

Press Release

## Cyberport University Partnership Programme 2018 Demo Day

13 winning teams each awarded \$100,000 seed funding to pursue their FinTech entrepreneurship dreams

Hong Kong – 23 October 2018 – Cyberport is dedicated in inspiring young entrepreneurship spirits. The FinTech focused Cyberport University Partnership Programme (CUPP) has entered its fourth year. Supported by a number of industry partners, the programme provides a series of workshops and trainings to discover young talents in the FinTech industry. This year, Cyberport is partnering with the University of Chicago Booth School of Business (Chicago Booth) for the first time, allowing students to head to Chicago this summer and participate in a one-week entrepreneurship boot camp, as well as visiting top digital technology companies and start-up accelerators. The 19 teams of students from 6 local universities have showed their new FinTech business ideas on today's demo day, revealing their potential of becoming Hong Kong's future FinTech elites. The 13 outstanding teams selected by the judging panel each won a seed funding of HK\$100,000, and a fast-track interview opportunity to the Cyberport Incubation Programme which helps realise their dreams to be entrepreneurs.



58 university students gave their best during the "Cyberport University Partnership Programme 2018 Demo Day", with the 13 winning teams taking a group photo with representatives of Cyberport and University Partners.



The students made use of the FinTech and business knowledge gained in the one-week entrepreneurship boot camp, and demonstrated to the judging panel their innovative ideas to showcase the results of trainings over the past few months.



One of the winning team, Vertex from City University of Hong Kong, was thrilled to be awarded. "We are privileged to have competed in CUPP 2018, and honoured to be awarded among other amazing teams. We owe our success to the trust and support of Cyberport. Their dedication to support the idea of a centralized payment platform, can promote the development of FinTech and smart city technology in Hong Kong. We will use this fund wisely and give back to the city with our start-up."



Mr Peter Yan, Chief Executive Officer of Cyberport hopes that the students can keep up with their initial drive of starting a business, and embrace the unlimited opportunities in the global FinTech industry.

*[Please click [here](#) to download high-resolution event photos.]*

### 13 Winning Teams of Cyberport University Partnership Programme 2018

Team and Project	University	Project Highlights
1. ADT Project name : V.I Card	City University of Hong Kong	“V.I Card” aims to provide an instantly approved and ready-to-use virtual credit card solution which leverages our unique behavioural analysis and HKMA Open APIs Initiative. “ADT” hopes to be the pioneer in virtual credit card service and facilitate the transformation of Hong Kong to be a Smart City.
2. Chum Pool Project name : Vclaim	City University of Hong Kong	Being the first-ever video claim service provider in Hong Kong, “Vclaim” aspires to make every claim fast & easy, ranging from various insurance products to other relevant financial services.
3. FinCity Project name : FinCity	City University of Hong Kong	“FinFarm” is a financial management training app. The project aims at providing a fun and meaningful way for children and youth to learn more about financial literacy, to get them well-prepared for the future financial challenges ahead. And hope that the <b>youth's</b> in-debt situation can be greatly ameliorated by imperceptibly influencing them to make better financial-related decision making.
4. Vertex Project name : OnePlus2	City University of Hong Kong	“OnePlus2” is a centralized payment platform for business, allowing individuals and businesses to receive payments over the Internet including the technical, fraud prevention, and banking infrastructure required to operate on-line payment systems. The shop owner can create a business account in “OnePlus2” and then free to receive the payments from all other e-payment methods. The only thing required is your OnePlus2 Code. “OnePlus2” will help you to gather the payments from all other platforms and then transfer the money to your OnePlus2 account. The money in OnePlus2 account can be transferred to other shops, friends or bank accounts. The merchant does not have to



		download the mobile application, register for an account or validate for bank information for every new payment platform. With the “OnePlus2” App, it simplifies the ways.
5. ivi Project name : ivi	Hong Kong Baptist University	<p>“ivi” empowers Asian housewives by helping grow their wealth through financial literacy and trading practice at a low cost. The platform provides financial knowledge and resources helping women understand why they want to invest, what they want to achieve, how to achieve it and most importantly, where to begin.</p> <p>“ivi's” main business comes from providing paper trading for practice and utilizing AI and machine learning to provide personalized learning (not financial advising). The platform also provides premium subscription services that allows women to see what other successful traders are trading so that they may copy those stocks themselves.</p>
6. BitExTract Project name : BitExTract	Hong Kong University of Science and Technology	<p>“BitExTract”, an interactive web-based visual analytics system, which is the first attempt to explore the evolutionary transaction patterns of Bitcoin exchanges from two perspectives, namely, exchange versus exchange and exchange versus client. The “BitExTract” concentrates on three different levels: the overall-market level, the inter-exchange level, and the individual level. In particular, “BitExTract” summarizes the evolution of the Bitcoin market by observing the transactions between exchanges over time via a massive sequence view, and embeds multiple parallel bars on a timeline to examine and compare the evolution patterns of transactions between different exchanges. A node-link diagram with ego-centered views depicts the trading network of exchanges and their temporal transaction distribution.</p>

<p>7. Game Changer</p> <p>Project name : Knosy</p>	<p>Hong Kong University of Science and Technology</p>	<p>“Knosy” is a product used to simplify the current cryptocurrency auditing process. There are mainly three steps to achieve this, namely sourcing, identifying and summarizing. First, source out the data from e-wallet address. Then, identify the dark web and develop a relationship with e-wallet. Finally, summarize the result in a visual-friendly way. “Knosy's” mission is to provide a cryptocurrency auditing process as simple as possible. Our vision is to empower all the auditors in the world with a simplified cryptocurrency auditing process. “Game Changer” position ourselves in a niche market aiming to simply only the auditing process for cryptocurrency but not all financial processes.</p>
<p>8. Stand for U</p> <p>Project name : Bill To Deal</p>	<p>Hong Kong University of Science and Technology</p>	<p>In Hong Kong, the business growth of these merchants is hindered by the high customer acquisition cost due to insufficient traffic to their businesses. Thus, they heavily rely on their stagnant customer base. “Bill To Deal” offers a digital micro-marketing and advertising solution to e-commerce merchants and upstairs stores (樓上舖) in Hong Kong to drive new customers to their businesses by personalising attractive offers with rewards to encourage them trying new merchants.</p> <p>“Bill To Deal” target university and high school students end-user initially, and provide cash rebate and reward redemption through our digital currency - Handy Coins. Once customer collects a certain amount of Handy Coins, users will be rewarded with cash or coupons. To collect Handy Coins, end-users can:</p> <ol style="list-style-type: none"> <li>1. scan their last week consumption receipts,</li> <li>2. use the coupons we personalise for them, or</li> <li>3. answer the marketing poll we initiated</li> </ol>

<p>9. WWOD</p> <p>Project name : WWOD</p>	<p>Hong Kong University of Science and Technology</p>	<p>“WWOD” proposes an angel-on-the-shoulder application that steps in during your moment of vulnerability, the moment prior to your impulsive spending, and lets you know what decision to make. Behind the scenes “WWOD” will consider multi-dimensions of user spending pattern to: 1) project month-end financial health, 2) isolate categorical anomalies that are likely to be impulse buys, 3) and then compare these with others in your income/asset demographic who has successfully achieved a similar goal. Essentially, “WWOD” is providing the services of a traditional financial advisor, mimicking their range of knowledge and exposure, but making their services more active and readily available</p>
<p>10. Error404</p> <p>Project name : Savior</p>	<p>The Chinese University of Hong Kong</p>	<p>“Savior” is an app that seamlessly integrate <b>individual's</b> online and offline spending. “Savior” aims to provide users with a clear overview of their financial status through connecting <b>individuals'</b> credit card accounts, e-wallets, photos of receipt, social media and etc. “Savior” stands as a smart wealth management tool by innovatively integrating the components of automation and personalization.</p> <p>“Savior's” unique adoption of the optical character recognition technology (OCR) facilitate automatic classification and recording of <b>users'</b> expenses. When a user uploads a photo of their receipt, OCR is applied to identify specific text on the image. The texts are then classified into different categories such as date, amount and product purchased. Hence, the automated process underlines “Savior's” accessibility to <b>users'</b> offline spending habits.</p>
<p>11. ICOvisor</p> <p>Project name : ICOvisor - your intelligent ICO investment partner</p>	<p>The Chinese University of Hong Kong</p>	<p>“ICOvisor” is a brand new, comprehensive ICO evaluation platform. “ICOvisor” caters the need of investors. With our fascinating design and the use of cutting-edge technologies, investors could access all they need inside our all-in-one webpage</p>

		<p>including the ideas of ICO, price, founding team background, financial plan etc. Besides, our machine-learning-empowered system provides a rating for each ICO using both expert rating and our in-house data-driven approach for whitepaper analytics and sentiment analysis on social media. Taking our quick summary as reference, investors will be able to judge the potentials of each ICO wisely.</p>
<p>12. Redbud Project name : Redbud</p>	<p>The Hong Kong Polytechnic University</p>	<p>“Redbud” is a combined matching platform and CRM service provider for insurance agents and insurance customers, aiming at disclosing past records of agents and improving efficiency in CRM with business intelligence, chat-bot, and blockchain. Redbud is the first platform in Hong Kong rating insurance agents instead of insurance product, which is positioned in the blue sea solving the pain-points of negative salesmanship experience and poor after-sale service. “Redbud” believes past records of agents helps agents to build competitive advantages in the market and at the same time, customers can find committed agents who provide long-term service at the same price.</p>
<p>13. FINomenal Project name : CreDiscount Go</p>	<p>The University of Hong Kong</p>	<p>“CreDiscount Go” (CDG) is an all-you-need social platform for discount lovers. Our platform is made up of three major elements C,D,and G (Community, Discover, and Gaming). Our vision is to become one of the largest discount information sharing communities in the world, with significant and influential user base. “FINomenal” possess with a mission to facilitate the flow of the information about discounts from merchants, and to establish a more convenient and fascinating way for retails to engage with their potential and existing customers. For offer-aware consumers, “CreDiscount Go” gives them a perfect platform to get access to the most relevant and up-to-date discount information. Unlike</p>



		<p>Hong Kong Card.com that the discount information is presented as in articles, “CreDiscount Go” re-innovates the experience into geolocation-based style and opens up a community for consumers and merchants where information flow and interactions in between can happen more efficiently.</p>
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## Highlights of CUPP 2018

<p><b>58</b> University Students</p>	<p><b>19</b> Teams</p>	<p><b>6</b> University Partners</p> <ul style="list-style-type: none"> <li>• City University of Hong Kong</li> <li>• Hong Kong Baptist University</li> <li>• Hong Kong University of Science and Technology</li> <li>• The Chinese University of Hong Kong</li> <li>• The Hong Kong Polytechnic University</li> <li>• The University of Hong Kong</li> </ul>
<p><b>80+</b> Training hours (Hong Kong and USA)</p>	<p><b>11</b> Training sessions (Hong Kong and USA)</p>	<p><b>190+</b> 1-on-1 Consultation Sessions</p>
<p>Mentorship Scheme Partners</p> <ul style="list-style-type: none"> <li>• <i>Deloitte Touche Tohmatsu Limited</i></li> <li>• <i>Ernst &amp; Young Global Limited</i></li> <li>• <i>Invotech Limited</i></li> <li>• <i>Klynveld Peat Marwick Goerdeler</i></li> <li>• <i>PricewaterhouseCoopers Limited</i></li> </ul>	<p><b>22</b> Trainers / speakers from the industry</p>	<p><b>31</b> Mentors</p>

## About Cyberport

Cyberport is an innovative digital community with over 1,200 technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision to become a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, start-ups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst corporates and SMEs.

Cyberport focuses on building five key clusters of digital tech, namely e-sports/digital entertainment, FinTech, AI/big data, smart city/smart living, and blockchain solutions, to foster the development of Hong Kong into a “Smart City”. With a committed team of professionals providing all rounded value added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong's digital tech industry.

For more information, please visit [www.cyberport.hk](http://www.cyberport.hk)

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