



**Press release**  
**For immediate release**

## **Cyberport and PwC Announce Winners of “Road to GBA Start-up Challenge”**

**Awardees to Receive Professional Training and Start-Up Landing Support to Explore Business Opportunities in the GBA**

**Hong Kong, 9 June 2021** - The final of the “Road to GBA Start-up Challenge” jointly organised by Cyberport and PwC Hong Kong has successfully concluded yesterday. The 12 winning Cyberport community companies will be entitled to participate in a nine-month GBA Go-to-Market Programme. The programme provides comprehensive support and training for the winners to expand their businesses in Mainland China, including themed workshops, corporate management consultation, product commercialisation, investment roadshows, business matching and assistance from innovation and technology parks in partnership with Cyberport located in cities across the Greater Bay Area (“GBA”).

The “Road to GBA Start-up Challenge” aims to support and facilitate Cyberport community companies in obtaining more business opportunities in the GBA market. The participating companies are focused on the six major application and technology clusters of Cyberport, namely FinTech, smart living, digital entertainment & esports, artificial intelligence (AI) & big data, blockchain and cybersecurity. The 12 winners were selected based on five judging criteria, including product development in the GBA, business and revenue model, management team, research and development capabilities and potential market size of the product (please refer to the Appendix for the list of winners). They will receive support delivered by Cyberport and PwC including training and seminars on important topics such as financial reporting, taxation and law; one-on-one business consultation and mentorship from delegated PwC professionals; connections with investors or GBA partners of Cyberport and PwC; assistance in product commercialisation in the GBA; as well as visits to technology parks and partnering companies in the GBA. These opportunities will help winners expand their network and build important connections with potential clients, investors and partners.

**Eric Chan, Chief Public Mission Officer of Cyberport**, said, “Cyberport has been actively supporting the development of start-ups in the Greater Bay Area and bolstering their access to the mainland markets. Through the Cyberport Professional Services Network (CPN), we are delighted to join hands with PwC to extend our scope of support to Cyberport start-ups in relation to business expansion in the Greater Bay Area while enhancing their competitive edge. Ultimately, we hope to build a more vibrant and diversified start-up ecosystem, and support the development of Greater Bay Area into an international innovation and technology hub.”

**Benson Wong, Entrepreneurial & Private Business Regional Lead Partner – Hong Kong of PwC Hong Kong**, said, “PwC firmly believes that Hong Kong start-ups should take advantage of the mainland markets to identify new business opportunities. In this



regard, we share the same vision with Cyberport, to facilitate the development of start-ups in the Greater Bay Area. Therefore, we are pleased to co-organise the 'Road to GBA Start-up Challenge', with Cyberport to enable local entrepreneurs to seize commercial opportunities in the Greater Bay Area. Hong Kong start-ups often face cross-border regulations and other practical challenges when expanding into the GBA, so we know that they would like more concrete information and guidance on the conduct of businesses in the GBA. We hope to turn their vision into reality through this event."

**Duncan Chiu, Co-founder of Radiant Venture Capital** and one of the judges, said, "The development of Guangdong-Hong Kong-Macau Greater Bay Area is accorded the status of key strategic planning in China's development blueprint. The Greater Bay Area has indeed the potential to become the most diversified metropolitan cluster in the world. I am glad to see applicants of the 'Road to GBA Start-up Challenge' have detailed roadmaps for entering the markets in the Greater Bay Area. I encourage local start-ups to develop their businesses in the Greater Bay Area while using Hong Kong as an international springboard to reach out to other markets. This helps to realise the 'dual circulation' of the domestic and international economies and empower the Greater Bay Area to be an international innovation and technology hub."

The judging panel of the Challenge consists of Alexander Chan, Co-Director of the Mills Fabrica; Cecilia Yau, Mainland China and Hong Kong Media Leader of PwC China; Duncan Chiu, Co-founder of Radiant Venture Capital; Dr. Stella Kwan, Chief Corporate Development Officer of Cyberport; and Sing Chan, Chief Executive Officer of Innobation Company Limited.

The CPN was launched in March 2021 to connect Cyberport community start-ups with professional consultancy firms, offering specific professional assistance on areas including legal, accounting, financing, marketing and corporate development services to accelerate the growth of start-ups. Over 20 international and local professional consultancy firms, including PwC, have joined the network.

The "Road to GBA Start-up Challenge" has also obtained support from Cyberport's GBA partners, including Hang Seng Bank, which is a member of the Cyberport Enterprise Network (CEN).

Appendix 1: List of winners of the “Road to GBA Start-up Challenge”

| Name                                  | Technology cluster                     | Details   |
|---------------------------------------|--|---|
| <b>Asia Motion E-sports Limited</b>   | Digital Entertainment/ Esports         | Asia Motion E-Sports combines traditional sports simulators with self-developed Esports games, plus motion, pressure, infrared sensing, Virtual Reality and other technologies to create a brand-new Motion Esports machine.  |
| <b>Aurora Tele-Oncology Limited</b>   | Smart Living                           | Aurora Tele-Oncology is a multinational telemedicine, virtual oncology platform striving to revolutionise the delivery of cancer care in the modern.  |
| <b>Carbon World Limited</b>           | Smart Living                           | Carbon Coins of Carbon World is a comprehensive recycling platform which combines the Internet-of-things (IoT) based Reserve Vending Machine (RVM), traceable logistics supply chain system and mobile app.   |
| <b>Farm66 Investment Ltd.</b>         | Smart Living, AI/ Big Data             | Farm66 is focused on aquaponics R&D. Their patented aquaponics system can conserve 90% of water usage over traditional methods. Also, the specific wavelength LEDs used consumes significantly less energy and has less carbon emission.  |
| <b>Find Solution Ai</b>               | Smart Living, AI/ Big Data             | Find Solution Ai aims at solving challenges in the education sector utilising AI and motivation algorithms. The company’s AI-Driven Motivation Platform “4LittleTrees” facilitates teachers to identify students’ gaps in knowledge with analysis and modify teaching materials when appropriate.   |
| <b>HK Decoman Technology Limited</b>  | Smart Living                           | HKDecoman is a one-stop O2O renovation platform aiming to disrupt the traditional renovation industry. It provides hassle-free A.I. smart-matching and consultancy service to help users find the most suitable contractors and monitor the renovation process.   |
| <b>LHC New Energy Company Limited</b> | Smart Living, AI/ Big Data, Blockchain | LHC New Energy is a one-stop turnkey solution and operational services provider for the e-mobility sector, addressing both B2B & B2C markets. Their core competency is based on their self-innovated and developed electric vehicle (EV) charging SaaS solution platform, plus a variety of AIoT solution aiming for producing highly automated and smart |

|   |                             |   |
|---|-----------------------------|---|
|   |                             | user experiences for any user scenarios related to EV charging.   |
| <b>Marvel Digital Ai Limited</b>          | AI/ Big Data                | Marvel Digital Ai Limited is a company focused on developing and providing innovative AI and Big Data Analytics solutions, including AI chips for visual intelligence and edge intelligence devices.  |
| <b>Planto Limited</b>                     | FinTech, AI/ Big Data       | Planto helps consumers in Hong Kong and GBA to reach their financial goals by helping financial institutions deliver data-driven, personalised and engaging experiences for their customers. They offer data enrichment and insights APIs, personalisation and engagement, and white-labeling financial tools.  |
| <b>TradeMonday Limited</b>                | AI/ Big Data                | TradeMonday is an AI Powered Retail Experimental Platform assisting retailers and brand owners to instantly validate their business decisions. The platform turns the retail consumer digital footprint such as social media, in-store traffic and transaction data into actionable insights and empowers businesses in simulating top-line strategies. |
| <b>Transwap Limited</b>                   | FinTech                     | TranSwap builds next-generation banking for businesses to move money better, without the legacy of complexity and cost. They have created a new global financial infrastructure that it is now simpler, faster and cheaper to transact to and from 180 countries, empowering enterprises to scale and reach global ambitions.                           |
| <b>Unisoft Technology Company Limited</b> | Smart Living, Cybersecurity | Unisoft Technology Limited is a STaaS (Storage-as-a-Service) solution provider for enterprises to enhance security and network reliability through multi-cloud service providers. Unisoft's flagship products, nCloud and nEdge, enables interoperability of all public cloud vendors with highest-grade security and geo-distribution.                 |

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**Eric Chan, Chief Public Mission Officer of Cyberport** says that through CPN, Cyberport is delighted to join hands with PwC to extend scope of support to Cyberport start-ups in relation to business expansion in the Greater Bay Area while enhancing their competitive edge.



**Benson Wong, Entrepreneurial & Private Business Regional Lead Partner – Hong Kong of PwC Hong Kong** says that he was pleased to co-organise the “Road to GBA Start-up Challenge” in collaboration with Cyberport to enable local entrepreneurs to seize the endless commercial opportunities in the Greater Bay Area.



**Duncan Chiu, Co-founder of Radiant Venture Capital** (left) and one of the judges says he was glad to see applicants of the “Road to GBA Start-up Challenge” have detailed roadmaps for entering the markets in the Greater Bay Area. He encourages local start-ups to develop their businesses in the Greater Bay Area while using Hong Kong as an international springboard to reach out to other markets. This helps to realise the “dual circulation” of the domestic and international economies and empower the Greater Bay Area to be an international innovation and technology hub.



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**About Cyberport**

Cyberport is an innovative digital community with over 1,650 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors. For more information, please visit [www.cyberport.hk](http://www.cyberport.hk).

**About PwC - Globally**

At PwC, our purpose is to build trust in society and solve important problems. We are a network of firms in 155 countries with more than 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.