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The Young Entrepreneurs Development Council

# **Information Pack of YDC Entrepreneurs' Challenge 2005**

***" A Platform for Breeding Tomorrow's Entrepreneurs "***



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## YDC Entrepreneurs' Challenge 2005

### A Platform for Breeding Tomorrow's Entrepreneurs



Group photo of the 3 winning teams and guests

The Young Entrepreneurs Development Council (“YDC”) announced the winners of YDC Entrepreneurship Challenge (E-Challenge) 2005 Business Plan Competition on 25 June 2005. This year’s Champion goes to “GoldenHealth”, team members are from The Chinese University of Hong Kong. The 1<sup>st</sup> runner up goes to “The Wizard Marker”, team members are from The Chinese University of Hong Kong. The 2<sup>nd</sup> runner up goes to “ZeroAd”, team members are from the Lingnan University.

“GoldenHealth” has developed an easy-to-use, patent protected, blood pressure device at a competitive price. “The Wizard Marker” has developed an improved digital writing instrument, which will electronically capture information from traditional marker and whiteboards, and transmit the information directly to any computing platform using Bluetooth technology. “ZeroAd” developed a new advertising channel reaching every household in Hong Kong –using eggs!



The Champion: Golden Health



The 1st runner up: The Wizard Marker



The 2nd runner up: ZeroAd



The honourable guests

It is the sixth year of the competition to be held for university students in Hong Kong. E-Challenge is renowned for its professionalism and has wide support from the local business community and government bodies. This year, over 180 teams with more than 800 students from the eight local institutions joined the competition.

Three training workshops were offered to all students who entered the competition this year, preparing them for their submission. The training workshops with different topics were: (1) Having Business Ideas, Ambitions and Dream, (2) Writing an Effective Executive Summary and Components of a Great Business Plan, and (3) How to make a Convincing Presentation.

Based on the written executive summary submitted, ten potential business proposals were selected to join the Mentorship Program. The Mentorship Program, offered by successful entrepreneurs from the Young Entrepreneurs Organization (YEO), helped the teams to develop their professional business plan.



Top: Mr. Roger Marshall gave comments to the finalist teams.

Right: Mr. Rock Chen impressed by the talent of the participants.

Mr. Roger T. Marshall, Director of YDC and Managing Director of ABN-AMRO Asia Capital Investment, with a panel comprising six prominent business leaders, selected the three winning teams after their Presentation and Oral Defense on 18 Jun 2005.

The champion team will share a cash prize of \$30,000, and the 1<sup>st</sup> and 2<sup>nd</sup> runner up will receive \$20,000 and \$15,000 respectively. The winning team will also have the opportunity to join overseas business plan competitions as contestant and ambassador representing Hong Kong.

Mr. Rock Chen, Chairman of Young Entrepreneurs' Organization, Hong Kong Chapter ("YEO") and also one of the mentors of the Mentorship Program, is excited about the competition. "This is the fourth year that YEO has participated in the program...although there is no monetary reward for us, on every other count the rewards are considerable. We have the reward of meeting and knowing many talented students from the top tertiary institutions in Hong Kong. We have the reward of promoting entrepreneurship and fostering the future evolution of young entrepreneurs...yet through the process, we were also impressed by the creativity, ingenuity and business acumen of the students."





Mr. Joey Fan encouraged the students to join the competition again and sent his deepest thank all the supporters.

Mr. Joey Fan, Director of YDC, said, “As we learnt from a recent reunion, many of our previous participants, or “alumni” as we refer to them, have gone on to start their own business ventures, or have launched a successful career in the commercial world. Today, YDC E-Challenge isn’t just a major event that brings together our university students to learn and practice entrepreneurship. YDC E-Challenge has effectively become both the breeding ground and testing ground for future entrepreneurs in Hong Kong.”

Mr. Roger Marshall concluded from this year’s competition and final submissions. “First, the quality of the ideas, submissions and the presentations continues to improve. This is a great achievement and a measure of the increasing relevance and rigors in the Business Schools and of the efficacy of our workshops. Secondly, the passion that is displayed by the teams is very impressive.”

**YDC E-Challenge 2005** is organized by Young Entrepreneurs Development Council (YDC), with Hong Kong Science and Technology Parks Corporation as the grand prize sponsor and supported by Young Entrepreneurs’ Organization Hong Kong Chapter as well as Radio Television Hong Kong Radio 2. The Competition is open to all full-time university students in Hong Kong. In the first round, teams of two to seven members submitted written executive summaries. In the final round, full written business plan were submitted together with oral presentations before a panel of judges who evaluated the plans on the basis of innovation, creativity, business viability and return on investment.



## List of Committee Members and Judges of YDC E-Challenge 2005

### Committee Members of E-Challenge 2005

1. **Mr. Johnny CHAN**, Founder, Titan Works Ltd.
2. **Mr. Rock CHEN**, Chairman, Young Entrepreneurs' Organization Hong Kong Chapter (YEO)
3. **Ms. Kimberly HO**, Convenor, E-Challenge 2005 Preliminary Round
4. **Mrs. Sophie LEUNG**, Chairman, YDC
5. **Mr. Raymond LO**, Founder, Asia Advise Ltd., and Director, YDC
6. **Mr. Roger T. MARSHALL**, Managing Director of ABN-AMRO Asia Capital Investment Ltd, Head Judge, E-Challenge 2005, and Director, YDC
7. **Mr. Robert NEELY**, Founder, CommerceNet China Ltd.
8. **Mr. Michael Neale SOMERVILLE**, Chairman, MLI Ltd.

### Judges of Preliminary Round

1. **Mr. Brian BLOMFIELD**, Managing Director, Voiceprint Ltd.
2. **Ms. Winnie CHAN**, Director, Soundwill Holdings Ltd.
3. **Ms. Macy CHENG**, Senior Associate, Pricewaterhouse Coopers
4. **Mr. Francis CHEUNG**, CFA, Managing Director, Head of Asian Telecom Research, Credit Lyonnais Securities Association
5. **Mr. Jason CHIU**, Chairman and CEO, Cherrypicks
6. **Mr. Savio CHOW**, Partner, Ajia Partners (HK) Ltd.
7. **Ms. Kimberly HO**, Convenor, E-Challenge 2005 Preliminary Round
8. **Mr. K.O. YAP**, Director, Eton Consultants Group Ltd.
9. **Dr. Alan LAM**, Chief Technical Officer, Sengital Ltd., and Champion, YDC E-Challenge 2005
10. **Mr. Francis LEUNG**, Director, Benaim (China) Ltd.
11. **Mr. Michael Neale SOMERVILLE**, Chairman, MLI Ltd.
12. **Mr. TANG Jing Jung, Jones**, RFIC Designer, Blue Solve Limited
13. **Mr. Aeneas YING**, CEO, Netxis Limited
14. **Mr. Mark YUAN**, Vice President, Head of Hong Kong Ventures, AsiaTech Ventures Ltd.
15. **Ms. Helen YUEN**, Senior, Assurance & Advisory Business Services, Ernst & Young

### Judges of Final Round

1. **Mr. Edwin LEE**, CPA, CFA, CEO, HKBI Group
2. **Dr. Wai-shun LO**, Senior researcher, HBS, Asia Pacific Research Center, and Director, YDC
3. **Mr. Roger T. MARSHALL**, Managing Director, ABN-AMRO Asia Capital Investment Ltd, Head Judge, E-Challenge 2005, and Director, YDC
4. **Mr. Robert NEELY**, Founder, CommerceNet China Ltd.
5. **Ms. Monica TSUI**, Managing Director, PAMA Group (Hong Kong) Ltd.
6. **Mr. Fredrick YUNG**, Senior Manager, Business Development and Incubation Support, Hong Kong Science and Technology Parks Corporation



## List of Sponsor and Supporters of YDC E-Challenge 2005

### Grand Prize Sponsor

Hong Kong Science and Technology Parks Corporation

### Supporters

Young Entrepreneurs' Organization Hong Kong Chapter (YEO)

Radio Television Hong Kong Radio 2

### Mentors

1. **Mr. Conard CHAN**, Director, C 2 Works Ltd
2. **Mr. Johnny CHAN**, Founder, Titan Works Ltd.
3. **Mr. Toney CHANG**, Director, Bechelon Enterprise Solutions
4. **Mr. Rock CHEN**, Chairman, Pacific Falcon Investment Group Limited, and Chairman, YEO
5. **Mr. Francis CHEUNG**, CFA, Managing Director, Head of Asian Telecom Research, Credit Lyonnais Securities Association
6. **Mr. Richard LO**, CEO, Fulldiamond Limited
7. **Mr. Stanley SZETO**, CEO, Lever Shirt Ltd
8. **Mr. Bernie TING**, Director & General Manager, Qualidux Ind. Co. Ltd.
9. **Mr. Ivan TING**, Executive Director, Kadar Industrial Company Limited
10. **Mr. Dickson WONG**, Director, Dickson Wong C.P.A. Company Ltd.



## Top Ten Teams of YDC E-Challenge 2005

### The Grand Prize Winner

<b>Business Idea</b>	Golden Health
<b>Category</b>	Biotect / Medical Devices or Medical Services
<b>Description</b>	<p>High blood pressure is worldwide on the rise. Yet, many people notice this silently killing disease, when it is too late. In the world roughly one person out of six is affected. Therefore frequent monitoring of blood pressure is essential for diagnosis and treatment. Current monitoring devices use a cuff and they are hard to use. Golden Health, established by MBA and PhD students of the Chinese University of Hong Kong, will commercialize a technology developed by the University's department of Electronic Engineering. Targeting consumer markets, first in Asia, Golden Health will market QuickSense, a cuff-less, portable device, about the size of a mobile phone, that reads blood pressure – from users' fingertips. Accuracy has been proven in a recent clinical trial. The next generation is already under development. It will feature blue tooth technology, so that users can transfer their data to other devices for further analysis. It is Golden Health's mission to provide consumers with valuable data and give them peace of mind.</p>
<b>Mentor</b>	Mr. Conrad Chan, Director, C 2 Works Ltd.
<b>Team Members</b>	<ol style="list-style-type: none"><li>1. Fan Yunzhi, Carol, MBA Student, CUHK</li><li>2. Liu Yan, Tony, MBA Student, CUHK</li><li>3. Arion Maniatis, MBA Student, CUHK</li><li>4. Poon Chung Yan, Carmen, PhD Student of Electronic Engineering, CUHK</li><li>5. Yan Yongshen, Johnson, PhD Student of Electronic Engineering, CUHK</li></ol>
<b>Faculty Advisor</b>	Mr. Hugh Thomas, Associate Professor of Finance, Department of Finance, CUHK



## The First Runner-up

<b>Business Idea</b>	The Wizard Marker
<b>Category</b>	IT Products
<b>Description</b>	InMotion Ltd will be formed as a high-tech company. Its main objective is to capture the rapidly growing and emergent “Digital Writing Instrument” market. The initial product, “The Wizard Marker”, is based on MIDS (Micro Input Devices Systems) and MEMS (Micro Electrical Mechanical Systems) motion sensing technologies; these two technologies are developed by a worldwide leading and awarded research team from the Chinese University of Hong Kong. It will electronically capture what is hand-written on ink in a traditional whiteboard, flip-chart board, or any dry erase board, and will save all the information that is in digital format transmittable to any computing platform by Bluetooth technology. The “wizard marker” will allow users to store hand-written meeting or teaching notes in real-time. Therefore, the ability to capture and transcribe data written on a whiteboard, and then transmit this via Internet or Intranet to allow real time collaboration solves a critical business problem that international business people, and international organizations presently face.
<b>Mentor</b>	Mr. Johnny Chan, Founder, Titan Works Ltd.
<b>Team Members</b>	1. Albert Climent, MBA Student, CUHK 2. Angela Li, MBA Student, CUHK 3. Guangyi Shi, PhD Student of Automation And computer-Aided Engineering, CUHK 4. Selina Wu, MBA Student, CUHK
<b>Faculty Advisor</b>	Mr. Hugh Thomas, Associate Professor of Finance, Department of Finance, CUHK

## The Second Runner-up

<b>Business Idea</b>	ZeroAd
<b>Category</b>	Advertising
<b>Description</b>	Housewife controls almost 90% of daily consumption decision. ZeroAd provides a BRAND NEW advertising channel for company to target this goldmine by advertising on the EGGs that every household must consume. ZeroAd provides low-cost, high efficiency channel for marketing communication.
<b>Mentor</b>	Mr. Ivan Ting, Executive Director, Kadar Industrial Company Limited
<b>Team Members</b>	1. Au Yeung Wing Kit, Billy, BBA(Marketing) Student, Lingnan University 2. Ho Kin Shing, Nicky, BBA(Marketing) Student, Lingnan University 3. Ho Kin Suen, Eric, BBA(Marketing) Student, Lingnan University 4. Lam Kwan Yat, Bob, BA(Philosophy) Student, Lingnan University 5. Ngai Tsz Yiu, Matthew, BBA(Marketing) Student, Lingnan University
<b>Faculty Advisor</b>	Mr. Lai Ping-fu, Brian, Visiting Assistant Teaching Fellow, Department of Marketing and International Business, Lingnan University

**Other Finalist Teams**

<b>Business Idea</b>	Aktinomics
<b>Category</b>	Biotech / Medical Devices or Medical Services
<b>Description</b>	Aktinomics aims to provide fast, accurate and point of case diagnostic solutions by commercializing diagnostic devices.
<b>Mentor</b>	Mr. Bernie Ting, Director & General Manager, Qualidux Ind. Co. Ltd.
<b>Team Members</b>	1. Pranav Kapoor, MBA Student, CUHK 2. Lai Zhiyoug, Vincent, MBA Student, CUHK 3. Ren Lijuan, Lisa, MBA Student, CUHK 4. Zhong Xiaobing, Benny, MBA Student, CUHK
<b>Faculty Advisor</b>	Mr. Aaron Ho, Associate Professor, Department of Electronic Engineering, CUHK

<b>Business Idea</b>	Master Your Own Life
<b>Category</b>	Consumer Services / Products
<b>Description</b>	We aim at providing financial and career path planning for our customers through a virtual storefront in the internet. Customers can subscribe and enter the required information in our website. After professional analysis by our financial and career planners, we will recommend actions for our customers.
<b>Mentor</b>	Mr. Toney Chang, Director, Bechelon Enterprise Solutions
<b>Team Members</b>	1. Chan Chi Cue, Stephanie, BBA (Law) Student, HKU 2. Lai Ting Wai, Fontaine, BBA (Law) Student, HKU 3. Lau Ka Man, Carmen, BBA (Law) Student, HKU 4. Lo Oi Kan, Hulka, BBA (Law) Student, HKU 5. Ng Tsz Ying, Ginny, BBA (Law) Student, HKU 6. Yu Sze Ting, Chryseis, BBA (Law) Student, HKU
<b>Faculty Advisor</b>	Dr. Simon S.K. Lam, Associate Professor, School of Business, HKU



<b>Business Idea</b>	Noah- Smart Life Buoy
<b>Category</b>	Consumer Services / Products
<b>Description</b>	Noah- Smart Life Buoy is a life saving device which would be inflated within second when being pressed by those potential drowning swimmers once they are in difficulties, providing real floatation for them thereby greatly reducing drowning risks.
<b>Mentor</b>	Mr. Dickson Wong, Director, Dickson Wong, C.P.A. Company Ltd.
<b>Team Members</b>	1. Hung Shun Pui, Suky, Management and Marketing Student, PolyU 2. Lam Lok Tuen, Sophie, Management and Marketing Student, PolyU 3. Li Xixi, Management and Marketing Student, PolyU 4. Tong Lilin, Management and Marketing Student, PolyU 5. Yin Jian, Accounting and Finance Student, PolyU 6. Zhang Yakun, Applied Physics Student, PolyU
<b>Faculty Advisor</b>	Mr. Oscar So, Demonstrator, School of Accounting and Finance, PolyU

<b>Business Idea</b>	Open Sesame Safe (OS-Safe)
<b>Category</b>	Consumer Services / Products
<b>Description</b>	OS-Safe is a safe station system which provides a modern alternative to traditional safe deposit boxes in banks. The terminal-based OS-safe system, with automated intelligent storage allocation, biological characteristics recognition, eliminates current limitations and initiates a 24-hour, convenient, secure, space-saving and self-served Safe Era.
<b>Mentor</b>	Mr. Rock Chen, Chairman, Pacific Falcon Investment Group Limited
<b>Team Members</b>	1. Chiu King Hei, BBA(IS)/BEng(SE) Student, HKU 2. Fan Yi Ting, Karen, BBA(IS)/BEng(SE) Student, HKU 3. Ku Tak Yee, BBA(IS)/BEng(SE) Student, HKU 4. Lam Ming Chun, Louisa, BBA(IS)/BEng(SE) Student, HKU 5. Leung Wai Tung, BBA(IS)/BEng(SE) Student, HKU 6. Poon Suet Ying, BBA(IS)/BEng(SE) Student, HKU 7. Yau Sum Yuen, BBA(IS)/BEng(SE) Student, HKU
<b>Faculty Advisor</b>	Dr. Benjamin Yen, Associate Professor, Department of Business and Economics, HKU



<b>Business Idea</b>	Quali-sleep
<b>Category</b>	Biotech / Medical Devices or Medical Services
<b>Description</b>	Installed into a pillow, the device can automatically adjust and produce a frequency (wave) that accompanies your sleep. In addition we provide first complete sleep consultation service. Our service package supports what you are unaware of - a good-quality sleep - and prepares you for a fresh new day.
<b>Mentor</b>	Mr. Stanley Szeto, CEO, Lever Shirt Ltd.
<b>Team Members</b>	<ol style="list-style-type: none"> <li>1. Chin Ngar Woon, Applied Biology and Chemical Technology Student, PolyU</li> <li>2. Wong Mei Fung, Applied Biology and Chemical Technology Student, PolyU</li> <li>3. Chow Hiu Yan, Accounting and Finance Student, HKU</li> <li>4. Chung Kai Wing, Linguistics Student, HKU</li> </ol>
<b>Faculty Advisor</b>	Mr. Jeslie Chui, Instructor, Faculty of Business Administration, CUHK

<b>Business Idea</b>	Safety Card System
<b>Category</b>	Software / IT
<b>Description</b>	It is a security systems base on the credit card holder's consuming behaviour. We will send SMS to card holders when its purchase violate their consumption pattern. It helps eliminate the lost due to card lost.
<b>Mentor</b>	Mr. Francis Cheung, CFA, Head of Asian Telecom Research, Credit Lyonnais Securities Association
<b>Team Members</b>	<ol style="list-style-type: none"> <li>1. Ko Kwok Ho, Accounting Student, PolyU</li> <li>2. Lau Pak Wai, Economics Student, CUHK</li> <li>3. Tsang Yuen Yi, Accounting and Finance Student, CUHK</li> <li>4. Law Wai Yi, Government and International Studies Student, HKBU</li> <li>5. Ma Ka Hung, Information Engineering Student, CityU</li> <li>6. Wong Hing Kwok, Information Engineering Student, CityU</li> </ol>
<b>Faculty Advisor</b>	Mr. Denis Wang, Professor, Faculty of Business Administration, CUHK



<b>Business Idea</b>	Save Our Time
<b>Category</b>	Consumer Services / Products
<b>Description</b>	A system helps alleviate long queue problem outside middle-sized restaurants. Customers can reserve seats by mobile phone or machine outside the restaurants. A SMS will be sent to customers to remind them the seats will be available soon.
<b>Mentor</b>	Mr. Richard Lo, CEO, Fulldiamond Limited
<b>Team Members</b>	1. Hung Po Fung, BBA Student, HKUST 2. Leung Man Yin, BBA Student, HKUST 3. Ng Ka Lam, BBA Student, HKUST 4. Tse Lai Hung, BBA Student, HKUST 5. Wong Sau Fong, BBA Student, HKUST 6. Yip Lai Hang, BBA Student, HKUST
<b>Faculty Advisor</b>	Mr. Percy Dias, Visiting Assistant Professor, Department of Information & Systems Management, HKUST



## Key Dates of YDC E-Challenge 2005

February 19 <sup>th</sup>	Deadline of pre-registration
February 26 <sup>th</sup>	Workshop 1 “Having Business Ideas, Ambitions and Dreams”  Speakers: <b>Mr. Frederick Yung</b> , Senior Manager, Business Development & Incubation Support, Hong Kong Science and Technology Parks Corporation <b>Mr. Aeneas Ying</b> , CEO of Netxis Limited <b>Mr. Jones Tang</b> , Director of BlueSolve Limited <b>Dr. Alan Lam</b> , CTO of Sengital Limited, Champion of YDC E-Challenge 2004
March 12 <sup>th</sup>	Workshop 2 “Writing an Effective Executive Summary” and “Components of a Great Business Plan”  Speaker: <b>Mr. Roger T. Marshall</b> , Managing Director of ABN-AMRO Asia Capital Investment Ltd, Head Judge, E-Challenge 2005, and Director, YDC
March 31 <sup>th</sup>	Deadline for submission of executive summaries
April 11 <sup>th</sup>	Announcement of ten finalist teams who went on to prepare a full business plan
Mid April – Mid June	Launching of the Mentorship Program in collaboration with the <b>Young Entrepreneurs’ Organization Hong Kong Chapter</b> for the finalist teams
April 30 <sup>th</sup>	Workshop 3 “How to Make a Convincing Presentation”  Speaker: <b>Mr. Brian Blomfield</b> , Managing Director, Voiceprint Ltd.
June 9 <sup>th</sup>	Deadline for submission of full business plans
June 18 <sup>th</sup>	Presentation by finalists to final judging panel
June 25 <sup>th</sup>	Announcement of winners and Award Presentation Ceremony



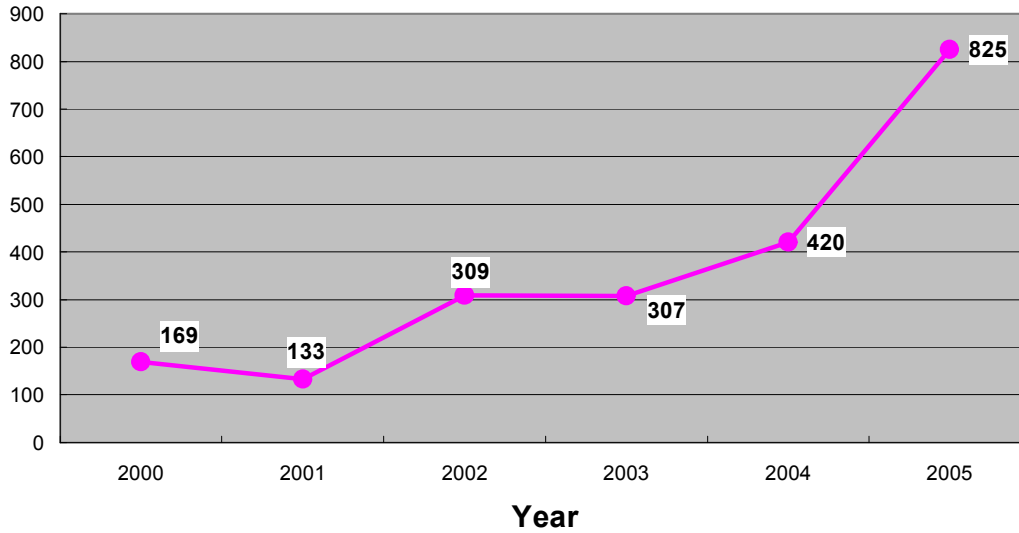
## General Statistics of the Participants of YDC E-Challenge 2005

Universities / Institutes	No. of Teams	No. of Participants
City University of Hong Kong (CityU)	20	96
Hong Kong Baptist University (HKBU)	4	22
Hong Kong Shue Yan College (HKSYC)	0	1
Lingnan University (LU)	4	17
The Chinese University of Hong Kong (CUHK)	21	108
The Hong Kong Institute of Education (HKIEd)	1	4
The Hong Kong Polytechnic University (PolyU)	32	176
The Hong Kong University of Science & Technology (HKUST)	31	174
The University of Hong Kong (HKU)	42	227
Mixed Teams	27	N/A
<b>Total</b>	<b>182</b>	<b>825</b>

Types of Participants	No. of Participants
Undergraduate Students	760
MPhil / Master Students	45
PhD / Post Doc Students	20
<b>Total</b>	<b>825</b>



### Growth of the Number of E-Challenge Participants



### Participation of the Universities / Institutes

