

**Press Release**

For Immediate Release

**Cyberport joins forces with future ICT legends to drive an ecosystem to bring sustainable businesses and opportunities**

*Celebrating the success of the local startups and opening a new page of nurturing talents with the launch of “e+startup” programme*

**Hong Kong, 31 May 2013** – Hong Kong Cyberport Management Company Limited (Cyberport) is pleased to announce the launch of the Cyberport Startup Alumni Association (CSAA), as well as the pilot initiative “e+startup” programme to extend its all-rounded support to nurturing ICT talents in Hong Kong from infancy to maturity. Alongside the existing programmes offered by Cyberport, the launch serves as a vivid demonstration of Cyberport’s continuous efforts in driving the development of the ICT ecosystem during startups’ different stages of growth, ultimately showcasing Hong Kong’s competitiveness as a prominent business centre with great potential for ICT talents.

**Driving the ICT Ecosystem: From scratch to success**

Cyberport, as one of the leading ICT hubs in the region, is committed to providing holistic support to local ICT startups and entrepreneurs through its incubation initiatives such as the Cyberport Creative Micro Fund (CCMF) and the Cyberport Incubation Programme. With the launch of CSAA, it shall serve as an extension of the grooming ground for the ICT startups beyond the incubation programmes, as well as acting as a platform to gather like-minded talents and sustain their development with the synergies from the continuous collaboration and reciprocal network.

The key functionalities of CSAA include:

- Provision of a common ground for alumni to organize events;
- Facilitation of the alumni to actively participate in Cyberport events; and
- Enhancement of the bond between alumni and Cyberport.

Fully supported and facilitated by Cyberport, CSAA is committed to be a catalyst to further boost and cultivate the startup atmosphere and culture in Hong Kong. The “e+startup” programme will be the first initiative to bring a taste as a startup to the young talents working in the ICT industry while they are still developing their areas of interest and expertise as a student.

The “e+startup” programme shall give the talents an opportunity to work as an intern at the alumni startups under CSAA. Unlike usual internship programme, students who are successfully admitted to the “e+startup” programme will get a chance to work closely with the startups’ founder to develop their own “Internship Project” focusing on IT, business or design in summer. A boot-camp will be organized for students to learn from successful alumni startups with real-life scenarios and interviews will be followed shortly after the sharing. Internship offering will be announced in early June.

“Today, we are delighted to celebrate the accomplishments of our incubatees and be witnesses to them reaching a significant milestone in their exhilarating journey in becoming ICT legends. We hope that they will continue to evolve into sustainable companies and successfully land in larger markets with viable business models. With the launch of CSAA and the “e+startup”

programme, I believe our talents would be given comprehensive support and resources in different phases of development and achieve blooming success in the ICT industry,” said Herman Lam, CEO of Cyberport.

Commenting on the launch of CSAA and the “e+startup” programme, Andrew Pang, Chairman of CSAA, said “We hope that CSAA will not only provide a focal point of contact among alumni, but will also encourage current incubatees and students to become more involved in Cyberport and gain a better understanding of what the digital ICT industry has to offer”.

### **Earmarking the Success of Creative Minds**

Today, Cyberport also celebrated the graduation of 11 incubatees from the Cyberport Incubation Programme from a broad array of ICT spheres, including All Voice Talent, Def App, EasyTrade Solutions, Faszion, Financial Engineering and Technology, i-Influence, NearBy Group, Onsavii, Plastic Fantastic Games Studio, RollingDog Studios, and XNT.

Besides witnessing the key milestone of the graduated incubatees, the event also featured a panel sharing session on “Keys to Success in Raising Angel Funds”, with angel investment advisor - Angels Den as the moderator. Three successful incubatees from Perpetu, Timable.com and CoachBase (JPlus), who attended the Cyberport Investment Readiness Boot Camp, shared tips over investor-pitching and their future development plans while an angel investor from Edwards Wildman Palmer LLP shared his valuable experiences on what investors are looking for in a good venture. The successful graduates will serve as a role model for the ICT startups and talents in Hong Kong, particularly on how to connect with investors by demonstrating viable business models and leveraging the support from Cyberport.

To support ICT startups and entrepreneurs embark on their exciting journey to becoming the next generation of ICT legends, Cyberport runs the Cyberport Incubation Programme and Cyberport Creative Micro Fund (CCMF) Scheme through its Entrepreneurship Centre. To date, the Centre has incubated 189 startups with the support and resources provided by Cyberport at different phases of their development. For talents interested in becoming one of the incubatees in our programme, application for the Cyberport Incubation Programme and CCMF is now open until 24 June 2013.

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### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content 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)



## **About Cyberport Startup Alumni Association**

Cyberport Startup Alumni Association (CSAA) was established by its Founding Chairman, Mr. Andrew Pang. CSAA was registered as a society under Section 5, Societies Ordinance, Cap 151, in Hong Kong on 29 January 2013. The launch of the CSAA promises to draw like-minded ICT talents together, offering them the opportunities to network and maintain links to the digital hub.

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