




Awakening Entrepreneurship in Knowledge Transforming Societies

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Issues

- **Issue 1:** Entrepreneurship is at a crossroads in East Asia. The former Asian Tigers turned to technological innovation, reinventing consumer goods and gadgets at ever-lower prices
- **Issue 2:** Business innovation is retreating, pushed on by generational change in populations and at the helms of once dynamic corporations
- **Issue -3:** E. Asia's population is ageing rapidly restricting economic growth
- **Issue-4:** Environment for fostering E,ship is good but by no means great
- **Issue – 5:** R&D is limited throughout the region, with most innovation driven by foreign investors.



Issues

- **Issue- 6:** There are few incubation centers and limited angel investors and VCs from whom entrepreneurs can benefit.
- **Issue-7:** Family businesses predominate - with no good succession planning, governance and financing. Very few family businesses survive to the third generation
- **Issue- 8:** In places with limited land (Singapore and HK), "me too" investment mostly in real estate by family businesses intolerant of failure has the potential to create economic bubbles that could burst at any time
- **Result:** As the economies of EA, including China, become freer, these issues will proliferate. Urgent need to revive the spirit that drove entrepreneurs in EA to create an economic powerhouse of the region



What needs to be done?

- Family businesses must reform themselves
- Governments must develop adequate and enforceable frameworks in corporate governance and the protection of IP; increase support for start-ups
- **Tertiary educational institutions must accept** responsibility in awakening entrepreneurship. HKUST is currently restructuring its EC

Entrepreneurship Center – Existing

- HKUST Entrepreneurship Center: Inaugurated in 2000. To date, the Center received **ONLY** 93 applications, accepted **ONLY** 50 companies to join and created **ONLY** 21 (originally 38 but 17 dissolved) spinouts

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Application Received	8	17	12	6	8	7	4	4	3	5	11	3	5
Accepted	5	11	8	3	3	3	2	2	2	2	3	1	5
Spinouts	0	1	6	5	1	2	3	3	3	1	8	3	2

These are SMALL numbers and must be increased drastically!

Successful spinouts

GOOGOL
Motion controllers and systems applied in wide range of industries including semiconductor / microelectronics, plastic injection molding, and CNC machine tool.

RADICA
E-mail marketing in Asia for more than 300 top businesses.


Successful Spinouts

I-Flight
UAV robotic control devices for remote guidance and surveillance from small helicopters.

Perception Digital
Hong Kong listed company providing embedded firmware in smart consumer electronics devices.

New Mission


- “ .. assist in the economic and social development of HK..”
- Facilitate knowledge diffusion by using the University as the conduit for technology transfer
- Support business and social innovation ideas to develop new or improved products, processes and services
- Support birth and growth of new enterprises in order to make significant contribution to the economic development of HK to create quality jobs and wealth, thus enhance prosperity and quality of life of SAR.
- Stimulate creation of start-up companies, and connect them with mainland (China) markets and resources



We are restructuring E'ship Center

- Revising its existing policy and developing programs consistent with the HKUST's established goals and mission
- increasing the quality and quantity of services currently provided
- Extending assistance to pre-incubation, start-ups, spin-offs and IPOs
- Leading and engaging in outreach activities via partnerships with relevant E'ship Clubs, Student Bodies and International Organizations with similar objectives
- Providing continuous training and designing networking activities for students and practitioners in E'ship
- Reviving entrepreneurial spirit at HKUST by establishing a common platform for all faculties of HKUST by bridging different HKUST disciplines for entrepreneurial events such as, "HKUST 2011 E'ship Competition" <http://onemilliondollar.ust.hk>


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Main Targets

- Create passion
- Ignite enthusiasm
- Prepare mindsets
- Increase the spectrum and intensify services & support


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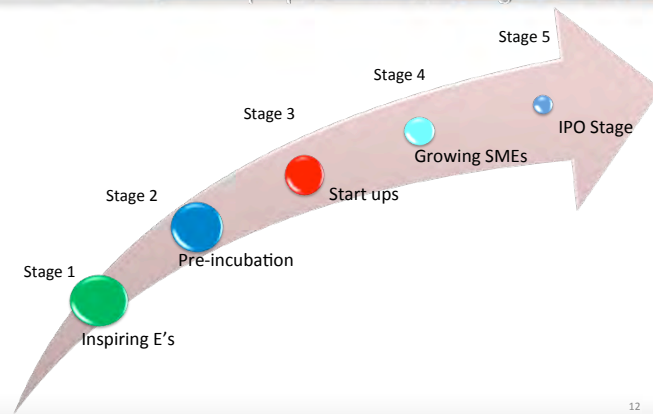
Characteristics of New EC

1. Widened scope
 - a) **technology-based**
 - b) **innovative businesses**
 - c) **social businesses**
2. Includes: **Engineering + Science + Business + HSS**
3. Includes: **Faculty + staff + students and alumni**
4. Expands activities: **New in house programs (Competitions) and outreach activities (probable extension to Shenzhen – IERs)**
5. **Supports and provide services for full E'ship Spectrum composed of 5 stages**

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E'ship Spectrum of 5 Stages



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Needs & Expected Output

Needs	Stage	Expected Output
<ul style="list-style-type: none"> *Enthusiasm *Mindset preparation *Improvement of E'ship skills *Basic E'ship training and networking 	1. Inspiring E's 	<ul style="list-style-type: none"> *Develop skills for creating viable business ideas *Fully understand the basics of E'ship *Networking for forming a "business team" *Increase desire to start up a business venture with in a team
<ul style="list-style-type: none"> *Resources for market research *Space for team discussion *Business services for company set-up *Advanced networking 	2. Pre-incubation 	<ul style="list-style-type: none"> *Write a sustainable business plan *Get ready to register as a HK based company *Network with other business teams which have common business goals
<ul style="list-style-type: none"> *Business consultation (marketing/finance/legal) *Office space – lab requirements *Corporate training activities *Networking – w/mainland 	3. Start ups 	<ul style="list-style-type: none"> *Become an economically viable startup *Pass the company health checks conducted by IEC *Graduate from the HKUST Entrepreneurship Program
<ul style="list-style-type: none"> *Networking with investors (Angels/Vc) *Marketing /Sales support *Expansion into the mainland *Networking - international 	4. Growing SMEs 	<ul style="list-style-type: none"> *Grow – financially and human resources *Have a systematic and sustainable growth plan *Become eligible to receive external funding *Networking – mainland and international
<ul style="list-style-type: none"> *Legal and regulatory training (M&A, IPO, stocks, etc) *Networking with PE firms 	5. IPO Stage 	<ul style="list-style-type: none"> *Gain global business perspective *Get ready for international negotiations *Become a listed company – via IPO or M&A *Global networking with VCs and PEs

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2011 (1 mil HKD) E'ship Competition

1st Place Winner (Cash Prize of HKD300K)




Wah Kin Utilization of Advanced Hair Drug Testing to Mitigate the Increasing Trend of Drug Abuse (Members: J Chee, L Hui, K Tsim, A Ting, W Leung)

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2011 (1 mil HKD) E'ship Competition

2nd Place Winner (Cash Prize of HKD150K)




LEDoS Commercialization of the Breakthrough Display Technology Based on Proprietary Integrated LED micro-projection Devices (Members: E Chong, Z Liu, KM Lau, P Yue, M Tsai)

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2011 (1 mil HKD) E'ship Competition

3rd Place Winner (Cash Prize of HKD100K)




AllegroIQ An Innovative Piano Study Aid for China's 50 Million Piano Students (Members: F Bennhold, Y Golan)

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