Cyberport University Partnership Programme (CUPP) 2021-22

April 2021

www.cyberport.hk
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.
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 consisting 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.
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
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.
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
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 lectures, 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.
• 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.
CUPP 2021-22 Timeline (Tentative)

Stage 1

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

Stage 2

1. Opening Ceremony & orientation
   - 9 Oct 2021
2. Nurturing Activities & Mentor sessions
   - Oct - Dec 2021
3. Virtual Boot Camp & Mentor sessions
   - Early Jan 2022
4. Demo Day
   - 12 Feb 2022
5. Graduation Ceremony
   - 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
# Sample of Boot Camp Programme Rundown (Virtual)

<table>
<thead>
<tr>
<th>Day</th>
<th>Day 2</th>
<th>Day 3</th>
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<td><strong>Opening Session, Program Launch and Overview</strong></td>
<td><strong>Coaching</strong></td>
<td><strong>Lecture: Building and Aligning Teams</strong></td>
<td><strong>Security, Identity, Credit &amp; Risk</strong></td>
<td><strong>Coaching</strong></td>
<td><strong>Coaching</strong></td>
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<td><strong>Keynote</strong></td>
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<td><strong>Lecture: Entrepreneurial Mindset</strong></td>
<td><strong>The Evolution of Money &amp; Cryptocurrency</strong></td>
<td><strong>Technical Tools for Fintech</strong></td>
<td><strong>Monitoring Your Competitive Landscape</strong></td>
<td><strong>Lecture: The Fundamentals of Venture Capital</strong></td>
<td><strong>Lecture: Understanding Financial Statements I</strong></td>
<td><strong>Lecture: Managing Cash</strong></td>
<td><strong>Lecture: Strategic Marketing</strong></td>
<td><strong>Pitch Practice</strong></td>
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<td><strong>Lecture: Structuring a great pitch</strong></td>
<td><strong>Lecture: Triangulating You Price Point</strong></td>
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<td>Break</td>
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<td>9pm-10pm</td>
<td>Fireside Chat</td>
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Cyberport Academy
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## Sample of Boot Camp Programme Rundown (Physical)

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