

# Cyberport Greater Bay Area Young Entrepreneurship Programme

## Entrepreneurship Bootcamp

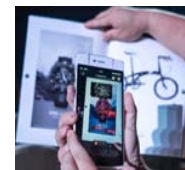
- Experience a full cycle of interactive entrepreneurship together with participants from Hong Kong, Macau and Guangdong;
- Learn the team formation strategy and leadership skills;
- Understand the business and investment environments of mainland China, Macau, Hong Kong and overseas; explore the high potential clusters, opportunities and challenges in these areas;
- Focus group discussions with mentors and start-ups to inspire innovative ideas in different technology applications include:
  - FinTech, e-Commerce, EduTech
  - VR/AR Technologies & Applications, AI
  - Big Data and Cloud Computing, IoT
  - Block Chain, Cyber Security
- Visit Tencent Shenzhen headquarter



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- Learn the Business Model Canvas: user pain points, market positioning, technology exploration, idea testing and validation;
- Case studies of UX/UI design: user experience journey to discover ways for innovation;
- Lean Start-up Model: develop Minimum Viable Product (MVP) and Minimal Viable Architecture (MVA) using different technologies
- Business model, marketing and social media tactics;
- Prepare project proposal and importance of effective pitching;
- Seek advice from trainers and assistance in team formation



Start-up sharing

