



Young Entrepreneurs Development Council
青年企業家發展局

YDC Dare to Change Business Pitch Competition Briefing Session

FUNDING
ORGANISATION



創新科技署
Innovation and
Technology Commission

SUPPORTED BY



香港青年企業家協會
Entrepreneurs' Organization
Hong Kong



香港創業投資者聯盟
Venture Investors Alliance of Hong Kong

Highlights' Video

▶ https://youtu.be/OVrfsgpR_E4



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YDC Background

- ▶ The Young Entrepreneurs Development Council
- ▶ Non-profit organization
- ▶ Founded in 1997
- ▶ Mission
 - ▶ Develop Innovative mindset to excel beyond the education system
 - ▶ Provide networking opportunities to realize business ideas
 - ▶ Create community platform for continuing innovative entrepreneur development

***Cultivate entrepreneurial spirit
among young people***

Dare To Change

Business Pitch Competition

- ▶ Offers **all tertiary students in Hong Kong** a chance to step out of their comfort zone by conducting a **five-minute pitch of their business ideas** in front of seasoned executives
- ▶ 2016
 - ▶ Over 210 students
 - ▶ From 22 post-secondary education institutes
 - ▶ Over 80 pitching teams joined the competition





► Pitching & Feedbacks

Not only awards, but also provide chances for participants to receive instant feedback from seasoned executives

Timeline for Dare-to-Change



Announcement

- To announce the allocation of Preliminary Pitching Day & Registration time
- **5 March 2018** (Monday)
- By email

Submission Deadline

- All participating team (for both 24 March & 14 April) is required to **submit the Presentation PowerPoint on or before 12:00 noon 16 March 2018 (Friday)**
- Teams with **late submission** will be considered withdrawn from the competition



Preliminary Pitching days

- ▶ Pitching Language: **English / Cantonese**
- ▶ Presentation materials: **English / Chinese**
- ▶ May conduct the presentation in **any form**
- ▶ For **teams of 3-4**, at least **2 members** are required to **attend** the Pitching Day
- ▶ **10 teams** will be selected to progress to the **final round**

Teams are **allowed to record** their presentation, it is required to **send the copy back to YDC** for record.



Pitching Day Guideline



Registration

- At Waiting Room (Room 1002)
- Bring your ID Card and Student card



5 mins Preparation

- Set-up Camera & PPT



5 mins Presentation

- May conduct the presentation in **any form**



10 mins Q & A session

- With the judging panel



Mentorship

For 10 finalist teams



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Mentorship Programme

- April to May
- Matching by YDC
- **“Meet Your Mentor”**
Networking Event
- Ways of consultation
 - Face-to-face
 - By Email
 - Conference call

Preliminary
Pitching Days

**“Meet Your
Mentor”**

Final Pitching Day



Prize and Award



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Prize and Awards

YDC 青企局	The Best Business Plan Award 傑出創業計劃獎 (idea / proposal-oriented)	HKD15,000
	The Best Young Startup Award 最佳初創企業獎 (launched projects)	HKD15,000
	The Best Social Impact Award 社會創業精神獎	HKD15,000
HKSTPC Technopreneur Award 香港科技園科技企業家獎 Sponsored by Hong Kong Science & Technology Park Corporation (香港科技園贊助)	Golden Award 金獎	HKD15,000
	Silver Award 銀獎	HKD10,000
	Bronze Award 銅獎	HKD5,000
HKSTPC Techno Idea Award 香港科技園優秀科技理念獎 (technical idea / proposal-oriented)		HKD10,000

- Awardees of **HKSTPC Technopreneur Awards** will be referred to the **HKSTPC Incubation Programme** for **FREE OFFICE** worth over **HKD1,000,000!!**

	2 Workstations	Office of 700 sq.ft.	Lab Premises of 700 sq.ft.
Duration	1.5 year	3 years	4 years
Subsidized Rental	Over HKD 100K	Over HKD 400K	Over HKD 500K



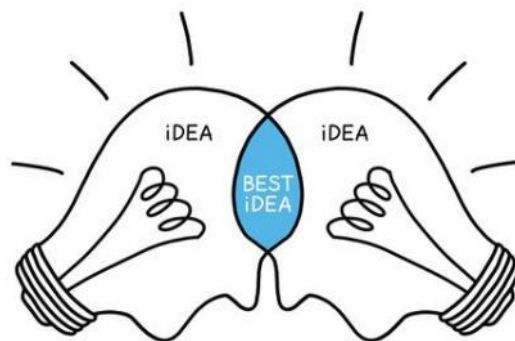
Regional Competition Referral

Recommendation to regional contests for winning teams

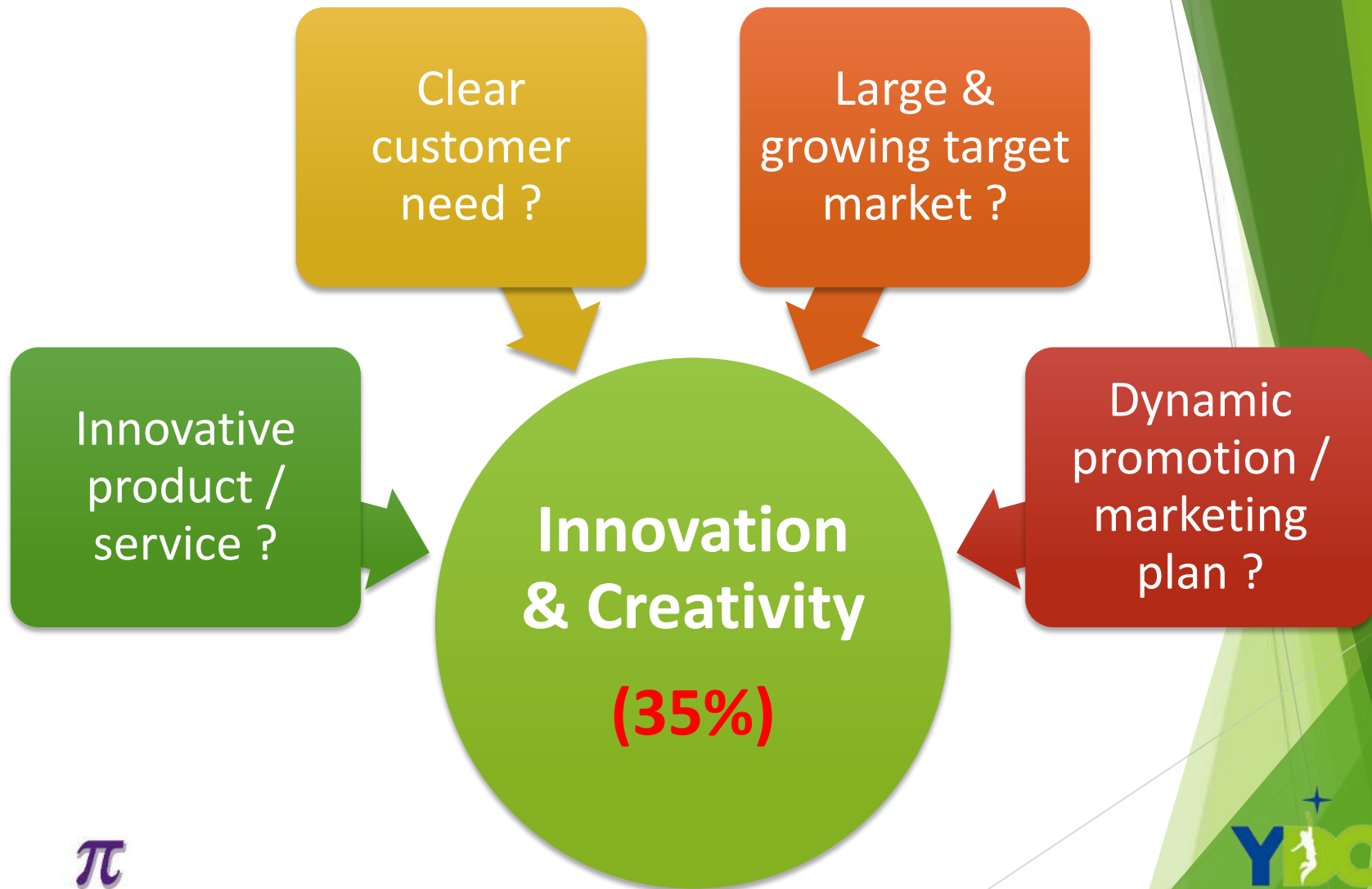


Judging Criteria

1. Innovation and Creativity (35%)
2. Entrepreneurial and Passionate (35%)
3. Execution and Practicality (20%)
4. Presentation Skills (10%)



Judging Criteria



1. Innovation & Creativity

(35%)

- ▶ Innovative idea
- ▶ New/Growing market & unaddressed customer needs

A social Enterprise

Goal

Provide Stress-relief programs, bring happiness and laughter

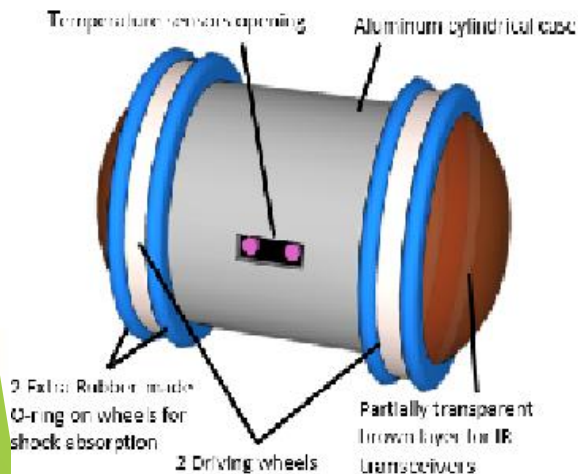
Target

- (1) Educational Sector
- (2) Commercial Sector

Product & Service

- (1) EasyIn & EasyOut

Robot Design



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PROBLEMS



80%
Operation Time



40%
Victims Fatalities



50%
Firefighter Fatalities

VISION



Robot



Search



Efficiency



Safety

Development Council
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Judging Criteria



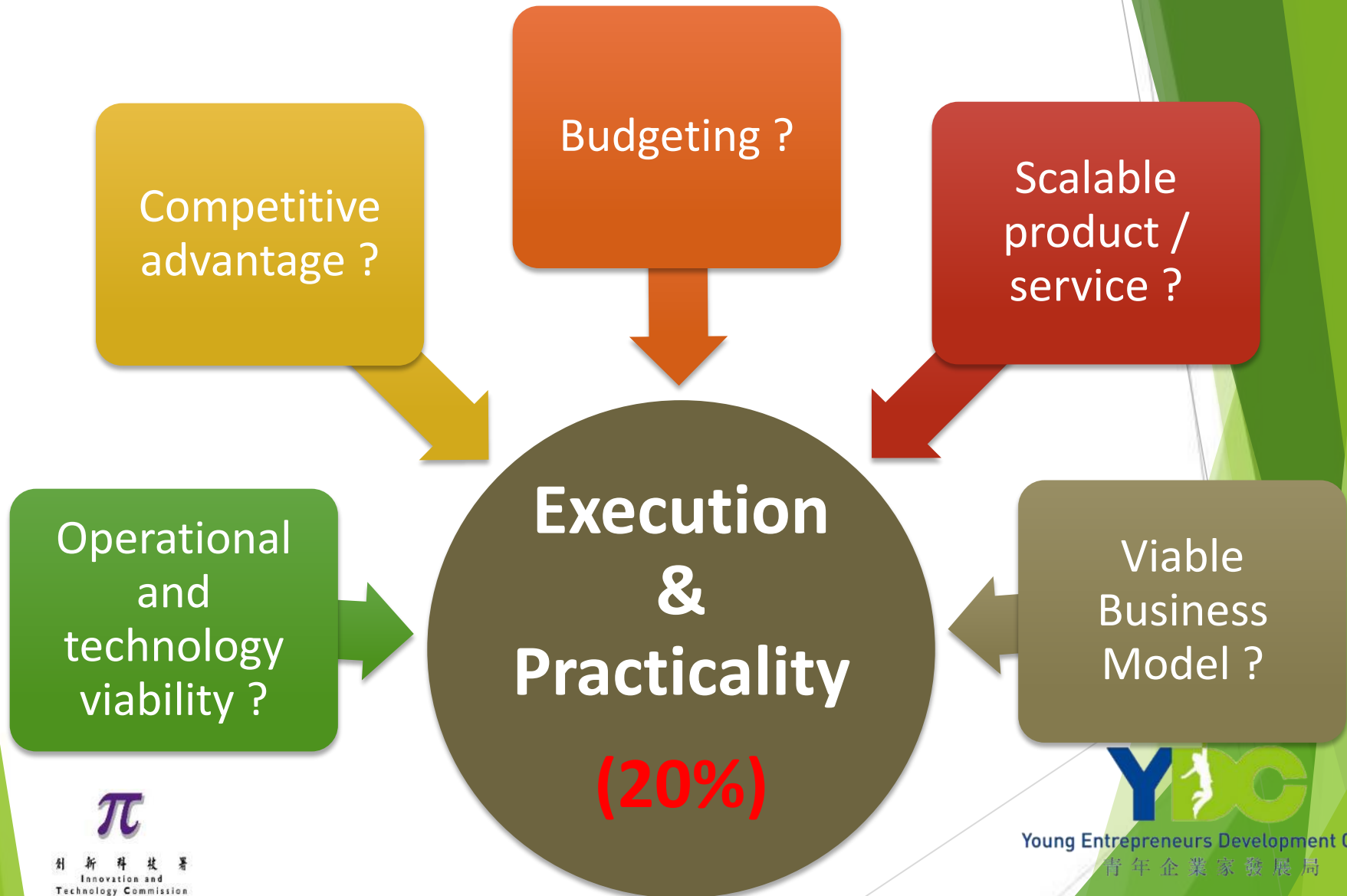
2. Entrepreneurial & Passionate (35%)

- ▶ How eager are you to start your own business?
- ▶ Market Research
 - ▶ Competitor / Similar products / services

Competitor Analysis			
	Invasiveness	Speed	Memory
Advert (1hr-2hr/week)			
Blog (1hr/week)			
Facebook (1hr-2hr/week)			
Website (1hr-2hr/week)			



Judging Criteria




3. Execution & Practicality

(20%)

- ▶ Operation / Technology used
- ▶ Milestone / Timeline
- ▶ Competitive Advantages of your services / products
- ▶ Budgeting

Competitive Advantages

-  Works for everyone
-  Gamified experience
-  Athlete-Expert-Collaboration
-  Easily adaptable

Financial

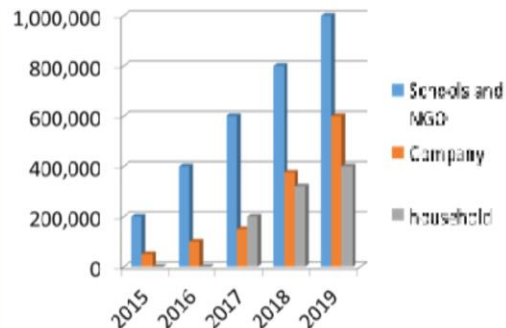
Start-up: HKD\$200,000

Fixed cost: 40%

(e.g. Equipment, Rent)

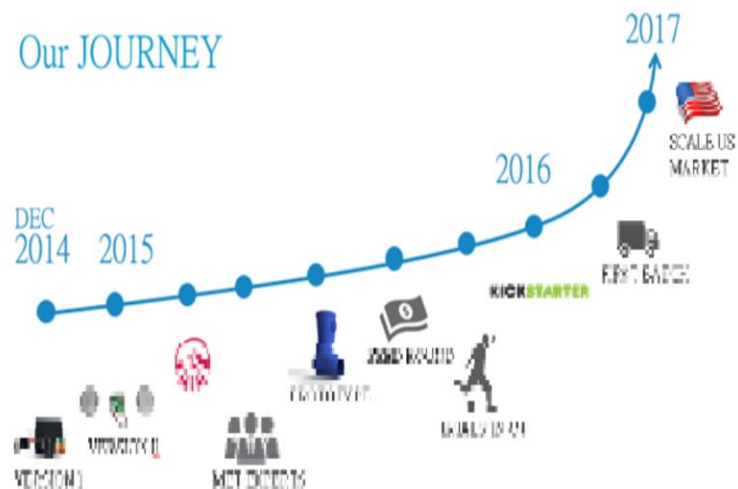
Variable cost: 60%

(e.g. Salaries, materials)



Break-even Point: Second Year

Our JOURNEY





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Q & A Session



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Thank you!



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