



香港中文大學  
The Chinese University of Hong Kong



研究及知識轉移服務處  
Office of Research and  
Knowledge Transfer Services

# TSSSU Information Session

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**Office of Research & Knowledge Transfer Services (ORKTS)**

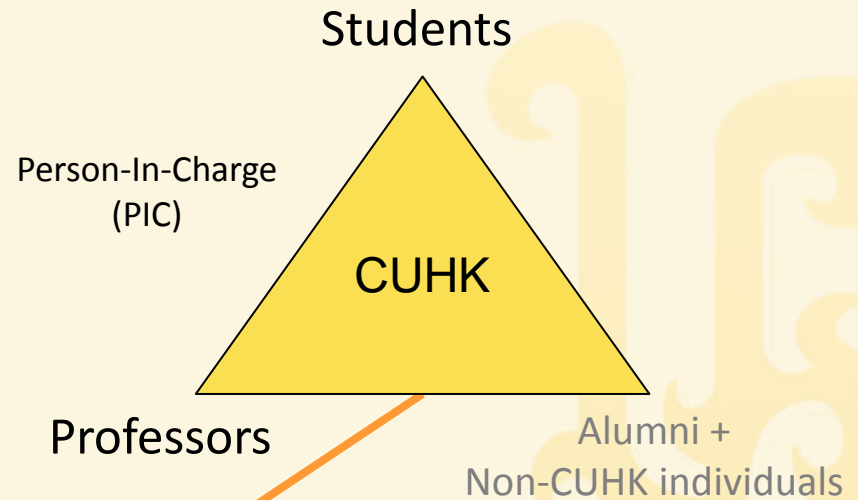
# What Is TSSSU?

The Innovation and Technology Commission (ITC) has set up this **fund** since 2014 to encourage **students and professors** from six local universities to **start technology businesses** and **commercialize their R&D results**



# What Is TSSSU?

\$500K per company per year in 2017-2018, for up to 3 years, subject to the availability of fund from ITC



The Innovation and Technology Commission (ITC) has set up this **Fund** to encourage **Students and professors** from six local universities to **start technology businesses** and **Commercialise their R&D results**

Ideas originated from CUHK students and/or professors are preferred

New applicants with companies **registered** before 28 Feb 2015 are not eligible



# Funding Scope

## ➤ Eligible expenses:

- Essential items for setting up and operating the Start-up (e.g. furniture and equipment, legal and accounting services, rental of necessary and suitable premises, manpower etc.);
- Expenditure on R&D (e.g. manpower, equipment, other direct costs, etc.);
- Promotion of the Start-up and marketing of their project deliverables.

## ➤ Ineligible expenses:

- Any items that are NOT incurred within reimbursable period (e.g. including expenses on auditing services for the funding period)
- See “CUHK TSSSU Guidelines”



# Points to note on CUHK TSSSU

- PIC eligibility: Only full-time Teaching Staff and Students (Research Staff can become members but not PIC).
- Staff/Student status is determined automatically at time of application.
- Monthly Salary Cap for shareholding founding members: up to \$12,000 for undergraduate and up to \$17,000 for postgraduate degree holders. Salary cap does not apply to non-shareholding members
- 25% temporary withholding for the last (2<sup>nd</sup>) installment
- Reminder: Full application (including all Departmental & Faculty endorsement) must be submitted by the deadline.



# Program Changes (2016-2017)

- Personnel Arrangement: A non-professoriate staff team member can engage in TSSSU-OBA during the University's usual office hours (Mon-Fri)
- IP– “INDICATE ONLY” the technology involved and IP ownership during application submission in a separate appendix. Why? Your future investors will have big concern about it and we want to get you prepared in advance



# Responsibilities & Benefits

## Responsibilities

- Timely submission of required documents (e.g. reports, Milestone Summary)
- Attend at least 5 training classes offered through Pi Centre
- Show up in CUHK startup and investor matching events
- Succession Plan
- IP Clearance

## Benefits

- Dual application to HKSTPC's Incubation Program (optional)
- Funding
- Mentorship from our experienced consultants
- Access to potential investors



# Evaluation Criteria

1. Innovation and technology content (20%)
2. Commercial viability of the business (25%)
  - Well-defined business and budget plan;
  - Well thought-out market analysis (e.g. opportunities, entry barriers, competitions, etc.);
  - Viable and realistic milestones and deliverables;
  - Potential in generating economic impact;
  - Whether the Company has secured other sources of funding apart from the TSSSU;
3. Team expertise and commitment (25%)
4. The social and/or community impact of the start-up's R&D project(s) (15%)
5. Whether the technology involves CUHK intellectual property (15%).





# Business Proposal Guidelines

- TSSSU application from (i.e., Annex A) requires a “business proposal” (Section C, item 4).
- ITC does not provide guidelines or a template for writing a proposal. The business proposal guidelines in this document (next slide), provided by ORKTS, are for reference only.
- The vetting panel will evaluate your company partly based on your business proposal.
- Some guidelines on the next slide may not be applicable to your company and project.

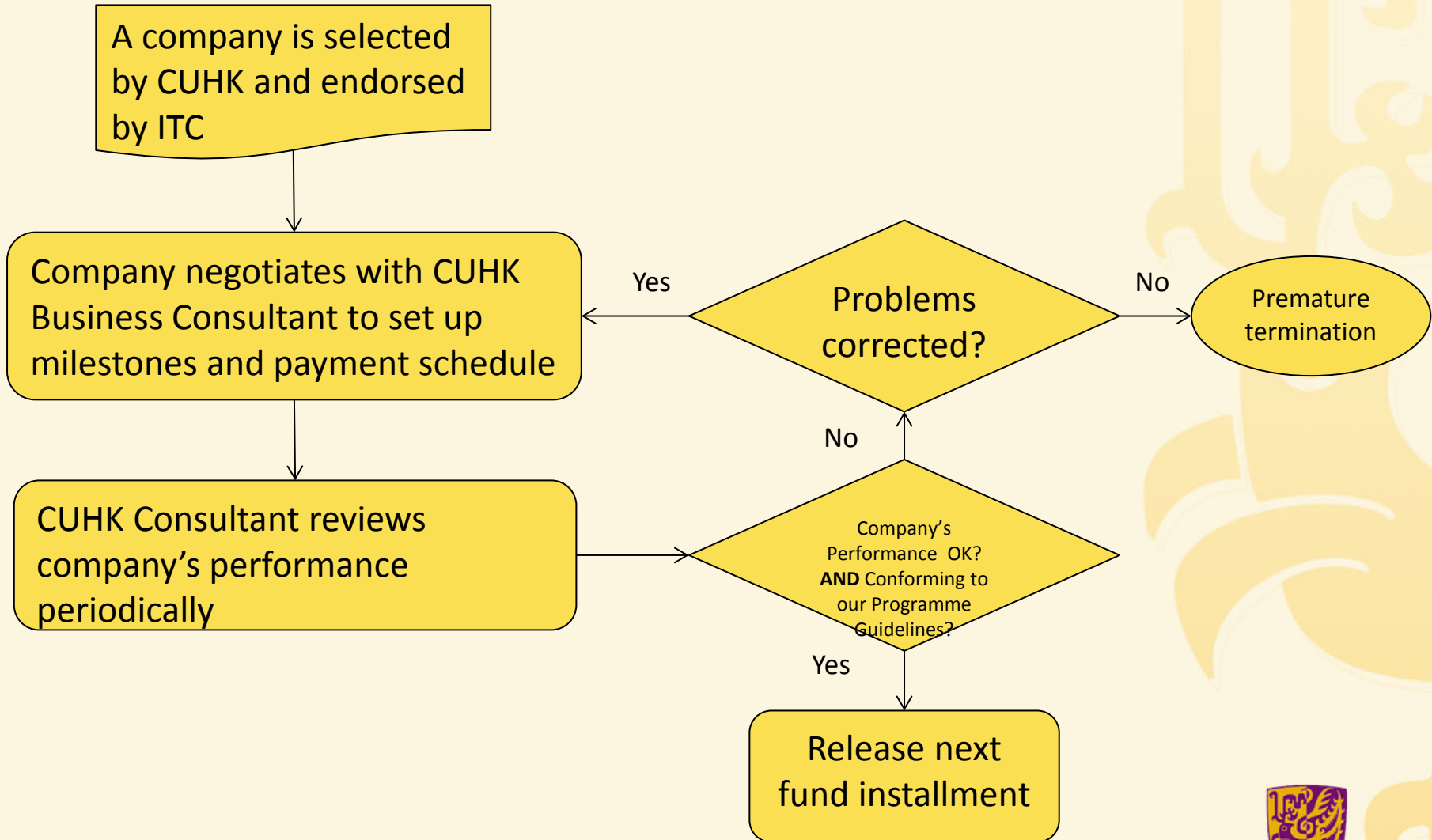


# Business Proposal

\* Core components in a business proposal are in **bold**

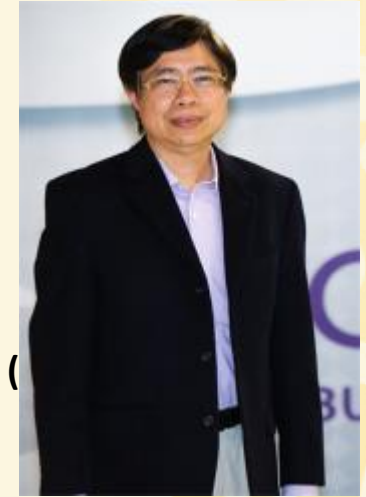
Components	Advice
Company's Mission Statements	<i>External</i> statements to customers and investors. Fewer is better. <a href="http://www.missionstatements.com/fortune_500_mission_statements.html">http://www.missionstatements.com/fortune_500_mission_statements.html</a>
Product/Service Idea	What <b>primary</b> problem(s) does it solve? What is the <b>primary</b> value proposition? Who are your customers and end users? (leave the details to next section "Competitive Analysis")
Competitive Analysis	<ol style="list-style-type: none"> <li>1. What are existing products and solutions.</li> <li>2. How is your solution better than competition?</li> <li>3. What is your company's competitive advantage (patents)?</li> </ol>
Team's core competence & track records	What expertise and characteristics does your team have that would make it more likely for your team to succeed?
Market Demand & Technology Readiness	How can your products/services create a niche or steal shares from incumbents? Has the technical feasibility of the product been proven?
Partnership Strategy	Partners (e.g., suppliers, channels, buyers, agents, collaborators) and strategy.
Marketing Strategy	<b>Price, distribution channels, positioning, promotion.</b>
Financial Plan	<b>Cost structure, business model</b> , revenue forecast, cash flow management
Sustainability & Evolution	How do you anticipate market change/disruption and what is your adaptation strategy?

# Funding Upon Satisfactory Progress



# Pi Centre Manager & Business Consultant

**Pi Centre Manager & Business Consultant  
Mr Jonathan Chee**



## Formerly

- Chief Investment Officer, Eagle Ride Investment, Listed in HK (
- Head of PE/VC, Huawei Technology
- Partner, CIVC Investment Pte Limited
- General Manager, Shenzhen Capital Group & UOB-Shenzhen Capital JV
- Managing Director, Standard Chartered Bank's Private Equity
- Assistant Vice President, Vertex Management Inc., (USA)

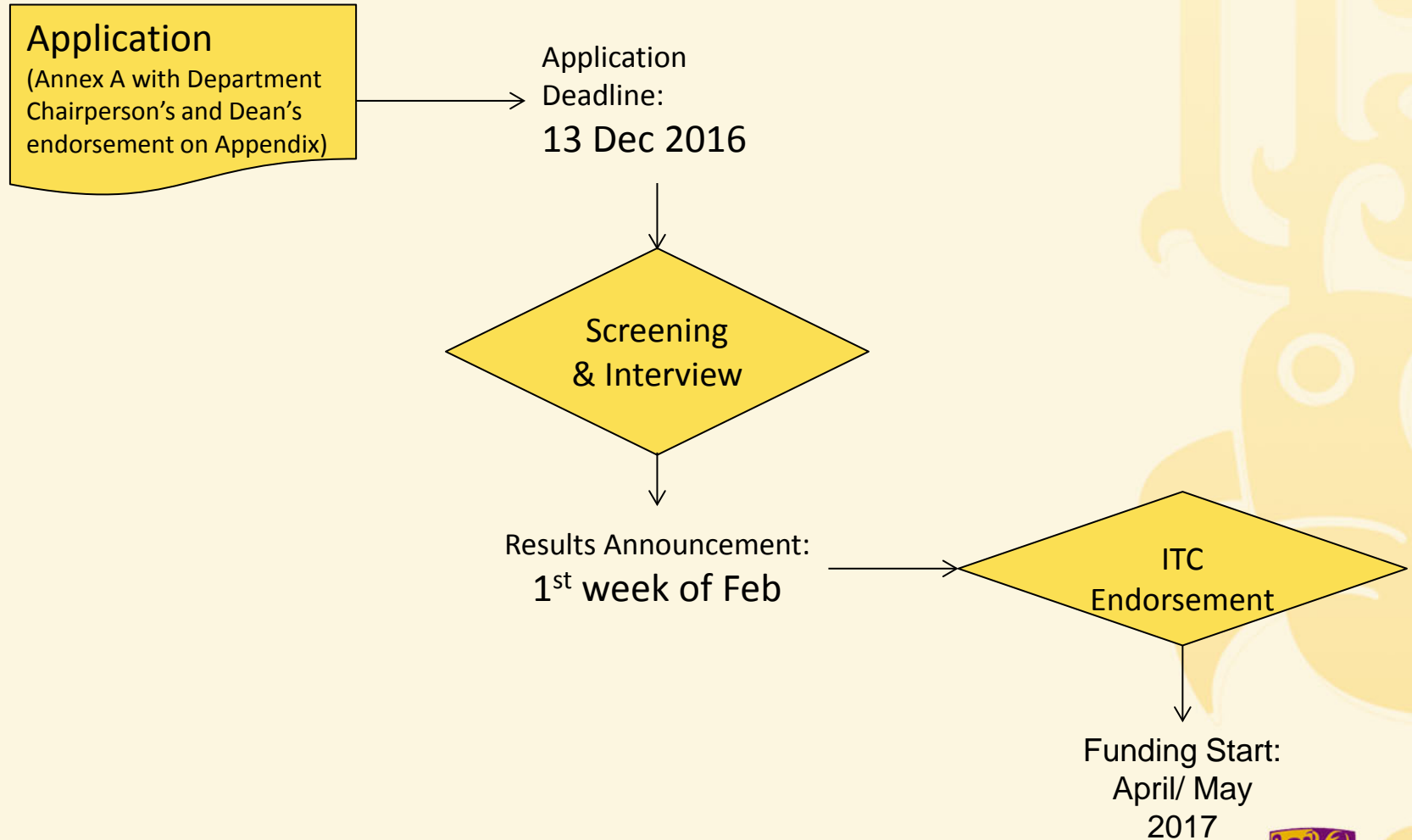


## Education

- BSc. in Physics. (National University of Singapore)
- MSc. In Communications Engineering  
(University of Bradford, UK)



# Application Procedures



# Timeline

Items	Date
Call for Applications	24 Oct 2016
Internal Deadline	<b>13 Dec 2016</b>
Announcement of Shortlisted Applicants for Interview	23 Dec 2016 (TBC)
Interview by Vetting Panel	16-18 or 23-25 Jan 2017 (TBC)
Announcement of Results	1 <sup>st</sup> week of Feb 2017
Recommendation List to ITC	24 Feb 2017
Funding Period (start date subject to receipt of ITC's approval)	1 Apr 2017 – 31 Mar 2018

