australia, Canada, Congo, Denmark, Malaysia, Pakistan, Singapore, the UK and the US.

CEO Shadowing Programme Fosters Interaction between Students and Industry Veterans

A joint effort of IfE CEO Club and the Student Affairs Office, the re-run "CEO Shadowing Programme" came to a fruitful conclusion in February. Seven CEOs from CEO Club and 18 selected students participated in the programme, which aimed to provide an opportunity for PolyU students to connect and interchange with CEOs. It consisted of a meetup session with student presentations on an assigned topic, discussions and CEO-student matching in January and a series of one-day shadowing-a-CEO sessions in February. Via this programme, the students learned a lot about leadership and entrepreneurial mindsets, experienced the daily life of a CEO and acquired tips for running a business, while the CEOs gained deeper understanding of the younger generation and provided guidance for those who sought entrepreneurial ventures. It successfully equipped the students with the knowledge, mentality, experience and network needed for their future entrepreneurial endeavours. More information about this programme can be found *here*.