



# Startup Experience Sharing – How to Promote your App

**7 April, FRI / 12:15 – 2:00pm**  
**Smart-Space 3F**

**Free light lunch & drinks available**

Speaker: Derrick Ngan, Founder of Mahjong World  
Tim Chan , Founder of HelloReporter & HelloPR

- How to build & market an app to get 600k download - From UX Design to Final Product
- Case Study: Getting 30k App Install in a PR campaign with 30x ROI
- How to grow via PR, Lead Generation & Various Growth Tactics

**FREE REGISTRATION:** Email to [facility@cyberport.hk](mailto:facility@cyberport.hk) (Subject "7Apr", name, co. name, job title)

## Guest speaker:

### Derrick Ngan, Founder of Mahjong World

Founder of Mahjong World, a game startup incubated in Cyberport. “Mahjong World” uniquely combines rules from Chinese, Taiwanese and Japanese Mahjong into the game, and makes Mahjong more varied and challenging.

*(provided by Mahjong World)*



### Tim Chan , Founder of HelloReporter & HelloPR

Founder at [HelloReporter.io](http://HelloReporter.io) , [HelloPR.io](http://HelloPR.io) & [Growth Marketer Academy](http://GrowthMarketerAcademy.com)

Tim Chan is founder of [HelloReporter](http://HelloReporter.io) & [HelloPR](http://HelloPR.io), leveraging technology to do PR for Startup & SME. He also founded [Growth Marketer Academy](http://GrowthMarketerAcademy.com) to promote Actionable Growth Tactics in APAC startup ecosystem. Tim joined various Incubations & Accelerators including: Appworks, Cyberport, Google EYE, HKFYG SIC etc. He also initiated various projects & communities relating to technology, marketing, community etc with other buddies e.g. [CMX HK](http://CMXHK.com), [Influencer Insider](http://InfluencerInsider.com), [TEDxHKBU](http://TEDxHKBU.com) and [Code4HK](http://Code4HK.com) . Tim writes on Startupbeat and [his own blog](http://hisownblog.com).

*(provided by HelloReporter)*

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