

**Cyberport Recognises Top Ten Outstanding Business Ideas from  
Young Hong Kong Entrepreneurs**  
*Cyberport University Partnership Programme empowers FinTech innovation*

**HONG KONG, 17 November 2015** – The Cyberport Management Company Limited (Cyberport) today announced the winners of the inaugural Cyberport University Partnership Programme (CUPP), an elite pilot programme to groom and develop promising young technology and entrepreneurial talent in Hong Kong. Ten winning teams, representing university students from five local universities, impressed judges with their innovation and shrewd business models.

The teams presented their business prototypes at the CUPP Demo Day today, part of the event activities at the Global Entrepreneurship Week China – Hong Kong held at Cyberport.

The winners of the inaugural Cyberport University Partnership Programme are:

1. Company name: Asset Plus  
University: The University of Hong Kong  
Project: An automatic and personalised service that helps users to boost MPF return potential.
2. Company name: Authpaper  
University: The Chinese University of Hong Kong  
Project: A software solution that provides printable, cost effective, and secure anti-forgery protection for online documents by embedding a customised QR code.
3. Company name: Bank without Limit – Etransfer  
University: Hong Kong Polytechnic University  
Project: An online platform that matches users for international money transfer. It simplifies international money remittance by making it more economical and efficient.
4. Company name: Credit Chest  
University: The University of Hong Kong  
Project: A unique platform that allows customers to purchase store credit with loose change. By rounding up the change to a round figure, the loyalty programme encourages customers to return with store credit in hand.
5. Company name: FinTune  
University: Hong Kong Polytechnic University  
Project: A platform that incorporates business intelligence to help agents to search for suitable financial products for their customers. The time saved can be used to serve their customers better.
6. Company name: HandsonMe  
University: The University of Hong Kong  
Project: A mobile application that allows people to invest in Instagram and online shops selling handmade products.
7. Company name: Initial  
University: City University of Hong Kong  
Project: An online system that improves ordering and financial reporting for Instagram shop owners and customers.

8. Company name: Mega Eye  
University: Hong Kong University of Science and Technology  
Project: A big data service solution used for extracting, categorising and quantifying stock market-related financial information available on the internet.
  
9. Company name: Optimor.io  
University: City University of Hong Kong  
Project: A service for banks to handle the customer service function. The tool helps reply customer inquiries in a fast, interactive and convenient way. It has the potential to further support financial operation like payment and balance checking in a high security setting.
  
10. Company name: Plain Exchange  
University: Hong Kong University of Science and Technology  
Project: A platform for users to purchase and sale of leftover foreign currencies at market rate.

“We have been through a lot of ups and downs. Overall, we are very happy with the programme and will use the award money to get licenses, development tools and promotions,” said Plain Exchange, one of the ten winning teams.

Each winning team was awarded a cash prize of HK\$100,000 and an interview for the Cyberport Incubation Programme, a unique programme that provides financial assistance, support and services to eligible start-ups in Hong Kong.

The panel of judges for this year’s CUPP are Andrew Hyde, Startup Week Director at Techstars and Founder of Startup Weekend, Edwin Lee, Director of Hong Kong Cyberport Management Company Limited and Founder & Chief Executive Officer of Bridgeway Prime Shop Fund Management Limited, and Stephen Wong, Chief Executive Officer of Asia Miles Limited and Alfred P. Sloan Fellow at Stanford Graduate School of Business, who are accomplished entrepreneurs and business leaders in their respective fields that bring a wealth of experience and insights to the judging panel.

Edwin Lee, Director of Hong Kong Cyberport Management Company Limited and Founder & Chief Executive Officer of Bridgeway Prime Shop Fund Management Limited said, “It is delighting to witness the growth of all the participants throughout the Cyberport University Partnership Programme. I was impressed by the confidence demonstrated on stage to sell their FinTech ideas and win the hearts of the judges. A successful entrepreneur should celebrate and learn from failure. We hope all these aspiring young talents will keep their passion for entrepreneurship alive and never give up on pursuing their dreams.”

Eighteen student teams from five local universities, namely the City University of Hong Kong, Hong Kong Polytechnic University, Hong Kong University of Science and Technology, The Chinese University of Hong Kong, and The University of Hong Kong, participated in the presentations.

The CUPP aims to inspire the next generation of young technology and entrepreneurial talent. It has provided many opportunities for participants to acquire business skills and knowledge about global entrepreneurship. In addition to matching the students to experienced mentors, this September, the programme sent the teams to Silicon Valley for a week to visit notable start-ups and join an entrepreneurship boot camp at the Stanford Graduate School of Business (Stanford GSB). Today’s presentations were a culmination of the team’s learning since the commencement of the programme.



**Photo caption 1:** Cyberport University Partnership Programme is an elite pilot programme to groom and develop promising young technology and entrepreneurial talent in Hong Kong.



**Photo caption 2:** Ten teams of local university students each won HK\$100,000 and the chance to join the Cyberport Incubation Programme. The winners include Asset Plus, Authpaper, Bank without Limit – Etransfer, Credit Chest, FinTune, HandsonMe, Initial, Mega Eye, Optimor.io and Plain Exchange.



**Photo caption 3:** The panel of judges at the Cyberport University Partnership Programme Demo Day (from right to left), including Andrew Hyde, Startup Week Director at Techstars and Founder of Startup Weekend, Edwin Lee, Director of Hong Kong Cyberport Management Company Limited and Founder & Chief Executive Officer of Bridgeway Prime Shop Fund Management Limited, and Stephen Wong, Chief Executive Officer of Asia Miles Limited and Alfred P. Sloan Fellow at Stanford Graduate School of Business, evaluated the business proposals from 18 teams of local university students based on innovation, business model and potential, as well as social responsibility.

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### **About Cyberport**

Cyberport is a creative digital cluster with over 600 community members. 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) or follow us on Twitter @cyberport\_hk.

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