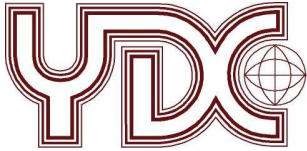




青 年 企 業 家 發 展 局  
The Young Entrepreneurs Development Council

**Information Pack  
of  
YDC Entrepreneurs' Challenge 2007**  
*" Showcasing Hong Kong Entrepreneurial Talents "*



## Table of Contents

<b><u>YDC Entrepreneurs' Challenge 2007</u></b> .....	3
<b><u>List of Judges of YDC E-Challenge 2007</u></b> .....	5
<u>Judges of Preliminary Round</u> .....	5
<u>Judges of Semi-final Round</u> .....	5
<u>Judges of Final Round</u> .....	5
<b><u>List of Sponsors and Supporters of YDC E-Challenge 2007</u></b> .....	6
<u>Grand Prize Sponsor</u> .....	6
<u>First Runner-Up Sponsor</u> .....	6
<u>Supporters</u> .....	6
<u>Mentors</u> .....	6
<b><u>Top Three Teams of YDC E-Challenge 2007</u></b> .....	7
<u>The Grand Prize Winner</u> .....	7
<u>The First Runner-up</u> .....	8
<u>The Second Runner-up</u> .....	8
<b><u>Key Dates of YDC E-Challenge 2007</u></b> .....	9
<b><u>General Statistics of the Participants of YDC E-Challenge 2007</u></b> .....	10



## YDC Entrepreneurs' Challenge 2007

### Showcasing Hong Kong Entrepreneurial Talents

The Young Entrepreneurs Development Council ("YDC") announced the winners of YDC Entrepreneurs' Challenge (E-Challenge) 2007 Business Plan Competition during the Award Presentation Ceremony held on 30 June 2007. This year's Champion is ADverywhere by the team CUBICSix whose members come from The University of Hong Kong. The 1st runner up goes to PickPack by the team Usure whose members come from The Hong Kong University of Science and Technology. The 2nd runner up goes to Apex Biosystem Ltd, a team 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 Hong Kong Business Intermediary Co. Ltd sponsored the cash prize of the First Runner-up.



Champion Team "CUBICSix " received prize from Mr. S.W. Cheung, VP of HKSTP (right 1)



1st Runner Up Team "Usure " received prize from Mr. James Wong, VP of Business Consulting of HKBI (right 1)



2<sup>nd</sup> Runner Up Team "Apex Biosystem Ltd " received prize from Ms. Karyn Chan, Principal Assistant Secretary (MPT) of Education and Manpower Bureau (right 1)

"ADverywhere" is an innovative advertising company providing instant and animated video advertisements on Smart Displays on top of taxis in Hong Kong. Its Smart Displays offer attractive animation and video capability, which can be clearly seen. And through application of 3G network and the Global Positioning System (GPS), advertisements can be shown instantaneously on taxi tops at the target area.

"Pick-Pack" is an eco-bag distribution and recycling system which provides the clients a green, economical, innovative and fashionable advertising channel. This brand new idea will be able to satisfy both profit earning and environmental protection. "Apex Biosystem Ltd." makes uses of the innovative breakthrough, improves on current systems, lowering the sensors' cost and tripling their sensitivity. The team plans to help doctors and researchers achieve more accurate results in testing a wide range of viruses.



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

**Mr. Roger Marshall, Head Judge of YDC E-Challenge 2007 and Managing Director of Persimmon Capital Ltd.** concluded from this year's competition and final submissions. "The quality of the final plans that were presented was a palpable improvement on what we have seen in the past. So it seems that we are achieving our objectives. Two of the winning teams this year are 1st year undergraduates, by the confidence and polish of their presentation, I think that you will admit that we may be entering a new era in our universities."

**Mr. Li Ji Yi, Deputy Director General, Youth Department, LOCPG,** was invited to give a speech on the event. "Tomorrow is the 10th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), I hope all Hong Kong young people could be creative, willing to practice, willing to dedicate and be responsible, so that our Pearl of Orient could be shine forever."

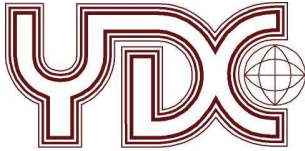


Mr. Li congratulated the winning teams

**The Hon. Mrs. Sophie Leung, Chairperson of YDC,** is excited about the competition. She said, "The quality of this year is improving a lot, 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 eighth year of the competition to be held for post-secondary students in Hong Kong. This year, around 190 teams with nearly 800 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, thirty five 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 2007, and Managing Director of Persimmon Capital Ltd., heading a panel comprising five prominent business leaders, selected the three winning teams after their Presentation and Oral Defense.



## List of Judges of YDC E-Challenge 2007

### *Judges of Preliminary Round*

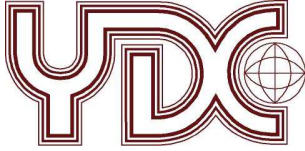
1. Mr. Jose CHENG, Managing Director, LF Asia Investments Ltd.
2. Ms. Macy CHENG, GE Corporate, Corporate Audit, Associate
3. Ms. Susan CHEUNG, former investment director, Lombard / APIC (HK) Ltd
4. Mr. Aaron DU, KKR Asia Limited
5. Ms. Kimberly HO, Convenor, YDC E-Challenge 2007 Preliminary Round
6. Mr. K.Y. HUI, 2000 E-Challenge Champion
7. Mr. Craig JO, Business Development Director, Hong Kong RFID Limited
8. Mr. David LEE, YDC E-Challenge 2001 Champion, and Chairman, Team and Concepts Limited
9. Mr. Francis LEUNG, Director, BIM WSP Hong Kong Ltd.
10. Mr. Dennis NG, Director, Development and Engineering, Ifinddata.com
11. Mr. Michael SOMMERVILLE, Chairman, MLI Limited
12. Mr. TANG Jing Jung Jones, RFIC Designer, Blue Solve Limited
13. Ms. Merita TSE, Vice President, Business Development, VAKA Technology
14. Mr. Joe YANG, Honorable Advisor – Training & Exam Committee Director, The Chamber of Hong Kong Logistics Industry
15. Ms. Helen YUEN, Manager, Fraud Investigation & Dispute Services, Ernst & Young

### *Judges of Semi-final Round*

1. Mr. Brian BLOMFIELD, Managing Director, Voiceprint Limited, and Convenor, YDC E-Challenge 2007 Semi-final Round
2. Mr. Mark CHAN, Managing Director, Lighthouse Technologies Ltd.
3. Ms. Denise CHE, CEO, Wisers Information Limited
4. Mr. Jason CHIU, Chairman & CEO, Cherrypicks
5. Mr. Marvin LAI, Partner, iTM Venture
6. Dr. Alan LAM, YDC E-Challenge 2004 Champion, and Chief Technical Officer, Sengital Limited
7. Mr. Chris MONG, Principal Chief Architect, GoWithYou Technology Limited
8. Mr. Aeneas YING, Chief Executive Officer, Netxis Limited

### *Judges of Final Round*

1. Mr. Savio CHOW, CEO, North Asia Strategic Holdings Ltd.
2. Ms. Helen CHUNG, Senior Manager, Industry & University Collaboration, Hong Kong Science & Technology Parks
3. Mr. Edwin LEE CPA, CFA, Founder & CEO -Hong Kong Business Intermediary Co. Ltd
4. Mr. Roger MARSHALL, Head Judge YDC E-Challenge 2007 & Director, YDC
5. Ms. Monica TSUI, Managing Director, PAMA Group (Hong Kong) Ltd



## List of Sponsors and Supporters of YDC E-Challenge 2007

### Grand Prize Sponsor

Hong Kong Science and Technology Parks Corporation

### First Runner-Up Sponsor

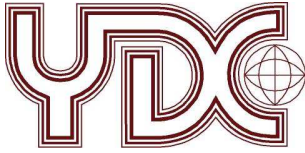
Hong Kong Business Intermediary Co. Ltd

### Supporters

Young Entrepreneurs' Organization Hong Kong Chapter (YEO)

### Mentors

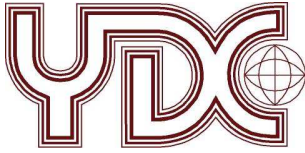
1. Mr. Conrad CHAN, Director, C 2 Works Ltd.
2. Mr. Toney CHANG, Director - Enterprise Solutions, Bechelon (Asia) Ltd.
3. Mr. Rock CHEN, Chairman, Pacific Falcon Investment Group Ltd
4. Mr. Marvin LAI, Partner, iTM Ventures
5. Ms. Olivia LEUNG, Managing Director, Affinity Design Company Limited
6. Mr. MA Ching Yeung Philip, Director, Tai Sang Land Development Limited
7. Mr. Derek OR, Vice President, Business Consulting, Hong Kong Business Intermediary Co. Ltd
8. Mr. James WONG, Vice President, Business Consulting, Hong Kong Business Intermediary Co. Ltd.
9. Mr. Danny YEUNG, Executive Director, Hong Kong Business Intermediary Co. Ltd.
10. Mr. YEUNG Siu Tung Tony, Executive Director, Peterson Holdings Company Limited



## Top Three Teams of YDC E-Challenge 2007

### The Grand Prize Winner

<b>Business Idea</b>	ADverywhere
<b>Description</b>	<p>ADverywhere is an innovative advertising company providing instant and animated video advertisements on Smart Displays on top of taxis in Hong Kong.</p> <p>ADverywhere facilitates clients to achieve the best advertising effects. It takes advantage of Hong Kong taxis, which go where people go, to attain high daily exposure. Our Smart Displays offer attractive animation and video capability, which can be clearly seen. And through application of 3G network and the Global Positioning System (GPS), advertisements can be shown instantaneously on taxi tops at the target area.</p>
<b>Mentor</b>	Mr. Ma Ching Yeung Philip, Director, Tai Sang Land Development Limited
<b>Team Members</b>	<p>Students of The University of Hong Kong</p> <p>Miss Xie Jianing Cathryn, BEcon&amp;Fin in Business and Economics Miss Wu Xiaolin Lynne, BEcon&amp;Fin in Business and Economics Mr. Yuan Rong Bert, Industrial Engineering and Technology Management in Department of Industrial and Manufacturing Systems Engineering Miss Tian Yunying Jody, BAcc&amp;Fin in Business and Economics Miss Wang Pei Tonia, BEcon&amp;Fin in Business and Economics Miss Geng Liting Elaine, BEcon&amp;Fin in Business and Economics</p>
<b>Faculty Advisor</b>	Dr. George Huang, Department of Industrial and Manufacturing Systems Engineering, The University of Hong Kong

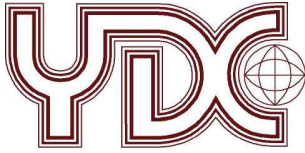


### The First Runner-up Winner

<b>Business Idea</b>	Pick-Pack
<b>Description</b>	Most Hong Kong people are environmentally conscious, which implies a huge potential for the green industry. However, environmental-friendly bags, one of the major products in green business nowadays are still not widely used because the bags are not fully accessible to consumers and are too expensive to purchase. Therefore we introduce this idea of "Pick-Pack" to the market. Pick-Pack is an eco-bag distribution and recycling system which provides our clients a green, economical, innovative and fashionable advertising channel. This brand new idea will be able to satisfy both profit earning and environmental protection.
<b>Mentor</b>	Mr. Marvin Lai, Partner, iTM Ventures
<b>Team Members</b>	Students of The Hong Kong University of Science and Technology  Miss Cao Jiayin, BBA in School of Business & Management Miss Xu Xiaoqing, BBA in School of Business & Management Miss Chen Lijuan, BBA in School of Business & Management Miss Xu Zhouping, BBA (Global Business) in School of Business & Management Miss Shi Wenwei, BBA in School of Business & Management Miss Wu Zijun, BBA in School of Business & Management Miss Xing Chang, BBA in School of Business & Management
<b>Faculty Advisor</b>	Prof. Zhao Yue, Department of Marketing, The Hong Kong University of Science and Technology

### The Second Runner-up Winner

<b>Business Idea</b>	Apex Biosystem Ltd.
<b>Description</b>	Apex Biosystem Ltd. makes uses of the innovative breakthrough, developed by Professor Aaron Ho Pui Ho of CUHK's Department of Electronic Engineering, improves on current systems, lowering the sensors' cost by around 80 percent and tripling their sensitivity. The team plans to help doctors and researchers achieve more accurate results in testing a wide range of viruses. The team plans to launch the product in Hong Kong through direct sales. Strategic partners will be identified for further expansion to overseas markets. They expect a turnover of US \$1 million in the 6th year and are now looking for an investment of US \$0.9 million for marketing and prototype production.
<b>Mentor</b>	Mr. Derek Or, Vice President, Business Consulting, Hong Kong Business Intermediary Co. Ltd
<b>Team Members</b>	Students of The Chinese University of Hong Kong  Miss Chan Wing Sze Daisy, BBA in BA Mr. Yau Ka Wai Ivan, BBA in BA Mr. Yuan Wu Scott, Electrical Engineering
<b>Faculty Advisor</b>	Prof. Kevin Au, Department of Management, The Chinese University of Hong Kong Prof. Hugh Thomas, Department of Finance, The Chinese University of Hong Kong Prof. Aaron Ho, Department of Electronic Engineering, The Chinese University of Hong Kong



## Key Dates of YDC E-Challenge 2007

February 12	Deadline of pre-registration
February 24	Workshop I “Inspiration on Business Idea”
March 3	Workshop II “Secrets of Business Writing Techniques”
March 13	Deadline for submission of executive summaries
March 27	Announcement of semi-final teams
March 31	Workshop III – “5-min Presentation Skill”
April 18	Deadline for submission of Investment Proposition Teaser and DVD Presentation
April 30	Announcement of Top 10 finalists
June 9	Workshop IV “Selling the Sizzle as well as the Steak: a Fresh Look at Business Presentations”
June 14	Deadline for submission of full business plans
June 23	Presentation by finalists to final judging panel
June 30	Announcement of winners and Award Presentation Ceremony



## General Statistics of the Participants of YDC E-Challenge 2007

Universities / Institutes	No. of Teams	No. of Participants
City University of Hong Kong (CityU)	14	77
Hong Kong Baptist University (HKBU)	5	16
Hong Kong Institute of Vocational Training	11	64
Lingnan University (LU)	5	18
The Chinese University of Hong Kong (CUHK)	14	75
The Hong Kong Institute of Education (HKIEd)	3	15
The Hong Kong Polytechnic University (PolyU)	15	63
The Hong Kong University of Science & Technology (HKUST)	46	245
The University of Hong Kong (HKU)	32	147
Mixed Teams	38	N/A
Others	2	23
<b>Total</b>	<b>185</b>	<b>743</b>

