Speaker: Mr Jonathan Chee
Project Director, Center for Entrepreneurship

Date: Nov 16, 2016
TSSSU Briefing Session

Introduction

Pi Centre

Officially launched in May 2014, the Pre-Incubation Centre (Pi Centre) aims to promote, encourage, train and enable Student & Staff Entrepreneurship campus-wide.

Pi Centre Video:

https://youtu.be/wYNAoh6CxCE

Pre- Incubation Centre (Pi Centre)
Centre Manager & Business Consultant

With over 30 years work experience including 22 years in VC and PE, in USA & Asia.

Formerly, senior positions in

- CIO in Eagle Ride Investment, Listed in HK (0901.HK)
- Head of PE/VC in Huawei Technology
- Partner in CIVC Investment Pte Limited
- General Manager in Shenzhen Capital Group & UOB-Shenzhen Capital JV
- Managing Director in Standard Chartered Bank's Private Equity
- AVP in Vertex Management Inc., (USA)

➔ Investment Committee in Standard Chartered Bank Private Equity & Shenzhen Capital and Huawei Technology

Currently, Non-Executive Board member of 上海观安信息技术, Advstar and e修哥O2O

Operation Team-Pi Team Crew

Mr. Jonathan CHEE,
Centre Manager

Ms. Esther CHENG
Project Coordinator

Miss. Gloria CHEUNG
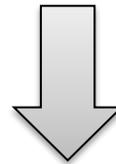Project Assistant

from right to left

Pre- Incubation Centre (Pi Centre) Timeline

14 May
Pi Centre Grand Opening

2014 | Feb | May | Aug | Nov | 2015 | Feb | May | Aug | Nov | 2016 | Feb | May | Aug | Nov | **2016**

14 FEB
Pi Centre 1st intake

14 OCT
2nd intake

15 FEB
3RD intake

15 OCT
4th intake

16 FEB
5th intake

16 OCT
6th intake

Applications	22	21	18	30	18	28
Accepted	**7**	**7**	**7**	**7**	**5**	**6**

13 active Pi teams

24 Graduated Pi teams

4 Teams @ HKSTP / other co-working space

7 TSSSU teams

From Pi Centre to TSSSU Team

iScope	Aims at commercializing new confocal and two-photon systems developed from their lab and to build a company that provides high-end microscope products and optical systems
C4Cat	Creative multimedia company that focuses on making digital games
Lione	Aims at providing the best virtual styling technology and online customization experience for fashion industry
HSK GeneTech Ltd	Aims to know the compositional range of microbiome at different body parts of people in Hong Kong and provide microbiome service for the health benefits of the general public
HKITE	Acts as a bridge to different I&T communities/ organizations, providing a unified platform for the explorers
RegCourse	An online platform for university students to share about their learning reflection and a caring community for students to help each other on coursework
DecaSense	Provides professional sports analysis tool like the Messi's performance data with low-cost wearables for the young footballers who prefer the more immersive and useable data for entertainment

What do we offer: Infrastructure of Pi Centre

Start-up Ecosystem of Pi Centre

Pi Centre Start-up Ecosystem

- Graduate from Pi
- Funding
- Growth

Move to Cyberport/HKSTP/ Angels/VCs

Growth

Idea (Bright Spark)

- Inspire
- Educate
- Validate

Value Creation

Kick Off

- Start
- Develop
- Launch

Products/ Services ready

CUHK PRE-INCUBATION CENTRE

We have a start-up curriculum with over 40 sessions of workshops, tutorials, lectures and sharing from experts and industrial practitioners.

Associate Membership

Reviewed and due for renewal after 12 months

- Meeting facilities

- Idea exchange between TSSSU teams & Pi teams

CUHK
PRE-INCUBATION
CENTRE

Pitching Tips for TSSSU Applicants when selected for Interview

Jonathan Chee

What Your Pitch Deck Is For…

The purpose: to open the Selection panel to your vision and get them excited to know more. The story is to get them engaged to start filling in the blanks for themselves.
Not to answer all possible questions, not to close immediate investment.

Enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity & focus.

Enough to get excited about, but leave them wanting more.

Able to stand on its own, without you presenting

Compelling Decks are concise, tell a story, are visual, 10-13 slides.

Common Deck Mistakes

Too many slides, too much information

"Wordy slides": To avoid ➔Guy Kawasaki's 10/20/30 Rule of Power Point for slide design. 10 slides / 20 minutes to present the slides / 30 point font or greater

Too many product details, or too many financial details

Belittling competitors

False/silly assumptions you can't back up or don't have data on

False confidence or arrogance

Pitch Deck Outline

1) **Elevator Pitch**
2) **Momentum, Traction, Expertise: Your key numbers**
3) **Market Opportunity: Define market size & your customer base**
4) **Problem & Current Solutions: What need do you fill? Other solutions**
5) **Product or Service: Your solution**
6) **Business Model: Key Revenue Streams**
7) **Market Approach & Strategy: How you grow your business**
8) **Founding Team**
9) **Financials**
10) **Competition**

Optional slides: Exit strategy, Product/Service Demo, etc..

Vision

A quick one-liner summary that combines your vision/product and the mission of your company

Keep it short and memorable

Try: making it relatable… as in "We are X for Y"
("We are the Uber for Medical care")
("We are the Alibaba for financial products")

Interesting Points for the Panel to consider

Show your timeline and milestones for the product or services till market entry or beyond.

Growth metrics are key at early stage if any?

Customer success stories and/or testimonials if any?

Market Opportunity

Define Your Market: What business/space you are in.

Total Market Size: Dollar Size, Your Place/Niche.

Customers: Clearly define exactly who you serve

Macro Trends & Insights

The Problem

Define the real problem/need you're solving, and for who.

Current Solutions

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

Product / Service

Tell the story of your customer and how customers use/value your product or service

Images and visuals are better than lots of text: show don't tell

Revenue Model

Who is your primary customer & how do you make money?

What is the pricing / model?

Revenue and # of customers to date

Show basic math on revenues and conversion rates

Life-time value of an average Customer (How many months, how many dollars?)

Marketing & Growth Strategy

Where are your customers looking today and finding help?

How and where will you get in front of them?

How will you achieve your target growth rates?

What are the most important and unique channels and methods you will use to find and win customers?

How are you doing it differently than others in the space?

Team

Highlight key team members and their prior positions, successes, domain expertise. **If your team is incomplete, how and where can you find such team members to form the team** able to execute the business plan (does not matter if you have an incomplete team) Demonstrate relevant experience if possible.

Which roles or positions are the keys to success in your company/space?

Financials

Include 3-5 years of financial projections

Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %

Highlight each of these Yearly for at least 3 years:

- Total Customers; Total Revenue; Total Expense
- EBITDA

Competition

Where do you exist in the larger overall Market Space?

What are your Advantages?

How is your place in the market unique to you, and the right one for your company growth and customers?

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?