Cyberport University Partnership Programme (CUPP) 2021-22

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www.cyberport.hk

數碼港 Cyberport

Cyberport University Partnership Programme ('CUPP') Overview

Mission

Cyberport cultivates and nurtures FinTech talents to support development of **FinTech cluster** that facilitates and enables integration of traditional and new economies.

Objectives

- Groom and develop promising young local talents for Hong Kong economy by giving them access to world-class entrepreneurship training.
- Foster long-term strategic partnership among Cyberport and universities to facilitate knowledge transfer of best practices, in particular FinTech.
- Encourage university partners and traditional enterprises to put more emphasis and resources driving the development of technology start-ups and talents.

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Cyberport University Partnership Programme ('CUPP') Overview

Programme Overview

Organised by Cyberport, CUPP is a 6-month mentored training with competition aiming at nurturing young FinTech talents for Hong Kong since 2015.

Programme Structure

- Hong Kong co-organising University Partners are invited to nominate teams consists of current students and recent graduates aged between **18 to 30 years old**, as team leaders to form teams. Each team shall be comprised 3 to 5 teammates.

- The nominated teams will be assessed by written test and interview by overseas university and Cyberport. Up to 25 teams will be selected to join a series of FinTech pre-camp nurturing session and industry mentorship hosted by Cyberport and the Online Entrepreneurship Boot Camp hosted by overseas university.

- After the boot camp, the teams will pitch to a judging panel in Hong Kong. The winning teams will be awarded HK$100,000 Cyberport Creative Micro Fund to continue their start-up venture.

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CUPP Co-organising University Partners

- City University of Hong Kong
- Hong Kong Baptist University
- Lingnan University
- The Hong Kong University of Science and Technology
- The Chinese University of Hong Kong
- The Hong Kong Polytechnic University
- The University of Hong Kong
- The Open University of Hong Kong

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CUPP Targeted Participants

Cyberport invites CUPP Co-organising University Partners to nominate top-notched current students (i.e. including undergraduate and postgraduate students) or recent graduates (i.e. who graduated within 3 years) aged between 18-30 years old as candidates to join CUPP by team basis.

The CUPP candidates could be from different countries and they might be studying a variety of major disciplines in the CUPP co-organising universities in Hong Kong.

CUPP candidates do not have entrepreneurship experience and expect to get more insights and advice from the appointed Service Provider (overseas university) on their FinTech project development and to nurture potential talents to be the future FinTech entrepreneurs.

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Students Background from CUPP 2020-21

Undergraduate – 90%
Postgraduate – 10%

Course major

- IT/ Engineering – 51%
  - Engineering in Computer Science, Computer Science, Financial Technology, Computer Engineering, Information Systems, Information Engineering, Electrical Engineering

- Business/ Finance – 43%
  - Business Administration, Economics & Finance, Global Business Studies, FinTech, Risk Management and Business Intelligence, Financial Technology and Innovation

- Other disciplines – 6%
  - Design Strategies, Marketing, Data Science, Statistics

Figures from CUPP 2020-21

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Overseas University is responsible for – Part 1

- An online entrepreneurship interactive nurturing programme for up to 25 teams during Online Entrepreneurship Boot Camp.
- Provide online classroom for the Online Entrepreneurship Boot Camp.
- Design and conduct assessment e.g. written test to help select the suitable 25 teams among the nominated teams to join CUPP.
- Develop and conduct a nurturing programme, which comprises of vibrant and interactive learning environment, with a combination of lecutures, simulations and group discussions. The nurturing programme will inspire CUPP team's thinking, drive innovation and to take their projects to new levels of development.
- Invite and confirm a training team, which includes professional trainers, facilitators and mentors, and industry speakers (with expertise in FinTech is preferred) in areas important to CUPP teams for successful project development such as but not limited to strategies, market and trends, start-up finance and investment, governance, leadership and change, etc. The training team will share their experience, professional knowledge, significant entrepreneurial mind-set that empowering the budding entrepreneurs.

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Overseas University is responsible for – Part 2

- The Online Entrepreneurship Boot Camp must contain 30 hours or more training hours, including at least 20 hours of seminars, 5 hours of FinTech guest speakers, 5 hours group activities and 2 hours of professional advice consultation per team.
  - The consultants for professional advice should have knowledge in FinTech or experience in startup.
  - The consultants should provide advice on project development for the teams to get ready for Demo Day.

- Provide study materials including reading material before the Online Entrepreneurship Boot Camp and homework to the CUPP teams prior/during the Online Entrepreneurship Boot Camp.

- Recommendation on pre-camp and post-camp activities held in Hong Kong to get the CUPP teams ready for the Entrepreneurship Boot Camp and the Hong Kong Demo Day.

- Provide one (1) trainer representative or delegate from the Service Provider organisation to be the judging member of the Hong Kong Demo Day.

- Provide one (1) representative or delegate from the Service Provider organisation to attend the Graduation Ceremony and award the Certificate of Completion to CUPPers on stage.

- Provide one (1) additional training-related service and explain in detail including number of beneficiaries, examples of additional training-related service could be networking event, physical activities in Hong Kong or overseas after Boot Camp, company visit etc.

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CUPP 2021-22 Timeline (Tentative)

Stage 1

Promotion at HK co-organising universities	Nomination by co-organising universities	Complete application form & written test	Eligibility checking	Interview	Announcement of admitted teams
May – July 2021	4 Aug 2021	18 Aug 2021	19 Aug – 2 Sept 2021	3 &4 Sept 2021	15 Sept 2021

Stage 2

Opening Ceremony & orientation	Nurturing Activities & Mentor sessions	Virtual Boot Camp & Mentor sessions	Demo Day	Graduation Ceremony
9 Oct 2021	Oct - Dec 2021	Early Jan 2022	12 Feb 2022	5 Mar 2022
	Pre-camp nurturing: FinTech 101 workshops on Saturday, mentor sessions with Hong Kong universities mentors and industry experts (Arranged by Cyberport)	10-day Online Entrepreneurship Boot Camp	Close door Demo Day and select top 10 teams for CCMF grants	Result announcement of the 10 winning teams for CCMF grants

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Sample of Boot Camp Programme Rundown (Virtual)

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Pre-work	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment	Teamwork Assignment
3pm			Negotiation Workshop	Pitch Practice					
4pm									
5pm			Lecture: The Entrepreneurial Journey	Customer Experience, Paytech & Microfinance					
6pm	Opening Session. Program Launch and Overview	Coaching	Lecture: Building and Aligning Teams	Security, Identity, Credit & Risk	Coaching	Coaching	Coaching	Coaching	Keynote
7pm	Lecture: Entrepreneurial Mindset	The Evoluation of Money & Cryptocurrency	Technical Tools for Fintech	Monitoring Your Competitive Landscape	Lecture: The Fundamentals of Venture Capital	Lecture: Understanding Financial Statements I	Lecture: Managing Cash	Lecture: Strategic Marketing	Pitch Practice
8pm	Lecture: Structuring a great pitch	Lecture: Triangulating You Price Point					Lecture: Valuation and Fundraising	Lecture: Next steps for early stage startups	
8:50pm	Break	Break			Break	Break	Break	Break	
9pm -10pm	Fireside Chat	Fireside Chat			Lecture: The Fundamentals of Venture Capital	Lecture: Understanding Financial Statements II	Fireside Chat	Fireside Chat	Program Closing and Wrap-Up

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Sample of Boot Camp Programme Rundown (Physical)

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Arrive campus						Company Visit	Day Tour	Departure to HK
9am		Welcome and Overview of Program	Entrepreneurial Marketing and Sales	Creating a Product Development Plan	Financial Modeling and Projections	Managing Team Dynamics			
10am		CUPP Team 1 mins Elevator Pitch & Business Plans and the Business Model Canvas							
11am			Individual Coaching	Individual Coaching	Delivering a Compelling Investor Pitch	Determining Equity Split			
12nn		Lunch with coaches	Lunch with coaches	Lunch & Lecture	Lunch with coaches	Lunch			
1pm		Customer Discovery	Guest Speaker	Designing a Minimum Viable Product	Individual Coaching	Team Pitches			
2pm					Discussion with Industry Experts				
3pm		Understanding the Competitive Landscape	Assignment 2: Marketing Plan	Expectations for Final Presentations	Assigment 4: Anticipating Objections				
4pm		Assignment 1: Customer Personas, Value Proposition, and Stakeholder Maps	Developing a Storyboard	Assignment 3: Draft Pitch Presentation					
5pm		Wrap up of Day 1	Company visit & Wrap up of Day 2	Wrap up of Day 3	Dinner with Coaches & Wrap up of Day 4	Networking with Judges			
6pm		Working Dinner	Dinner	Dinner & Meet with Entrepreneurers		Wrap up of Day 5			
7pm		Guest Speaker	Team Coaching and work on Assignment	Team Coaching and work on Assignment	Team Coaching and work on Assignment	Dinner with Coaches			

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CUPP 2020-21

Co-organising Universities:

Online Entrepreneurship Boot Camp Partner:

Supporting Organisations:

Regulatory Partners:

CUPP 2020 -21 Timeline

Nurturing Activities (Sept - Nov 2020) → Boot Camp (7 - 15 Jan 2021) → Presentation (6 Feb 2021) → Graduation Ceremony (6 Mar 2021)

Awards for CUPP 2020-21

11	3	3
Teams awarded CCMF grants	Teams awarded IESE Young Talent Path Trip	Teams awarded The Most Engaging Team

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