



青 年 企 業 家 發 展 局
The Young Entrepreneurs Development Council

**Information Pack
of
YDC Entrepreneurs' Challenge 2006**
" Showcasing Hong Kong Entrepreneurial Talents "



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YDC Entrepreneurs' Challenge 2006

Showcasing Hong Kong Entrepreneurial Talents

The Young Entrepreneurs Development Council ("YDC") announced the winners of YDC Entrepreneurs' Challenge (E-Challenge) 2006 Business Plan Competition during the Award Presentation Ceremony held on 23 June 2006.. This year's Champion is True Art, a team whose members come from The Hong Kong University of Science and Technology. The 1st runner up goes to CapNWatch by the team Capcentre whose members come from The University of Hong Kong. The 2nd runner up goes to Thermax by the team CUHK IFA whose members come from The Chinese University of Hong Kong. Hong Kong Science and Technology Parks Corporation sponsored the cash prize of the Champion, and The Mr Lau Kim Chai Charitable Trust sponsored the cash prizes of the First Runner-up, Second Runner-up and book coupons.



Champion Team "TrueArt" received prize from Mr. S.W. Cheung, VP of HKSTP (right 2) and Mrs. Sophie Leung, Chairperson of YDC (right 1)



1st Runner Up Team "Capcentre" from Miss Vicky Lau, Representative of The Mr Lau Kim Chai Charitable Trust and Art Director from New York (right 2) and Mrs. Betty Fung, Deputy Secretary for Education and Manpower (right 1)



2nd Runner Up Team "Themix"

"TrueArt Moxi" is a digital painting software. It has a user-friendly and intuitive interface that enables the user to freely rotate the canvas in 3-dimensions. TrueArt Moxi uses 3D physics algorithms to realistically simulate how ink particles spread on paper. "CapNWatch" creates a brand new way to reveal the power of instant multimedia anytime, anywhere. Using C-Code, a development of QR-Code technology, a mobile phone can "capture" code on a printed material, transform it into video or related information "Thermax" is a semiconductor thermoelectricity generator that converts waste heat from the central air conditioning system into electrical energy, which would then be used by the air conditioner again.



Mr. Roger Marshall impressed by the high-quality business plans of the contestants

Mr. Roger Marshall, Head Judge of YDC E-Challenge 2006 and Managing Director of ABN-AMRO Asia Capital Investment Ltd

concluded from this year's competition and final submissions. "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 rigor in the Business Schools and of the impact of our workshops. I am always impressed how keen the students are to learn, understand and win. You can't get a business off the ground without self belief and passion for the business"

Mr. Zhang Chun Sheng, Deputy Director General, Youth Department, LOCPG,

was invited to give a speech on the event. "My deepest hope is that the university students in Hong Kong, including the winners of E-Challenge, can join the "Challenge Cup: National University Student Business Plan Competition, which will be held in Shandong University this October."

The Hon. Mrs. Sophie Leung, Chairperson of YDC, is excited about the competition. She said, "There are over 200 business ideas developed during the competition this year, most of them are innovative and workable. I hope young people of Hong Kong can learn how to direct their idea to opportunity."

Information on YDC E-Challenge

This is the seventh year of the competition to be held for post-secondary students in Hong Kong. This year, over 227 teams with nearly 900 students from the eight local universities and Hong Kong and Hong Kong Institute of Vocational Education joined the competition.

The competition divided into three phases. Based on the written executive summary submitted, forty potential business proposals were selected to enter the Semi-final Round. The selected teams were required to submit investment proposition teaser and a VCD/DVD of 5-minute presentation to the panel of semi-final judges. Then Top 10 teams were selected to go into the final round. Mr. Roger T. Marshall, Head Judge of YDC E-Challenge 2006, and Managing Director of ABN-AMRO Asia Capital Investment, heading a panel comprising five prominent business leaders, selected the three winning teams after their Presentation and Oral Defense.



Mr. Zhang congratulated the winning teams



List of Committee Members and Judges of YDC E-Challenge 2006

Committee Members of E-Challenge 2006

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. **Ms. Macy CHENG**, Senior Associate, PricewaterhouseCoopers
2. **Mr. Francis CHENG**, Managing Director, CLSA
3. **Mr. William HUI**, 2000 E-Challenge Champion, HKUST Tutor
4. **Mr. Craig JO**, Business Development Director, HK RFID
5. **Mr. Alan LAM**, 2004 E-Challenge Champion, Chief Technical Officer, Sengital Ltd.
6. **Mr. David LEE**, 2001 E-Challenge Champion, Chairman, Team and Concepts Ltd
7. **Ms. Kimberly HO**, Convenor, E-Challenge 2005 Preliminary Round
8. **Mr. K.O. YAP**, Director, Eton Consultants Group Ltd.
9. **Mr. Francis LEUNG**, Director, Benaim (China) Ltd.
10. **Mr. S.C. Mak**, Managing Director, Walden International
11. **Mr. Michael Neale SOMERVILLE**, Chairman, MLI Ltd.
12. **Mr. TANG Jing Jung, Jones**, RFIC Designer, Blue Solve Limited
13. **Mr. Merita TSE**, Vice President, Business Development, VAKA Technology
14. **Mr. Joe YANG**, Manager, Corp. Development, Schenker International
15. **Mr. Aeneas YING**, CEO, Netxis Limited
16. **Ms. Helen YUEN**, Senior, Assurance & Advisory Business Services, Ernst & Young

Judges of Semi-final Round

1. **Mr. Brian BLOMFIELD**, Managing Director, Voiceprint Ltd.
2. **Mr. Denise CHE**, CEO, Wisers Information Ltd.
3. **Mr. Dar CHEN**, Managing Director, Baring Private Equity Asia
4. **Mr. Jason CHIU**, Chairman & CEO, Cherrypicks
5. **Ms. Savio CHOW**, CEO, North Asia Strategic Holdings Ltd.
6. **Ms. Jessica JOOK**, Director, Crosby Asset Management (HK) Ltd.
7. **Mr. Mavin LAI**, CEO & President, iTM Ventures
8. **Mr. Chris MONG**, Chief Architect, GoWithYou Technology
9. **Ms. Kimberly HO**, Convenor, E-Challenge 2005 Preliminary Round

Judges of Final Round

1. **Ms. Helen CHUNG**, Senior Manager, Industry & University Collaboration, HKSTP
2. **Mr. Roger T. MARSHALL**, Head Judge YDC E-Challenge 2006
3. **Mr. Robert NEELY**, Founder, CommerceNet China Ltd.
4. **Mr. Ian THUBRON**, Executive Vice President, TBWA\Asia Pacific, Chief Executive Officer, TBWA\Hong Kong
5. **Ms. Monica TSUI**, Managing Director, PAMA Group (Hong Kong) Ltd.



List of Sponsor and Supporters of YDC E-Challenge 2006

Grand Prize Sponsor

Hong Kong Science and Technology Parks Corporation

Supporters

Young Entrepreneurs' Organization Hong Kong Chapter (YEO)

Mentors

1. **Mr. Conrad CHAN**, Director, C 2 Works Limited
2. **Mr. Johnny CHAN**, Founder, Titan Works Limited
3. **Mr. Toney CHANG**, Director - Enterprise Solutions, Bechelon (Asia) Limited
4. **Mr. Rock CHEN**, Chairman, Pacific Falcon Investment Group Limited
5. **Ms. Ruby CHONG**, Associate Director, UBS
6. **Mr. Marvin LAI**, CEO & President, iTM Ventures
7. **Mr. Richard LO**, CEO, Fulldiamond Limited
8. **Mr. Chris MONG**, Principal Chief Architect, GoWithYou Technology Limited
9. **Mr. Stanley SZETO**, CEO, Lever Shirt Limited
10. **Mr. Dickson WONG**, Director, Dickson Wong C.P.A. Company Limited



Top Ten Teams of YDC E-Challenge 2005

The Grand Prize Winner

Business Idea	Ture Art
Description	<p>TrueArt is the premier developer of true-to-life digital artwork software that enables users to create the look and feel of real natural art. TrueArt has working prototype software that accurately simulates the physics of brush strokes and ink dispersion (using a proprietary real-time 3-dimensional physics engine) from the real world to the computer screen. The copyrighted software program, under license from Hong Kong University of Science & Technology (HKUST), will be the core and first product of TrueArt in a series of true-to-life art products and services. HKUST has granted TrueArt exclusive rights to the MoXi Digital Brushwork technology.</p>
Mentor	Mr. Marvin Lai, CEO & President, iTM Ventures
Team Members	<ol style="list-style-type: none">1. George Kritsotakis, MBA Student, HKUST2. Keith Tsui, MBA Student, HKUST3. Sebastian Kim, MBA Student, HKUST4. Piyush Sharma, MBA Student, HKUST5. Jan Sy, MBA Student, HKUST
Faculty Advisor	Mr. Mark Cannice, Visiting Professor, The Hong Kong University of Science and Technology



The First Runner-up

Business Idea	CapNWatch
Description	CapNWatch creates a brand new way to reveal the power of instant multimedia anytime, anywhere. Using our QR Code technologies, a mobile phone can "capture" the code on a printed material, transform it into video or related information, and ready for you to "watch". A code on a catalog could mean a 360-degree display of the product. Another code on the poster of the latest album would mean – guess it – a trial of songs! This is a great opportunity for any business to exceed customers' expectations, build their competitive edges and expand their services.
Mentor	Mr. Stanley Szeto, CEO, Lever Shirt Ltd.
Team Members	Brian Hui, MSc in Computer Science, HKU Felix Fung, BBA in Information Systems, HKU Wilson Ho, BBA in Information Systems/BEng in Software Engineering, HKU Helen Yik, BBA in Information Systems/BEng in Software Engineering, HKU
Faculty Advisor	Dr. Michael Chau, Research Assistant Professor, School of Business, The University of Hong Kong

The Second Runner-up

Business Idea	Thermax
Description	Energy crisis, global warming and greenhouse effect have raised an alarming concern to humankind in this century. The use of fossil fuel not only generates waste heat but also causes a fluctuating price. Thermax is a semiconductor thermoelectricity generator that converts waste heat from the central air conditioning system into electrical energy, which would then be used by the air conditioner again. It is non-polluting, durable and most importantly, it has a short payback period. With Thermax, the dual goal of saving money and saving energy can be achieved.
Mentor	Mr. Dickson Wong, Director, Dickson Wong C.P.A. Company Ltd.
Team Members	Students of BBA in Insurance, Financial and Actuarial Analysis of The Chinese University of Hong Kong Mr. Cheung Hung Pan, Mr. Cheng Tat Pong Mr. Lam Ho Yin, Miss Mak Kai Yin Miss Man Yee Nga, Miss Yan Tsz Wai Mr. Yuen Wing Kei
Faculty Advisor	Prof. Wong Chun Shan, Albert, Associate Professor, Department of Finance, The Chinese University of Hong Kong



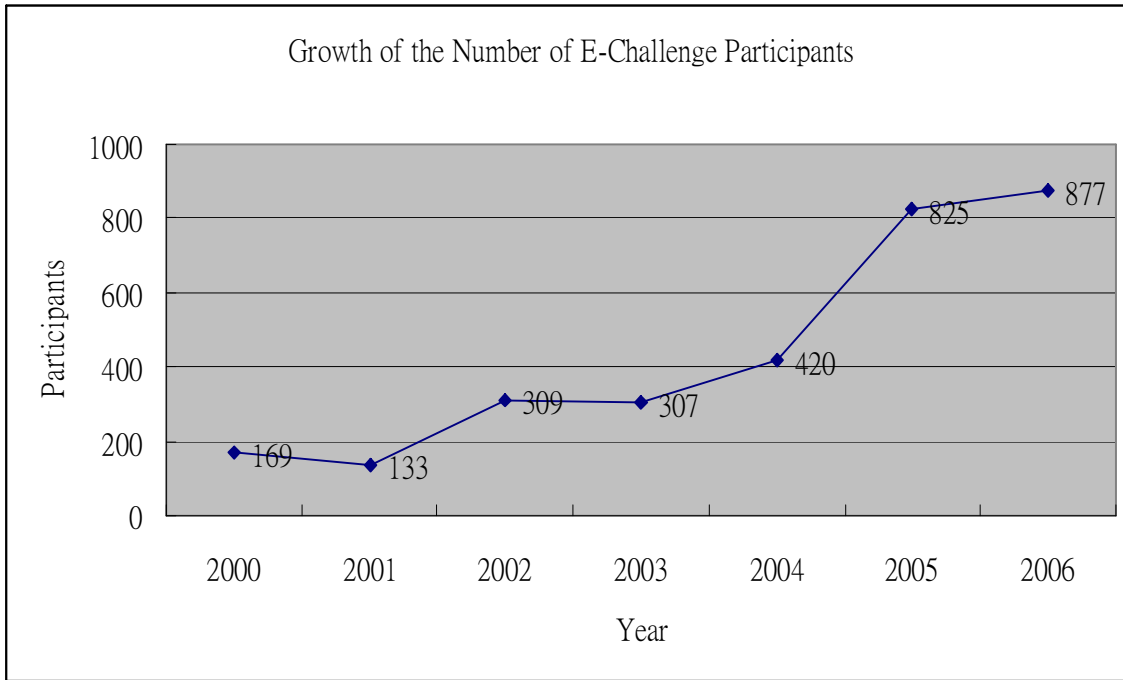
Key Dates of YDC E-Challenge 2006

February 18	Deadline of pre-registration
February 25	Workshop I “Having Dreams, Ambitions and Ideas”
March 4	Workshop II “Secrets of Business Writing Techniques”
March 20	Deadline for submission of executive summaries
March 28	Announcement of semi-final teams
April 1	Workshop III – “How to Have an Impressive 5-minute Presentation”
April 19	Deadline for submission of Investment Proposition Teaser and DVD Presentation
May 3	Announcement of Top 10 finalists
June 3	Workshop IV “How to Make a Convincing Presentation”
June 8	Deadline for submission of full business plans
June 17	Presentation by finalists to final judging panel
June 24	Announcement of winners and Award Presentation Ceremony



General Statistics of the Participants of YDC E-Challenge 2006

Universities / Institutes	No. of Teams	No. of Participants
City University of Hong Kong (CityU)	40	181
Hong Kong Baptist University (HKBU)	6	32
Hong Kong Institute of Vocational Training	3	9
Lingnan University (LU)	9	34
The Chinese University of Hong Kong (CUHK)	28	120
The Hong Kong Institute of Education (HKIEd)	3	8
The Hong Kong Polytechnic University (PolyU)	26	123
The Hong Kong University of Science & Technology (HKUST)	47	239
The University of Hong Kong (HKU)	29	131
Mixed Teams	36	N/A
Total	227	877



Participation of the Universities / Institutes

