

**Press Release**

For Immediate Release

**Cyberport kicks off the first iStartup@HK Video-pitch Contest for tertiary education students***Contest to spark the creativity inherent in Hong Kong's young entrepreneurs*

**Hong Kong, 11 September 2014** – Hong Kong Cyberport Management Company Limited (Cyberport) today announced the kick-off of the iStartup@HK Video-pitch Contest to encourage students in Hong Kong to unleash their creativity potential and pitch their ideas to potential investors. The iStartup@HK, a comprehensive one-stop portal for tech start-ups, is an initiative of the Office of the Government Chief Information Officer (OGCIO). It aims to bring together the players in the tech start-up ecosystem, providing a dynamic environment where start-ups and other players are free to roam and meet each other. Providing integrated and useful information, the portal also serves as a virtual platform for start-ups to pitch their products and reach out to potential investors and business partners, which is its key distinguishing feature.

From 11 September to 20 October, all full-time tertiary education students are eligible to apply for the contest as an individual or with a team. Successful applicants will receive a series of pre-contest training on video production techniques and entrepreneurial pitching skills in September and October. Applicants are required to submit a 2-minute video introducing their innovative business idea no later than 27 October. The video can be in English, Cantonese or Putonghua, focussed on tech topic, such as cloud technology, wearables, FinTech, mobile applications, games, digital lifestyle, e-Learning, digital media, digital animation or comics. The video content can be describing a problem, a solution, market opportunity, competition, business model, business operation, team analysis, financial analysis or operation value. The entries will be judged by an assessment panel based on their idea, presentation quality and feasibility. All video submissions must be uploaded to YouTube and published on iStartup@HK portal.

Prizes are sponsored by OGCIO and cash award of HK\$20,000, HK\$15,000 and HK\$10,000 will be given to the champion, the first runner-up and the second runner-up respectively. In addition, the top three winners will also be granted fast track to enter into the Cyberport Creative Micro Fund (CCMF) programme interview, where they will have the opportunity to win an additional HK\$100,000 in seed funding for them to develop their business prototype.

Aside from the top three prizes, the contest will also give out the following 7 merit prizes of HK\$5,000 each:

- The Best Original Idea Award
- The Best Presentation Award
- The Greatest Potential for Investment Award
- The Best Editing Award
- The Best Cinematography Award
- The Best Disruptive Innovation Award
- The Best Social Media Application Award

Dr. David Chung, Chief Technology Officer of Cyberport, said, "This is the first time for Cyberport to hold a pitching contest that allows submissions in a video format. It is a pioneering take on the currently established fund-pitching process, and as a visionary ICT start-up incubator, we can definitely see video pitches becoming a viable alternative to traditional pitching sessions. Cyberport is dedicated to cultivating and fostering future ICT leaders by investing in various support and training programmes

for students of all ages and skillsets, and the iStartup@HK Video-pitch Contest is not only a great example of how we're enabling these tertiary students to leverage their myriad of talents to explore the exciting world of entrepreneurship, but also a perfect opportunity for youngsters to unleash their creative potential.”

“Young people, tertiary students in particular, are the fount of creativity. Their pursuit of breakthroughs and craving for progress keep driving them on in the path of innovation. The Government is committed to fostering a vibrant ecosystem for tech startups, many of them being young people, to ensure that they can make the most of their creative talents and get a good head start on the entrepreneurship journey. It is with this aim that OGCIO co-organises with Cyberport the iStartup@HK Video-pitch Contest, which presents a great opportunity for entrepreneurial youth. I encourage tertiary students with idea to drive our society on for the better in whatever way to participate and turn dream into reality,” Ms. Joey Lam, Deputy Government Chief Information Officer (Policy and Community) said.

The iStartup@HK Video-pitch Contest commenced today at the Wu Yee Sun College of the Chinese University of Hong Kong. The final judging session of the shortlisted entries will be held on 18 November followed by the prize presentation ceremony on the same day at Cyberport, as part of this year's Global Entrepreneurship Week China - Hong Kong events running from 18 – 23 November.

For registration, please visit <http://istartup.cyberport.hk>. For enquiries, please call 3166 3800 or email [enquiry@cyberport.hk](mailto:enquiry@cyberport.hk)

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### **About Cyberport**

Cyberport is a creative digital community with a cluster of 270+ technology and digital tenants. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For more information, please visit [www.cyberport.hk](http://www.cyberport.hk).  
For more information, follow us on Twitter [@cyberport\\_hk](https://twitter.com/cyberport_hk).

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