

RGC Ref. No.: <u>UGC/IIDS25/B01/17</u> (please insert ref. above)
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**RESEARCH GRANTS COUNCIL  
COMPETITIVE RESEARCH FUNDING SCHEMES FOR  
THE LOCAL SELF-FINANCING DEGREE SECTOR**

**INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)**

**Completion Report**  
(for completed projects only)

<p><b><u>Submission Deadlines:</u></b> 1. The unspent balance, if applicable, and auditor's report: within <b>six</b> months of the approved project completion date. 2. Completion report: within <b>12</b> months of the approved project completion date.</p>
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**Part A: The Project and Investigator(s)**

**1. Project Title**

Sustainable Start-ups - Seminars on Designing Innovation for Start-ups and Crowd-funding

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**2. Investigator(s) and Academic Department(s) / Unit(s) Involved**

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Choy Sonny Yip Hong/ Assistant Professor (Was Teaching Fellow 1 at time of project commencement)	Product Design/Faculty of Design and Environment/Technological and Higher Education Institute of Hong Kong.
Co-Principal Investigator(s)	NA	NA
Co-Investigator(s)	Lee Kwok Lang/ Assistant professor	Product Design/Faculty of Design and Environment/Technological and Higher Education Institute of Hong Kong.
Others	NA	NA

**3. Project Duration**

	Original	Revised	Date of RGC / Institution Approval (must be quoted)

Project Start Date	1-1-2018	NA	NA
Project Completion Date	31-12-2018	30-6-2019	5-12-2018
Duration ( <i>in month</i> )	12	18	5-12-2018
Deadline for Submission of Completion Report	31-12-2019	30-6-2020	5-12-2018

## **Part B: The Final Report**

### 5. Collaboration with Other Self-Financing Degree-Awarding Institutions

	<b>Name of Institution(s)</b>	<b>% of Participation</b>	<b>Distinctive <u>Element(s)</u> of the Institution in Responsible Project</b>
<b>Applying Institution</b>	THEi	100	Professional and Vocational orientation with strong industry networks.
<b>Collaborating Institution(s) (If any) #</b>	NA	NA	NA
<b>Total:</b>		<b>NA</b>	<b>NA</b>

# If no other eligible local self-financing degree-awarding institutions are involved, please input "N/A" in this table.

### 6. Project Objectives

#### 6.1 Objectives as per original application

1. To explore entrepreneurship and business start-up through use of crowd-funding, government funding and angel investment as start-up capital.
2. To share knowledge through seminars for students, the public sector, academics, government officials, thought leaders and professional specialists in Hong Kong;
3. To advocate sustainable business start-up and entrepreneurship and encourage use of available support in Hong Kong.
4. To create and make available a cross-discipline knowledge sharing platform that can promote understanding of design innovation and entrepreneurship, crowd-funding and business start-ups which may engender more research projects and potential research collaborations with various experts in different fields.
5. To create knowledge and applicable teaching material that can be shared with various disciplines such as product design, industrial design, computer science, multimedia interactive technologies, business studies, etc.

#### 6.2 Revised objectives

Date of approval from the RGC: NA

Reasons for the change: NA

### 6.3 Realisation of the objectives

*(Maximum 1 page; please state how and to what extent the project objectives have been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)*

The seminars titled “Sustainable Start-ups - Seminars on Designing Innovation for Start-ups and Crowd-funding” were arranged over three separate dates (12 May 2018, 22 Sep 2018, and 15 Nov 2018) during the 12-month project period. The project was extended for 6 months after an internal approval was granted for the purpose of completing the summary booklet design and production. Three seminars were successfully conducted during the first 12 months of the project as originally planned. All speakers delivered their speeches according to the abstracts received and topics discussed directly contributed to the research area. These abstracts have been included at the end of section 6.3 for reference. Audiences were stimulated by the content delivered and discussions were raised during the Q&A sessions at the end of each seminar.

In terms of achieving the original objectives of this project, all planned objectives were successfully met after the project completion. They are described herewith. Objective 1 was thoroughly fulfilled as evidenced by well prepared, detailed and content-rich speeches delivered by each and every speaker invited. The topic of entrepreneurship and business start-up through use of crowd-funding, government funding and angel investment was greatly expanded and elaborated from the perspectives of the 15 invited experts.

Objective 2 was also completed successfully. The target audience included students, the public sector, academics, government officials, thought leaders and professional specialists in Hong Kong. After reviewing the invitation list and checking against actual attendees, it is confirmed that all audience-segments targeted attended the seminars. We approached representatives from the InvestHK’s ‘StartMeUp’ to attend some of our seminars, but unfortunately we did not receive a response from them. Despite this, one of our speakers represented the government as he is the Senior Consultant from Hong Kong Design Centre.

Objective 3 was to advocate sustainable business start-up and entrepreneurship and encourage use of available support in Hong Kong. This objective was well completed. The topics within each of the talks presented a range of high level and professional knowledge. Many of the presenters gave excellent accounts of case studies, theoretical knowledge and follow up references for further information. Printed booklets (hardcopy available on request, softcopy is not available due to corrupt source file) summarizing above information were distributed to various public places for collection. Distribution of knowledge to general public was successful.

Objective 4 was to create and make available cross-disciplinary knowledge sharing that promotes understanding of design innovation and entrepreneurship, crowd-funding and business start-ups which may engender more research projects and potential research collaborations. These seminars successfully gathered experts. They will be called upon for their valuable advice and expert knowledge sharing. As the speakers come from different sectors including business, industry, education and government, the cross-disciplinary aspect of the project objectives were successfully met. Further research projects are currently under planning, potentially targeting an ITF (Innovation and Technology fund) funding project.



Objective 5 was to create knowledge and applicable teaching material that can be shared with various disciplines such as product design, industrial design, computer science, multimedia interactive technologies, business studies, etc. To achieve this objective, the content presented during the seminars were recorded on video and shared with students in the BA(Hons) Product Design programme at THEi. The material particularly suited students from the final 2 years where a portion prepare to embark on the entrepreneurial career path.

Abstracts received from speakers are below in Table 01.

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Abstract received
<b>Seminar 1 “Entrepreneurial process, Start-up strategies, Innovative business ideas, Value and opportunity gaps.”</b>			
Derreck LEE (Replaces Mr Mingles Tsoi)	Director, Insitute of Global Excellence	Power of Collaboration	<p><b>Power of Collaboration</b> In today’s business world, whether you are a start-up, entrepreneur, or 2<sup>nd</sup> generation elite, you need to understand collaboration, and work with various local and international partners within the community to succeed. Who are these partners? Depending on your objectives as an entrepreneur, whether to focus on product design, content licensing, commercialization, monetization, funding or marketing, these partners range from investors, government, academic institutions, non-profits, chambers of commerce to less formal ecosystems. It is important to focus on your business, but also build collaborative partnerships within Hong Kong’s international community, especially when society is moving towards share economy.</p> <p><b>協作的力量</b> 在現今的商業社會，無論你是企業家或新一代的企業精英，你都必須認識協作，在商業社會中跟不同的本地或國際合作伙 伴經商而取得成功。而這些伙伴是誰？那取決於你的目的是專注產品設計、內容授權、科技產品商業化、貨幣化、融資、市場推廣。這些企業家可以是投資者，政府，學術機構，非牟利機構，商會以及非正式的商業團體。所以專注自己業務的同時，亦要在香港這個國際城市建立起協作的伙伴關係，尤其當社會正逐漸步向共享經濟。</p>
Kelly CHANG (Replaces Dr Jag Kundi)	Patent Team Head, Accolade Ltd.	The Essentials of Intellectual Property Rights	<p><b>The Essential of Intellectual Property Rights</b> In the knowledge-based economy, Intellectual Property (IP) rights have become valuable and tradable assets. Most businesses are aware that it is possible to protect legally certain IP by registration, for example by registering inventions as patents and registering names and/or logos as trademarks. Other IP protection arises</p>

			<p>automatically without any formal registration requirement, such as copyright and unregistered design rights.</p> <p>Losing control of proprietary information can have devastating effects on company reputation and profits. Understanding your Intellectual Property Right (IPR) is critical for protecting and commercializing your innovation.</p> <p>In this seminar, we are going to introduce types of Intellectual Property, to provide an overview on IP management strategy, to start your business with government funding support. Participants acquire a better understanding on how to protect their IP and build up their IP business.</p> <p><b>知識產權多面睇</b>  在知識型經濟中，知識產權（IP）已成為有價值和可交易的資產。大多數企業都意識到，通過註冊可以在法律上保護某些知識產權，例如將發明註冊為專利並將名稱和/或徽標註冊為商標。其他知識產權保護也將自動產生，亦無需任何正式註冊要求，例如版權和未經註冊的設計權利。</p> <p>失去對專有信息的控制可能會對公司聲譽和利潤造成破壞性影響。因此，了解您的知識產權權利（IPR）對於保護您的創新並將其商業化是十分重要的。</p> <p>在本次研討會上，我們將介紹知識產權的種類，概述知識產權管理戰略和如何透過政府資金支持開始您的業務。望與各參加者對如何保護知識產權和建立知識產權業務有更好的了解。</p>
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<p>Dr. William Mau Wai CHEN</p>	<p>Chief Financial Officer, Hui Lau Shan Food Manufacturing Co. Ltd</p>	<p>Craft a Lean Business Plan for Start-Up</p>	<p><b>Craft a lean business plan for start-up</b> Lean means strong with muscle but no fat. Lean means useful. No frills. Lean startup, developed by Eric Ries, applies the idea of continuous improvement in steps, or cycles, to starting a new business. The lean startup begins with what they call a minimum viable product, then improves in repetitive cycles, each one involving plan, action, checking results, and revising the plan to start again. Hence, lean business planning comes in by adopting the ideas of small steps, constant tracking, and frequent course corrections to planning. It includes only what adds value, without waste. It starts with a core business plan for internal use only, just big enough for optimizing the business.</p> <p><b>精益創業規劃</b> 精益(Lean)意味著肌肉強壯，但沒有脂肪。精益意味著有用。沒有多餘的裝飾。由Eric Ries開發的精益創業(Lean startup)將步驟持續改進的想法應用於創建新業務。精益創業始於最小可行性產品，然後在重複週期中改進，每個週期涉及計劃，行動，檢查結果以及修改計劃以重新開始。因此，精益業務規劃(Lean business planning)通過採用小步驟，持續跟踪和經常更新計劃的思路來實現。它從一個僅供內部使用的核心業務計劃開始，只包括增值的行動，沒有浪費的步驟。</p>
<p>Steve YEUNG (Replaces Andy Y W Lee)</p>	<p>The President of Industrial Designers Society of Hong Kong</p>	<p>Design Thinking at Your Fingertips</p>	<p><b>“Design Thinking at Your Fingertips” - How this works for Your Entrepreneurship</b> Design Thinking is not the privilege of Designers. This is a user-centric principle that business use to redefine problems, question assumptions, and generate alternative solutions. Design Thinking is not exclusive for Apple, Google and Samsung. Start Ups can use this methodology to develop empathy with target consumers. This leads to business innovation and differentiation. Design Thinking is not only discussed in Stanford, Harvard and MIT. This seminar allows you to hands-on this approach, experience the advantage and nurture this mindset at your fingertips.</p>

		<p><b>設計思維在指尖 - 對初創企業的啓發與應用</b></p> <p>設計思維並不是設計師的特權。這是一個以用戶爲中心的原則，企業用它來重新定義問題，提出假設及衍生替代解決方案。</p> <p>設計思維不僅應用於Apple, Google和三星。初創企業可使用這方法來研究目標消費者並產生同理心, 以達致業務創新和獨有性。</p> <p>設計思維不僅在斯坦福大學，哈佛大學和麻省理工學院進行探討。這研討會讓你體驗這方法及其優點，並將這思維孕育於你指尖。</p>
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Prof.Allen WONG	Founding President & Chief Executive at The Institute of Certified Management Accountants ( Greater China, Hong Kong and Macau)	Value and opportunity gaps	<p><b>Value and Opportunity Gaps</b></p> <p>Recently, the ‘One Belt One Road’ initiative has become a heated topic all over the world. The One Belt One Road initiative is a significant development strategy launched by the Chinese government with the intention to promote cultural exchange between countries, enhance financial integration, facilitate cross-border investments, build facilities to improve connectivity and improve policy coordination. The initiative will facilitate greater trade and investment for the global economy and local businesses.</p> <p>Professor Allen Wong will use SWOT Analysis to analyse the impacts and opportunities in different business sectors based on three areas, including nature of industries, professional training and government support.</p> <p><b>新趨勢·新商機</b></p> <p>現今社會趨勢提倡一帶一路發展，一帶一路是中國對外發展的重要策略，藉著建立沿綫國家的合作，促進文化交流，加強資金融通，促進運跨境投資，增加設施聯通，加強政策溝通，從而為全球經濟和本地企業帶來新的商機。</p> <p>黃文華教授會利用SWOT Analysis(強弱危機分析)去分析各行業在一帶一路的發展，分析根據三個範疇，包括行業性質， 人才培訓及政府支援，從中了解如何獲取更多優勢。</p>
<b>Seminar 2: Crowd funding options, Government funding for start-ups, Angel investors.</b>			
Richard KO (Replaces Indiegogo)	Founder and CEO of UDMAX	Crowdfunding for Start-Ups	<p><b>Topic: Crowdfunding for Startups</b></p> <ul style="list-style-type: none"> <li>• Who is Umadx?</li> <li>• What is crowdfunding?</li> <li>• Why Crowdfund?</li> <li>• How to do a crowdfunding campaign?</li> <li>• Why Umadx?</li> </ul> <p><b>Umadx 創辦人兼行政總裁高家晉先生的簡介</b></p> <p>高家晉先生過去從事直郵行銷行業（direct mailing），為多個國際慈善機構以直郵方式在海外籌款，從而了解到各地不同範疇及形式的籌款方法。當中，他對眾籌活動產生興趣，認為香港在推行回饋式眾籌方</p>

			<p>面，有很大的發展空間，故此於二零一五年九月創立 Umax，務求建立一個適合亞洲市場的國際眾籌平台，同時希望積極推動眾籌活動，以鼓勵有夢想的人踏出第一步。高先生畢業於倫敦政治經濟學院，主修政府及經濟學</p>
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Jaff LAU (Replaces Kickstarter)	Director, Innovative Business & Ecosystem Partnership, Commercial Banking Hong Kong, The Hong Kong Shanghai Banking Corporation	Banking to Grow	<p><b>Banking to Grow</b> Being an entrepreneur is enjoyable yet frustrating at times. On the journey to realising your dreams, banking and financing may present you with many challenges and obstacles. It is therefore important to choose your banking partner wisely such that you can focus your efforts and time in building your business. In this session, I will be sharing with you how a bank can help during your entrepreneurial journey, from opening an account, managing receivables and payables, building account conduct and credit worthiness, to obtaining finances.</p> <p><b>銀行業成長</b> 作為一名企業家有時令人愉快而有時又令人沮喪。 在實現夢想的過程中，銀行業務和融資可能會給您帶來許多挑戰和障礙。因此，明智地選擇您的銀行合作夥伴非常重要，這樣您就可以集中精力和時間來建立業務。在本次會議中，我將與您分享銀行在您的創業過程中如何提供幫助，包括開立賬戶，管理應收賬款和應付賬款，建立賬戶行爲和信譽，以及獲得財務。</p>
Yvonne LEE	Director, Hong Kong Smart Design Awards	Can't We Turn Today's Ideas into Tomorrow's Business?	<p><b>Can't We Turn Today's Idea into Tomorrow's Business?</b> Every one of us possess an amazing capacity of generating creative ideas. Creators, designers and artists love their work and are always eager to convert something virtual into physical. How do we know if our ideas can turn into money? Do design and business have common goals, needs and concerns? A creative idea can turn into a clever design or product, and certainly viable business as well if the "science of marketing" is contemplated. After that, the most challenging step awaits is to gain recognition from investors. There is no shortcut, but thoughtful strategy will connect you to your desired target.</p> <p><b>題目：今天點子，明天事業...創業單靠好主意？</b> 我們每人都擁有意想不到的創作力去成就新主意。創作者、設計師和藝術家熱愛自己的工作，時常渴望將滿腦子的靈感化作實物。我們又如何知道我們的點子賺得了錢？設計與營商之間，有共同的目標、要求和關注事項嗎？若仔細思量市場營銷學問，一個富創意的想法不但能轉化為巧妙</p>



			的設計或產品，更能成就切實的商機。但接下來，還有更艱鉅的挑戰，就是爭取投資者的支持。當中沒有捷徑，唯有周詳的策略能給你連接期望的目標。
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<p>Frank LEUNG (Replaces Duncan Tong)</p>	<p>Senior Consultant, Hong Kong Design Centre</p>	<p>Introduction of Design Incubation Programme</p>	<p><b>A Brief Introduction of the Design Incubation Programme</b> The Design Incubation Programme (DIP) is funded by the HK Government and managed by the Hong Kong Design Center. Phase II of the programme was successfully completed and Phase III is now into its second year. Over the last 12+ years the DIP had trained, mentored and supported over 200 young design companies. A high proportion of our graduates had continued to grow and be successful after graduation. This presentation will share with the audiences the concept of incubation and how to become part of the DIP family.</p> <p><b>設計創業培育計劃簡介</b> 「設計創業培育計劃」(DIP)乃一項由香港特別行政區政府資助、香港設計中心管理的計劃。本計劃的第二階段已完滿結束，並正進入第三階段的第二年。過去逾12年來，本計劃已為超過200家新晉設計公司提供培訓、導師指導及各類創業支援。大部份公司於畢業後均能繼續成功發展。我們將於今次演示中介紹培育計劃的基本概念，以及如何加入成為計劃的一份子。</p>
<p>Alex NG</p>	<p>Executive Director of the Cross-Strait Youth Innovation &amp; Entrepreneurship Centre</p>	<p>What is Angel Investment? What Should You Look For When You Meet Your Angel?</p>	<p><b>What is angel investment? What should you look for when you meet your angel?</b> In today startup world, we often talk about getting an angel to invest into our project. But what is angel all about? What to do and not to do when you meet an angel? For any form of business, there are several factors determine whether an angel would be interested in your project, a business need to create value, for founder, investor, but most importantly for consumer. There are 2 types of startup, fixing problem there are already exists and fixing problem there are not yet to exist. There might be million similar projects out there. What make you stand out from the crowd and different from anybody out there is why stranger are willing to invest in you and your project.</p> <p><b>商場上真的有天使嗎？如何遇見你的天使？</b> 創業這個名詞對很多人來說都不陌生，但是怎麼樣才算創業呢？怎樣的創業項目能夠吸引天使投資人的青睞？當你遇見你的天使投資人後，應該與不應該做的事情？對於任何創業項目而言有真正的需求才能在這個商業世界生存下來。創業項目分兩種，一種</p>

			<p>是滿足消費者需求，另外一種是製造需求。在這信息爆炸的年代，人們不再受地區限制，資訊在很短時間內就能傳遍地球上任何一個角落，怎樣在眾多的項目上脫穎而出，為什麼你做的比任何其他人都做得更好，這個原因就是為什麼你能夠給天使投資人看中的主要原因。</p>
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<b>Seminar 3: Case studies: Government scheme recipients and crowd funding successes</b>			
Viola PAK	Founder of Eggshell Creative Consultancy	A Creative Consultancy with a Difference	<p><b>A Creative Consultancy with a Difference</b> Traditionally there was boosting product sales. Then there was building business reputation. Then there came branding. My life as an entrepreneur in the creative industry keeps showing me and my clients that branding is far more than promoting sales and reputation. It is innovating, creating momentum and eventually, shaping and transforming the world. Branding used to be more a corporate thing but is now evolving to be a concept that individuals would find useful. The environment is everchanging, so how could we keep up with the pace or even start making significant differences? These would be the key questions confronting creative entrepreneurs in the new era.</p> <p><b>創意原於不同</b> 曾經每個人都著重銷售提升，然後轉向了商業信譽，最後來到了品牌建品。作為創意業界的企業管理者，我與我的客戶都相信，品牌概念大大超越銷售和商譽，而是一股關於革新、創造動能、繼而轉化世界的力量。過去只有企業比較關心的品牌建造概念，已逐漸蛻變成每個人皆可從中得益的策略。世界永恆在變，我們如何緊貼時代步伐，並產生關鍵性的改變？這是新世紀企業家需面對的挑戰。</p>
Bon WONG (Replaces Sharon)	Founder, Standard Hunter	Building a Fashion Brand - Standard Hunter	<p><b>Build a fashion brand - Standard hunter</b></p> <ul style="list-style-type: none"> <li>• Who is Bon?</li> <li>• Why you start a brand?</li> <li>• The first year of brand establishment</li> <li>• Join the DIP program</li> <li>• What's next</li> <li>• Our products</li> <li>• Where can you buy our products?</li> <li>• New collaboration! Stay tune!</li> </ul> <p><b>品牌的誕生</b></p> <ul style="list-style-type: none"> <li>• 個人簡歷</li> <li>• 為何成立品牌</li> <li>• 品牌成立的第一年</li> <li>• 加入DIP 獲取資助</li> <li>• 獲取資助後的成效</li> <li>• 我們的產品</li> <li>• 銷售渠道</li> <li>• 最新合作企劃</li> </ul>

May YANG	Assistant Professor, Technological and Higher Education Institute of HK	Balance your Left/Right Brain Like a Balance Sheet	<p><b>Designers: Balance your Left/ Right Brain like a Balance Sheet</b></p> <p>Told by scientist, designers are mostly right-brainers. They are creative, strong in aesthetic sense and share a strong personality and character. When faced with a design problem, people rely on the step-by-step mind mapping method for hints. However, for the right-brainer, ideas are born between inhaling and exhaling. In my experience, apart from aesthetic side, the main challenges to succeed in incubation are marketing strategies, budget control and timeline which are connected to left-brain. How to enhance your analytical thinking and befriend the balance sheet are the keys to sustainability.</p> <p><b>設計師的平衡點： Balance Sheet</b></p> <p>所有設計師都是頭腦不簡單的，尤其是右腦！創意十足／對美學要求高，有性格又自我！當凡夫俗子依靠mind map嘗試策解問題時1 設計師於一呼一吸間已交出創意了’ 但僅限於此’ 設計師能成功創業、守業’左腦負責的市場策略、成本和時間控制才是關鍵，懂得平衡於 Balance Sheet 才能存活。</p>
Edmond WONG	Director, Edmond Wong Studio	From Zero to One - How 3D-Printing Helps the In-Between	<p><b>From Zero to One -How 3D Printing Helps the In-Between</b></p> <p>Edmond uses 3D Printing technology to realize an eyewear that has sizes to choose from. He crowdfunded his project on Indiegogo and shipped the design worldwide although it is 1 year later than the plan. The design obtains US Utility Patent with the funding support of HK government.</p> <p><b>從零到一—在其間3D打印如何幫助</b></p> <p>Edmond 使用3D打印技術實現了一種可供選擇的眼鏡。他為這個設計項目在 Indiegogo進行了眾籌及在全球發行，儘管該計劃是晚了1 年時 間。該設計是由香港政府的資助，並獲取得 US Utility Patent 。</p>
Catherine LEUNG (Replaces Kelvin)	Creative Director, VELove Ltd	How Government Funding Helps the Sustainable Design Brand to Advocate their Vision to	<p><b>How Government Funding Helps the Sustainable Design Brand to Advocate their Vision to Consumers</b></p> <p>Even if you have very creative and uniquely designed products, we still need a promotion strategy to connect with consumers, especially for the sustainable design brand. Educating and communicating</p>

		Consumers	<p>with consumers about the story behind the products directly affects the brand image and its value. However, as a startup, it is hard to compare with budgets of large scale companies. How do designers or new brand promote their products and belief to public more effectively by the government funding? This talk will be sharing how to promote the sustainable design brand with limited budget and case study.</p> <p>無論任何類型的設計昂牌同樣需要有效的品牌宣傳讓消費者認識及與消費者；亂對於一個以推廣理念為主的品牌來說更為重要；向消費者教育及推廣產品背後的理念將直接影響品牌的形象及價值。但作為一個初創品牌，宣傳資金往往無法與大機構相比，設計師或初創品牌該如何有效地運用政府資助為產品作宣傳及推廣，成為與消費者溝通橋樑從而推廣品牌理念7 這次講座將會分享如何以有限資源去推廣品牌及個案分享。</p>
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Table 01. Abstracts of presentations

## 6.4 Summary of objectives addressed to date

<b>Objectives</b>	<b>Addressed</b> <i>(please tick)</i>	<b>Percentage Achieved</b> <i>(please estimate)</i>
1. To explore entrepreneurship and business start-up through use of crowd-funding, government funding and angel investment as start-up capital.	✓	100%
2. To share knowledge through seminars for students, the public sector, academics, government officials, thought leaders and professional specialists in Hong Kong;	✓	100%
3. To advocate sustainable business start-up and entrepreneurship and encourage use of available support in Hong Kong.	✓	100%
4. To create and make available a cross-discipline knowledge sharing platform that can promote understanding of design innovation and entrepreneurship, crowd-funding and business start-ups which may engender more research projects and potential research collaborations with various experts in different fields.	✓	100%
5. To create knowledge and applicable teaching material that can be shared with various disciplines such as product design, industrial design, computer science, multimedia interactive technologies, business studies, etc.	✓	100%

## 6.5 Project progress

<b>Original Implementation Schedule</b>	<b>Revised Implementation Schedule</b> <b>(Date of RGC's Approval)</b>	<b>Updated Progress</b>
1 Jan 2018 to 31 Dec 2018	Revised project end date: 30-6-2020. Approved by the Institution on 05-12-2018.	The schedule was extended from 31 Dec 2018 to 30 Jun 2019 in order to complete the design and production of the summary booklet, which has now been completed.

## 6.6 Speaker(s)

<b>Title / Name</b> (Surname in Capital Letters)	<b>Post / Institution</b>	<b>Title / Topic of Presentation / Course</b>	<b>Previous Research Links with Hong Kong Institutions</b> (Nature and Date (Month / Year))
<b>Seminar 1 “Entrepreneurial process, Start-up strategies, Innovative business ideas, Value and opportunity gaps.”</b>			
Derreck LEE (Replaces Mr Mingles Tsoi)	Director, Insitute of Global Excellence	Power of Collaboration	NA
Kelly CHANG (Replaces Dr Jag Kundi)	Patent Team Head, Accolade Ltd.	The Essentials of Intellectual Property Rights	NA
Dr. William Mau Wai CHEN	Chief Financial Officer, Hui Lau Shan Food Manufacturing Co. Ltd	Craft a Lean Business Plan for Start-Up	Extensive business and academic experience
Steve YEUNG (Replaces Andy Y W Lee)	The President of Industrial Designers Society of Hong Kong	Design Thinking at Your Fingertips	NA
Prof.Allen WONG	Founding President & Chief Executive at The Institute of Certified Management Accountants ( Greater China, Hong Kong and Macau)	Value and opportunity gaps	Extensive business and academic experience
<b>Seminar 2: Crowd funding options, Government funding for start-ups, Angel investors.</b>			
Richard KO (Replaces Indiegogo)	Founder and CEO of UDMAX	Crowdfunding for Start-Ups	NA
Jaff LAU (Replaces Kickstarter)	Director, Innovative Business & Ecosystem Partnership, Commercial Banking Hong Kong, The Hong Kong Shanghai Banking Corporation	Banking to Grow	NA
Yvonne LEE	Director, Hong Kong Smart	Can’t We Turn Today’s Ideas	Has collaborated with Institute of Vocational Education, Hong Kong



	Design Awards	into Tomorrow's Business?	Design Institute, Hong Kong Polytechnic University, and Hong Kong University of Science and Technology. Responsible for securing funding from 'Create HK' for the Hong Kong Smart Design Competition.
Frank LEUNG (Replaces Duncan Tong)	Senior Consultant, Hong Kong Design Centre	Introduction of Design Incubation Programme	NA
Alex NG	Executive Director of the Cross-Strait Youth Innovation & Entrepreneurship Centre	What is Angel Investment? What Should You Look For When You Meet Your Angel?	NA
<b>Seminar 3: Case studies: Government scheme recipients and crowd funding successes</b>			
Viola PAK	Founder of Eggshell Creative Consultancy	A Creative Consultancy with a Difference	Awarded "Design Incubation programme – Incubatee"
Bon WONG (Replaces Sharon)	Founder, Standard Hunter	Building a Fashion Brand - Standard Hunter	Awarded "Design Incubation programme – Incubatee"
May YANG	Assistant Professor, Technological and Higher Education Institute of HK	Balance your Left/Right Brain Like a Balance Sheet	Awarded "Design Incubation programme – Incubatee"
Edmond WONG	Director, Edmond Wong Studio	From Zero to One - How 3D-Printing Helps the In-Between	NA
Catherine LEUNG (Replaces Kelvin)	Creative Director, VELove Ltd	How Government Funding Helps the Sustainable Design Brand to Advocate their Vision to Consumers	Awarded "Design Incubation programme – Incubatee"

- 6.6 Please provide details of the activities organized, including the theme / objectives of the activities, targeted participants, attendance, analysis of participants, e.g. country of origin, research background, etc., evaluation forms of the activities and a summary of the participants' evaluation. (Photos of the activities are preferred.)

Three seminars were held during the original 12-month project period on separate occasions separated by approximately 2 months. The images of activities conducted during these seminars are included below as Image 01 – 20. The themes discussed in each seminar were in line with the original intent and is described below:

**Seminar 1: Entrepreneurial process, Start-up strategies, Innovative business ideas, Value and opportunity gaps.**

Theoretical and academic perspective will be taken in this first series of seminars where invited professors will share the latest theories and best practices from findings of the research community. The academics will focus on the process of entrepreneurship, start-up strategies, innovation and determination of appropriate value to customers.

Note three speakers were replaced with new ones to present on the same topic areas. These changes were due to schedule clashes with their business calendars. And to ensure consistency with the original proposal, the replacement speakers were vetted closely for suitability before confirming their participation via an extended telephone conversation and submission of abstracts.

**Seminar 2: Crowd funding options, Government funding for start-ups, Angel investors.**

This seminar will feature the commercial and governmental organizations providing different types of start-up capital to business start-ups. An exporters association will share their initiatives which help start-ups gain a foot hold in the international market. The participants will share application process, criteria and the best ways to utilize the funding to maximize a business's chances of success. Step by step methods and strategic planning for funding will be topics of interest to potential start-up entrepreneurs.

Note three speakers were replaced with new ones to present on the same topic areas. These changes were due to schedule clashes with their business calendars. And to ensure consistency with the original proposal, the replacement speakers were vetted closely for suitability before confirming their participation via an extended telephone conversation and submission of abstracts.

**Seminar 3: Case studies: Government scheme recipients and crowd funding successes**

The final seminar will feature a number of successful entrepreneurs sharing their journey through the process of planning, funding and implementing a variety of innovative business ideas. Included are product developers as well as designpreneurs who have successfully negotiated the complexities of starting a business and prolonging its growth to the current day. These speakers will share insights, setbacks, anecdotes and wisdom with the audience to holistically wrap up the seminar series.

Note two speakers were replaced with new ones to present on the same topic areas. These changes were due to schedule clashes with their business calendars. And to ensure consistency with the original proposal, the replacement speakers were vetted closely for suitability before confirming their participation via an extended telephone conversation and submission of abstracts.

**Seminar Registration and Attendees**

Seminar	Online Registration Records	Actual Attendees
01	213*	118

02	136**	89
03	127	95
Total	476	282***

\* Seminar 01 Venue holds 200px and so registration was closed after approx. 5% overshoot was achieved.

\*\* Seminar 02 and 03 venue holds 120px and so registration was closed after approx. 5% overshoot was achieved.

\*\*\* Attendance figures were below initially planned figures. This can be attributed to the timing Seminars being early morning on Saturdays for Seminar 01 and 02. We informally questioned attendees of the first two seminars for suggestions on whether the timing of the seminar was suitable, and if there were alternate suggestions. After processing the feedback, we opted to change the seminar time to a weekday morning, which was feedback as being a better time. For Seminar 03, the new time and day of week did not make a pronounced improvement to attendance as intended.

### **Attendance figures analysis.**

Feedback was sought from attendees/non-attendees for their views about the topic, venue and timing of seminars:

1. The topics discussed by the speakers were highly relevant and extremely well presented. Although some topics were considered distant to the audiences' current state (Many are interested in Entrepreneurship, a smaller portion have started the journey, remaining were considering it and wished to gain more knowledge on the topics). As such, the topics amounted to very good reference information for the audience and they were keen to retain reference of presented information. The printed booklet produced as part of this project served this purpose of record keeping and providing further reference.

2. Venue contributed to low attendance. Although the venue cost was free of charge, its geographical location did pose some problems to potential participants. Location of campus and venue is on the east end of Hong Kong island, participants felt it amounted to extra travel time. We enquired and found travel time of upwards of an hour from most locations around Hong Kong, Kowloon and New Territories was experienced by audience members. As such, we understood that this may have explained the high registration rate, but a lower turn out rate in the end.

3. Morning session is difficult to attend again due to some cases, a long travel time and the venue being 15-minute walk from an MTR station.

4. These location and transport related issues were contributors to the lower attendance rate, but we also note that many of the participants felt it was well worth the extra travel to listen to the speakers invited, and this we were very encouraged by this after each seminar.

5. On seminar 03, some students attended the seminar but were unable to stay for the entire session due to class timetabling overlap. A portion of the attendees were able to listen to all but the last speaker. However, the students were given the printed booklet so that they may have a reference of the seminars and were able to contact the principal investigator for more information afterwards.

### **Corrective Action taken.**

Strategies were used to increase attendance rate. For example, welcome gifts were purchased for distribution to attendees as a thank you for their attendance. This was publicized on the posters and email blasts, as well as facebook posts to attract more people. The gifts were offered on seminar 02 onwards when it was noticed that numbers were low compared to planned places for seminar 01. The effect and impact was not clear

on seminar 02, since a smaller venue was used and overshoot attendance overshoot could not be too high. Both seminar 02 and 03 saw significant increase in promotional activity prior to the seminars. Release of many email blasts to Seminar 01 attendees, promotion on PI's faculty facebook and spreading news through institute staff personal networks were some of the measures taken to improve attendance numbers. However, seminar 03 numbers were similar to seminar 02 and perhaps due possibly to a change of seminar day from Saturday morning to Thursday morning, which was meant to increase attendance.

The conclusion from our observations and feedback sought from registrants was that location of the venue was one reason for potential non-attendance. In future IIDS funding applications, the PI will note this observation and endeavor to reserve budget for a more convenient venue that is in easy reach to attendees from all areas of Hong Kong, eg. Hong Kong Central Library lecture hall. Also, the gifts sourced should become a larger point of attraction to entice attendees, increasing the quality and promotion of such items to potential attendees. Also, the day of week may be either weekday or weekend, but timing should be in the late morning or early afternoon.

### **Booklet Production and Distribution**

Booklets Printed	Distribution	Locations
1000	1000	THEi Chaiwan Campus IVE Chaiwan Campus HKDI Campus Siu Sai Wan Public Library Siu Sai Wan Sports Centre Hong Kong Central Library Sheung Wan Community Centre Sheung Sports Centre Ma On Shan Public Library Ma On Shan Sports Centre

A summary booklet was produced containing profiles and abstracts of all speakers. See Image 01 below. A softcopy was lost due to a file failure. A hard copy may be provided upon request.



Image 01. Summary booklet.

### Attendee profile analysis

Seminar registration was conducted with use of an online registration platform named Google Forms. The platform was very effective to registering, recording and communicating to attendees. The system allows their details to be recorded by filling in a simple registration form requesting basic information. From analysis of this data, attendees' background can be identified. The backgrounds of attendees are listed below for easy reference. It was noted that students from THEi as well as neighbouring institutes made up a good portion of the total. However, industry members, general public, staff and members of other institutions were also attracted to our seminars. A good range of industry members attended and were present at the seminars. General public members also attended and their presence attributed to our Facebook promotions which reaches a cross section of the general public. On the whole, we feel the promotion mix used was correctly chosen and executed. The variety of attendee backgrounds was ideal and suited to the topics of the seminars. Since our targets were those persons with interest in entrepreneurship, students nearing graduation were targeted. Again, we found the promotion to be effective in terms of aim and frequency. Perhaps to improve effectiveness even more, a budget should be set aside for professional promotion such as Google Ad words, and other online promotion tactics. This would definitely improve registration to attendance ratio. It is noted that the PI's personal and professional network is significantly increased in this IIDS project. By contacting the audience members and talking with many of them on the days of the seminars, a good introductory relationship was formed with new contacts. This broadening of the network will help promotions of future events related to entrepreneurship, design and business in general.

**Thei**

**12.05.2018  
SEMINAR-1**

**START-UP STRATEGIES  
ENTREPRENEURIAL  
PROCESS INNOVATIVE  
VALUE BUSINESS IDEAS  
AND OPPORTUNITY GAPS**

**CRAFT A LEAN BUSINESS PLAN FOR START-UP**  
Dr William Chen  
CFO & General Manager (HK),  
Hot Law-Shan Food Manufacturing Co., Ltd.

**VALUE AND OPPORTUNITY GAPS**  
Professor Allen Wong  
Senior Vice President, Global of CMA Australia  
Founding President & Chief Executive - Greater China

**DESIGN THINKING AT YOUR FINGERTIPS**  
Mr Steve Yeung  
The President of Industrial Designers Society of Hong Kong

**THE ESSENTIAL OF INTELLECTUAL PROPERTY RIGHTS**  
Ms Kelly Chang  
Patent Team Head, Accotade IP Limited

**POWER OF COLLABORATION**  
Mr Derrick Lee  
Director, Global Institute of Excellence

**RSVP**  
REGISTER BEFORE  
06.05.2018

**SEE YOU AT**  
Lecture Theatre S202,  
THEI Campus, South Block,  
133 Shing Tai Road, Chai Wan, Hong Kong

Supporting Organizations:

CMA HKDA hkc Design Innovation Programme THE EDUCATION COUNCIL OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION DSHK IPA INSTITUTE OF PUBLIC ACCOUNTANTS

Faculty of Design and Environment | TEL: 3890 8313 / 3890 8491 | www.thei.edu.hk Member of VTC Group

This seminar series was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project NO. UGC/1023/801/17)

Image 02. Seminar 1 poster.



	
<b>Seminar 01 - Entrepreneurial Process, Start-up Strategies, Innovative Business Ideas, Value and Opportunity Gaps</b>	
<b>Programme Rundown : 12 May 2018 [Saturday]</b>	
9:00 - 9:30	<b>Registration</b>
9:30 - 9:40	<b>Seminar Introduction</b>
<b>TOPIC-1 : VALUE AND OPPORTUNITY GAPS</b>	
9:40 - 10:10	<b>Professor Allen Wong</b> Senior Vice President, Global of CMA Australia Founding President & Chief Executive – Greater China
<b>TOPIC-2 : DESIGN THINKING AT YOUR FINGERTIPS</b>	
10:10 - 10:40	<b>Mr Steve Yeung</b> The President of Industrial Designers Society of Hong Kong
10:40 – 11:00	<b>Coffee Break</b>
<b>TOPIC-3 : CRAFT A LEAN BUSINESS PLAN FOR START-UP</b>	
11:00 - 11:30	<b>Dr. William Chen</b> CFO & General Manager (HK), Hui Lau Shan Food Manufacturing Co. Ltd.
<b>TOPIC-4 : POWER OF COLLABORATION</b>	
11:30 - 12:00	<b>Mr Derrick Lee</b> Director, Global Institute of Excellence
<b>TOPIC-5 : THE ESSENTIAL OF INTELLECTUAL PROPERTY RIGHTS</b>	
12:00 - 12:30	<b>Ms Kelly Chang</b> Patent Team Head, Accolade IP Limited
12:30 - 13:00	<b>Q&amp;A, Panel Discussion</b>
13:00	<b>End of Seminar</b>

Image 03. Seminar rundown.



Image 04. Seminar 1 speakers and registration.





Image 05. Seminar 1 speakers presenting.



Image 06. Seminar 1 tea break.





Image 07. Seminar 1 speaker presenting and group photo with student helpers.



Image 08. Seminar 1 panel discussion.



**Thei** 22.09.2018  
**SEMINAR-2**

**GOVERNMENT FUNDING FOR START-UPS /  
CROWD FUNDING OPTIONS / ANGEL INVESTORS /**

**Can't We Turn Today's Idea Into Tomorrow's Business?**  
MS YVONNE LEE  
Director, Hong Kong Smart Design Awards

**Introduction of Design Incubation Programme**  
MR FRANK LEUNG  
Senior Consultant, Hong Kong Design Centre

**Crowdfunding for Startups**  
MR RICHARD KO  
Founder and CEO of Umakd

**Banking to Grow**  
MR JAFF LAU  
Director, Innovative Business & Ecosystem Partnership,  
Commercial Banking Hong Kong  
The Hongkong and Shanghai Banking Corporation

**What is angel investment?  
What should you look for  
when you meet your angel?**  
MR ALEX NG  
Executive Director of the Cross-strait Youth  
Innovation and Entrepreneurship Center

**Goody Bag  
Gifts for first  
100  
Participants**

**RSVP**  
REGISTER BEFORE  
18.09.2018

SCAN ME TO REGISTER!

9am-1pm  
**SEE YOU AT**  
**Lecture Theatre S212**  
THEI Campus, South Block,  
133 Shing Tai Road,  
Chai Wan

Supporting Organizations:

Registration: <http://qrs.ly/py7he99>

Faculty of Design and Environment | TEL: 3890 8313 / 3890 8491 | [www.thei.edu.hk](http://www.thei.edu.hk)

\*This seminar series was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project NO. UGC/IIDS8/001/17)

Member of **VTC Group**

Image 09. Seminar 2 poster.

	
<b>GOVERNMENT FUNDING FOR START-UPS/ CROWD FUNDING OPTIONS / ANGEL INVESTORS /</b>	
<b>Programme Rundown : 22 Sep 2018 [Saturday]</b>	
9:00 - 9:30	<b>Registration</b>
9:30 - 9:40	<b>Seminar Introduction</b>
<b>TOPIC-1 : Introduction of Design Incubation Programme.</b>	
9:40 - 10:10	<b>Mr Frank Leung</b> Senior Consultant, Hong Kong Design Centre
<b>TOPIC-2 : Can't We Turn Today's Idea into Tomorrow's Business?</b>	
10:10 - 10:40	<b>Ms Yvonne Lee</b> Director, Hong Kong Smart Design Awards
10:40 - 11:00	<b>Coffee Break</b>
<b>TOPIC-3 : What is Angel Investment? What Should You Look For When You Meet Your Angel?</b>	
11:00 - 11:30	<b>Mr Alex Ng</b> Executive Director of the Cross-Strait Youth Innovation & Entrepreneurship Centre
<b>TOPIC-4 : Banking to Grow.</b>	
11:30 - 12:00	<b>Mr Jaff Lau</b> Director, Innovative Business & Ecosystem Partnership, Commercial Banking Hong Kong, The Hong Kong Shanghai Banking Corporation
<b>TOPIC-5 : Crowd-Funding for Start-Ups.</b>	
12:00 - 12:30	<b>Mr Richard Ko</b> Founder & CEO of Umadx
12:30 - 13:00	<b>Q&amp;A, Panel Discussion</b>
13:00	<b>End of Seminar</b>

Image 10. Seminar 2 rundown.



Image 11. Seminar 2 participants.





Image 12. Seminar 2 registration and speaker presenting.





Image 13. Speakers chatting and speaker presentation.



Image 14. Seminar 2 panel discussion.





Image 15. Seminar 2 certificate presentation.

**Thei**

**15.11.2018  
SEMINAR-3**

**CASE STUDIES  
GOVERNMENT SCHEME  
RECIPIENTS AND  
CROWD FUNDING  
SUCCESSSES**

**BUILDING A FASHION BRAND  
STANDARD HUNTER**  
Mr Bon Wong  
Founder  
Standard Hunter

**BALANCE YOUR  
LEFT/RIGHT BRAIN  
LIKE A BALANCE SHEET**  
Ms May Yang  
Assistant Professor  
Technological and Higher Education Institute of Hong Kong

**HOW GOVERNMENT FUNDING  
HELPS THE SUSTAINABLE DESIGN  
BRAND TO ADVOCATE THEIR  
VISION TO CONSUMERS**  
Ms Catherine Leung  
Creative Director  
VLove Ltd

**FROM ZERO  
TO ONE - HOW  
3D-PRINTING  
HELPS THE IN-BETWEEN**  
Mr Edmond Wong  
Director  
Edmond Wong Studio

**A CREATIVE CONSULTANCY  
WITH A DIFFERENCE**  
Ms Viola Pak  
Founder of Eggshell Creative Consultancy

**RSVP**  
REGISTER BEFORE  
14.11.2018

**Free Gift!**

**Register with Google Form Above**

Time: 9:00am - 1:00pm  
Lecture Theatre S211,  
THEI Campus, South Block,  
133 Shing Tai Road, Chai Wan, Hong Kong

Registration Link to Google Form  
<https://goo.gl/forms/8s4gdEnONzvrLfym2>

**Supporting Organizations :**

CMA HKDA hkcc Design Incubation Programme THE HONGKONG EXPORTERS' ASSOCIATION JDSHK IPA INSTITUTE OF PUBLIC ACCOUNTANTS

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This seminar series was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project NO. UGC/IIDS25/B01/17)

Image 16. Seminar 3 poster.





<b>Programme Rundown : 15 Nov 2018 [Thursday]</b>	
9:00 - 9:30	<b>Registration</b>
9:30 - 9:40	<b>Seminar Introduction</b>
<b>TOPIC-1 : Balance your Left/Right Brain Like a Balance Sheet</b>	
9:40 - 10:10	<b>Ms May Yang</b> Assistant Professor, Technological and Higher Education Institute of HK
<b>TOPIC-2 : From Zero to One - How 3D-Printing Helps the In-Between</b>	
10:10 - 10:40	<b>Mr Edmond Wong</b> Director, Edmond Wong Studio
10:40 - 11:00	<b>Coffee Break</b>
<b>TOPIC-3 : A Creative Consultancy with a Difference</b>	
11:00 - 11:30	<b>Ms Viola Pak</b> Founder of Eggshell Creative Consultancy
<b>TOPIC-4 : Building a Fashion Brand - Standard Hunter</b>	
11:30 - 12:00	<b>Mr Bon Wong</b> Founder of Standard Hunter
<b>TOPIC-5 : How Government Funding Helps the Sustainable Design Brand to Advocate their Vision to Consumers</b>	
12:00 - 12:30	<b>Ms Catherine Leung</b> Creative Director, VELove Ltd
12:30 - 13:00	<b>Q&amp;A, Panel Discussion</b>
13:00	<b>End of Seminar</b>

Image 17. Seminar 3 rundown.



Image 18. Seminar 3 Certificate presentation.



Image 19. Seminar 3 group photo.





Image 20. Seminar 3 presentation and panel discussion.



## 7. Research-Related Outcome

### 7.1 Potential for development into research proposal and the proposed course of action (Maximum half a page)

A research gap is apparent from this IIDS project. Students and graduates of tertiary Institutes and Universities have interest and even intention to engage in entrepreneurship. Various institutes and universities have their seed-funding, pre-incubation and incubation programmes. They aim to attract final year or recent graduates into the entrepreneurial path with knowledge support from faculty and funding support from the institute/university or the government. What remains uncertain is the success of these types of programmes. For example, what are the experiences of the participants and how much help do they feel they have learned and improved from these incubation style programmes?

THEi runs a Pre-Incubation programme which currently has two cohorts of participants. It is suggested that case study research can be conducted to trace the journey of the two cohorts through the programme and gauge their performance as well as looking at ways to improve the programme's effectiveness over time.

This case study is being discussed with interested parties from THEi and other tertiary institutes and universities. Funding is available for such projects at THEi. For example, the THEi Seed Grant, which gives a maximum of HKD\$80,000 for a seed proposal to be taken off the drawing board. Also, the HKSAR government's CSI (Create Smart Initiative) funding (total of 600 Million HKD) would be suitable for this type of case study if investigations are made in relation to improving the status of design in Hong Kong, to which this research direction aligns well.

### 7.2 Research collaboration achieved (Please give details on the achievement and its relevant impact)

NA

### 7.3 Any new development and/or challenging research topic(s) has / have been identified and any new initiative(s) for future research has / have been inspired.

Future research may bring insight to how Hong Kong tertiary Institutes and Universities are preparing candidates for the entrepreneurial path through pre-incubation and incubation programmes. Comparison may be made between these difference institutes to determine relative strengths and weaknesses of each. The results would provide insight into how such programmes can better cater to different needs of participants with different backgrounds, and also be more effective in the context of Hong Kong.

It is also important to consider Hong Kong in the context of the Greater Bay Area Developments, too. Hong Kong will increasingly play a greater roles in the region and entrepreneurship will be one area which needs addressing. As such, funding opportunities which spawn from the governments of the contributing cities and regions may also be targeted for further research.

**8. The Layman's Summary**

*(Describe in layman's language the nature, significance and value of the research activities, in no more than 200 words)*

Entrepreneurs are not born. They are nurtured under the right conditions and guidance. Hong Kong is fortunate to have access to the Greater Bay Area offering a host of opportunities for entrepreneurs. Hong Kong tertiary institutes and universities are actively envisioning closer links with the Greater Bay Area through its graduates' employment in the region. As part of this aim, they support students and graduates to take opportunities through entrepreneurship pre-incubation and incubation programmes. Research can be conducted in this area to ensure programmes are meeting the needs of the business environment and stakeholders. For example, research can investigate the nature and effectiveness of incubation programmes in the context of Hong Kong and the Greater Bay Area. Knowing this information will help create more competitive entrepreneurs and best use of resources in this arena. The aim is to allow Hong Kong to fully benefit from the vision and strengths of our potential entrepreneurs.

**Part C: Research Output****9. Recognized Conference(s) Paper(s) Related To This Project Was / Were Delivered (As Applicable)***(Please attach a copy of each conference abstract)*

<b>Month / Year / Place</b>	<b>Title</b>	<b>Conference Name</b>	<b>Submitted to RGC</b> <i>(indicate the year ending of the relevant progress report)</i>	<b>Attached to this Report</b> <i>(Yes or No)</i>	<b>Acknowledged the Support of RGC</b> <i>(Yes or No)</i>
NA	NA	NA	NA	NA	NA

**10. Research Personnel Trained (As Applicable)**

<b>Name</b>	<b>Capacity</b>
	Research Assistant
	Research Assistant

**11. Other Impact (As Applicable)***(e.g. prizes, collaboration with other research institutions, technology transfer, etc.)*

The seminar series promoted the challenges and benefits to operating as an entrepreneur. It highlighted ways in which design entrepreneurs can source external funding and support from the Hong Kong business start-up eco-system. The impact these seminars had on the attendees may be exemplified with two examples.

Firstly, one example of real impact includes attendees being encouraged to commit to an entrepreneurial path after graduation. This is evidenced by the fact that several of the attendees who were studying their final year of BA(Hons) product design successfully applied and entered the 'Innov8' pre-incubation programme of THEi. These graduates now create gift items with original designs and are promoting them widely with the help of the generous financial resources available to them from the pre-incubation programme.

A second example of impact includes several graduates committing to entrepreneurial activity after graduating. They support the entrepreneurial activity by working in full-time jobs as product designers. However, they work on their entrepreneurial activities outside of normal work hours. As an example, one student is looking to convert damaged or waste furniture into items of renewed value that may be sold in the Hong Kong market. The student used technical skills and knowledge learnt on the BA(Hons) product design programme and combined them with the knowledge, networks and resources discussed that featured in the seminars.

These examples show that the seminar content did spur these students on to further considering and even committing to conduct entrepreneurship after graduating.

**12. Statistics on Research Outputs**

	<b>Peer-reviewed Journal Publications</b>	<b>Conference Papers</b>	<b>Scholarly Books, Monographs and Chapters</b>	<b>Patents Awarded</b>	<b>Other Research Outputs (please specify)</b>	
<b>No. of outputs arising directly from this project</b>	NA	NA	NA	NA	Type	No.
					NA	NA

### 13. Public Access Of Completion Report

*(Please specify the information, if any, that cannot be provided for public access and give the reasons.)*

<b>Information that Cannot Be Provided for Public Access</b>	<b>Reasons</b>
NA	NA