



**Information Pack  
of  
YDC Entrepreneurs' Challenge 2004  
*"Showcasing Hong Kong's Entrepreneurial Talents"***



## **Table of Contents**

<b>YDC Entrepreneurs' Challenge 2004</b>	<b>3</b>
<b>List of Committee Members and Judges</b>	<b>9</b>
<b>List of Sponsor and Supporters</b>	<b>10</b>
<b>Ten Finalist Teams</b>	<b>11</b>
<b>Key Dates of YDC E-Challenge 2004</b>	<b>17</b>
<b>General Statistics of the Participants</b>	<b>18</b>
<b>Newspaper Clippings</b>	<b>19</b>



## YDC Entrepreneurs' Challenge 2004

*"Showcasing Hong Kong's Entrepreneurial Talents"*

### Grooming Tomorrow's Entrepreneurs Business Plan Competition Unveils Potential



Group photo of the 3 Winning Teams and Guests

The Young Entrepreneurs Development Council (YDC) announced the result of the E-Challenge 2004 in the Prize Presentation Ceremony on 19 June 2004. The E-challenge is an annual competition now in its 5<sup>th</sup> year, with overwhelming response this year of over 100 entries from all seven universities. It has bred the entrepreneurial spirit and raised the level of entrepreneurial skills among local university students.

After keen competition among 10 finalists, 3 business plans top the list. These include the Champion, "Lord of Computer Ring" from The Chinese University of Hong Kong (CUHK), 1<sup>st</sup> Runner-up, "Active Index Solution for Library" also from The Chinese University of Hong Kong (CUHK), and 2<sup>nd</sup> Runner-up, "VIPZONE" by a mixed team from the City University of Hong Kong (CityU), The University of Hong Kong (HKU) and The Hong Kong University of Science & Technology (HKUST).



Each of the three teams was awarded a cash prize presented by Mr. Cheng Yan-chee, Deputy Secretary for Education and Manpower. The champion won \$30,000 and the 1<sup>st</sup> and 2<sup>nd</sup> runner-up teams received \$20,000 and \$15,000 respectively. Mr. Cheng sent his warmest congratulations to the winning teams by saying “they truly deserve the credit, we are delighted to see their enthusiasm to become successful entrepreneurs and devotion to innovation, as well as their comprehensive knowledge on the development of latest technology. It is in the interests of our society that entrepreneurial spirit takes root in our younger generation, the Education and Manpower Bureau appreciates very much the contribution of the Young Entrepreneurs Development Council in helping to make this happen”.



Mrs. Sophie Leung with mentors and guests

Chairman of the Young Entrepreneurs Development Council (YDC) Mrs. Sophie Leung said, “The Competition is now in its 5<sup>th</sup> year, we are very encouraged by the higher response and even better quality this year. We received 25% more entries when compared to last year. We are particularly impressed by the fact that many of the business proposals are so well thought out and well presented. We can see that this annual E-Challenge Competition has transformed into a business training ground for the future CEO and top-notch business executives. This is an achievement and a result of hard work for everyone who is involved, including the participants, their faculty advisors, judges and mentors from Young Entrepreneurs’ Organization to whom we would like to express our heartfelt gratitude”.



“These young people we see here today are some of the best and the brightest. Given proper coaching and guidance I believe one day they will become even better entrepreneurs than we are today” continued Mrs. Sophie Leung. “YDC will continue to develop and nourish young people’s entrepreneurial skills through training and experience sharing with top level executives as well as entrepreneurs. I hope you will join me in unveiling their full potential and grooming tomorrow’s entrepreneurs, as we need a vibrant society filled with entrepreneurial spirit”.



The Champion Team “Lord of Computer Ring” received the prize from Mr. Cheng Yan-chee, Deputy Secretary for Education and Manpower.

#### *Champion “Lord of Computer Ring” from CUHK*

Also from the Chinese University, the business plan for “Lord of Computer Ring” features the first ring-shaped computer mouse in the world which was granted a provisional patent in the United States. The innovative wireless input device employs the latest MIDS (Micro Inputs Devices System) technology with motion sensing ability. It can be worn around the finger conveniently at all times, making it ideal for miniaturized computing systems such as PDAs. Price can be very attractive as “we expect it to be half the price of general wireless mouse if we produce it in large quantities”, says the team.

As head of the Panel of CEO judges and Managing Director of ABN-AMRO Asia Capital Investment Ltd. Mr. Roger T. Marshall puts it, “the new product is revolutionary in the true sense of the word. The team now plans to raise funds to manufacture and market the product, with a target launch by late 2004. Considering that it is a business plan written by four PhD and Master students, we are really impressed as it comes with a mature business concept and associated plan that is rare in university based business plan competitions”.



The 1st Runner-up Team “Active Index Solution for Libraries” received the prize from Mr. Cheng Yan-chee, Deputy Secretary for Education and Manpower.

*1st Runner-up “Active Index Solution for Libraries” from CUHK*

The business plan for “Active Index Solution for Libraries” from the Chinese University introduces use of new software that provides real-time and accurate positioning of books in libraries. “It makes use of the TDMA (Time Division Multiple Access) wireless signal call which gives you an update of the books location in every 98 seconds. By installing radio emitters inside each book and setting receivers are localized areas, a wireless communication network is created between the books and the central system,” the team explains, “it improves significantly the efficiency and effectiveness of book tracking by librarians and users”.

“This business idea presents a low cost alternative to RFID for book tracking system and can be a viable business. The Challenge is to get an early adopter to try the system first before fanning out to other users. Chinese University will be a good choice.” Ir. S W Cheung of the Hong Kong Science and Technology Parks Corporation spoke as a member of the panel of Judges. Aware of the challenges in market entry, the team focuses on Greater China as its market. “There is a huge potential, we estimate there are 207 public and university libraries which together own a collection of about 400 million books” the team says.



The 2nd Runner-up Team “VIPZONE” received the prize from Mr. Cheng Yan-chee, Deputy Secretary for Education and Manpower.

*2nd Runner-up “VIPZONE” from CityU, HKU and HKUST*

The business plan for “VIPZONE” is a joint effort of six PhD and Master students from University of Science and Technology, Hong Kong University and the City University. VIPZONE is probably the first mobile VIP service solution. It is a personalized virtual VIP card system implemented on mobile phone handsets with an interactive channel for merchants to communicate with customers anytime and anywhere. The system outperforms traditional VIP service in improving customer loyalty and higher brand value. “VIP service is on the edge of revolution” says the team, “we have seen mobile banking, mobile brokerage and we see there is a great opportunity for mobile VIP service too”.

Saying that “the use of hand phone as the channel for marketing and shopping is a continuing inspiration and challenge”, the head judge Mr. Roger T Marshall is impressed with the VIPZONE idea as it “seeks to replace the loyalty cards in your pocket and enable loyalty records to be updated automatically. The ZONE also provides other multimedia opportunities for community building” he adds.



Mrs. Sophie Leung presented souvenir to Mr. Johnny Chan, Treasurer of YEO



Mrs. Sophie Leung presented souvenir to Ms. Helen Chung, Manager of Industry & University Collaboration, HKSTP

**YDC E-Challenge 2004** is organized by Young Entrepreneurs Development Council (YDC), with Hong Kong Science and Technology Parks Corporation as the grand prize sponsor and supported by MTR Corporation as well as Young Entrepreneurs' Organization. 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 2004

### Committee Members of E-Challenge 2004

1. **Mrs. Sophie Leung**, Chairman of YDC
2. **Mr. Johnny Chan**, Founder, Titan Works Ltd and Treasurer of YEO
3. **Mr. Roger T. Marshall**, Managing Director of ABN-AMRO Asia Capital Investment Ltd, Head Judge of E-Challenge 2004 and Director of YDC
4. **Dr. Wai-shun Lo**, Senior researcher, HBS, Asia Pacific Research Center and Director of YDC
5. **Mr. Raymond Lo**, Founder, Asia Advise Ltd. and Director of YDC
6. **Ms. Kimberly Ho**, Convenor of E-Challenge Preliminary Round
7. **Mr. Wan-lik Lee**, Managing Director, Azeus Systems Ltd.
8. **Mr. Robert Neely**, Founder, CommerceNet China Ltd.

### Judges of Preliminary Round

1. **Mr. Brian Blomfield**, Managing Director of Voiceprint Ltd.
2. **Ms. Winnie Chan**, Director of Soundwill Holdings Ltd
3. **Ms. Macy Cheng**, Senior Associate of Pricewaterhouse Coopers
4. **Mr. Jason Chiu**, Chairman and CEO of Cherrypicks
5. **Mr. Davis Cho**, Manager of Pricewaterhouse Coopers
6. **Mr. Savio Chow**, Partner of Ajia Partners (HK) Ltd
7. **Ms. Kimberly Ho**, Convenor of E-Challenge Preliminary Round
8. **Mr. Francis Leung**, Director of Benaim (China) Ltd
9. **Mr. Michael Neale Somerville**, Chairman of MLI Ltd.
10. **Mr. Mark Yuan**, Vice President, Head of Hong Kong Ventures, AsiaTech Ventures Ltd.

### Judges of Final Round

1. **Mr. S W Cheung**, Vice President, Business Development and Technology Support, Hong Kong Science and Technology Parks Corporation
2. **Mr. Roger T. Marshall**, Managing Director of ABN-AMRO Asia Capital Investment Ltd, Head Judge of E-Challenge 2004 and Director of YDC
3. **Dr. Wai-shun Lo**, Senior researcher, HBS, Asia Pacific Research Center and Director of YDC
4. **Mr. Edwin Lee**, Chief Executive Officer of Hong Kong Business Intermediary Co. Ltd.
5. **Ms. Ming-yee Ho**, Deputy Managing Director, PAMA Group (Hong Kong) Ltd.
6. **Mr. Robert Neely**, Founder, CommerceNet China Ltd.



## List of Sponsor and Supporters of YDC E-Challenge 2004

### Grand Prize Sponsor

Hong Kong Science and Technology Parks Corporation

### Supporters

MTR Corporation  
Young Entrepreneurs' Organization (YEO)

### Mentors

1. **Mr. Johnny Chan**, Founder, Titan Works Ltd
2. **Ms. Vivian Chan**, Executive Director, Soundwill Holdings Limited
3. **Ms. Winnie Chan**, Director, Soundwill Holdings Limited
4. **Mr. Toney Chang**, Director, Bechelon Enterprise Solutions
5. **Ms. Anna Cheung**, Director, 3i Asia Pacific plc
6. **Mr. Francis Cheung**, Managing Director, Head of Asian Telecom Research, Credit Lyonnais Securities Association
7. **Mr. Richard Lo**, CEO, Fulldiamond Limited
8. **Mr. Stanley Szeto**, CEO, Lever Shirt Ltd
9. **Mr. Winston Van**, Director, WTV Global Investments Management Ltd.
10. **Mr. Dickson Wong**, Director, Dickson Wong C.P.A. Company Ltd.

### Special Thanks

**Mr. Conrad Chan**, Director of C 2 Works Ltd. and Member of YEO

**Mr. Maurice L. Hoo**, OF Counsel, Perkins Coie

**Mr. Hamilton Tang**, Managing Director, Simon Murray & Company (Hong Kong) Limited and Chairman (Session 2003-2004) of YEO

**Ms. Monica Tsui**, Managing Director, PAMA Group (Hong Kong) Ltd.



## Ten Finalist Teams of YDC E-Challenge 2004

### The Grand Prize Winner

<b>Business Idea:</b>	Sengital Limited - Lord of Computer Ring
<b>Category:</b>	Hardware
<b>Description:</b>	Sengital Limited is a forward-looking high technology company that has been established to capture the up-and-coming colossal global market in motion-based computer input products. The company's initial product MIDS Mouse Ring will be based on MIDS (Micro Inputs Devices System) technology developed by team member Alan Lam in the Chinese University of Hong Kong in the past 3 years. It has received awards in many academic research paper contests and is registered with a patent. Base on MIDS technology, Sengital is determined to become a world-leading and high-profit company that engages in the development and manufacturing of a family of innovative motion sensing products such as computer input devices, motion sensing devices for sporting science and computer game controllers etc. This business plan has also received awards in several local and International business plan competitions.
<b>Mentor:</b>	Mr. Richard Lo, CEO of Fulldiamond Limited
<b>Team Members:</b>	1. Lam Hiu-fung, Alan, PhD of Automation & Computer-Aid Engineering, CUHK 2. Yan Ping, Sharon, Master of Computer Science Engineering, CUHK 3. Zhang Changchun, Rockson, MBA, CUHK 4. Wang Dong, Vincent, MBA, CUHK
<b>Faculty Advisor:</b>	Mr. Hugh Thomas, Associate Professor of Finance, Department of Finance, CUHK

**The First Runner-up**

<b>Business Idea:</b>	Active Index Solution for Libraries
<b>Category:</b>	Software/ IT
<b>Description:</b>	Active Index Solution for Libraries – radio emitters are installed on each book which continuously send out an unique electromagnetic signal. Receivers are settled in each small area which receive the signals from different books, thus recognize their locations. These receivers form a network which is connected to a centralized server. Through terminals, clients can directly realize where to get the requested material.
<b>Mentor:</b>	Mr. Winston Van, Director of WTV Global Investments Management Ltd
<b>Team Members:</b>	1. Gao Ying-zhi, Cherry, Undergraduate of Risk Management, CUHK 2. Chen Shu-yang, Minnie, Undergraduate of Risk Management, CUHK 3. He Ji-ping, Barbara, Undergraduate of Quantitative Finance, CUHK 4. Wang Yang, Undergraduate of Electronic Engineering, CUHK 5. Song Han-qian, Elaine, Undergraduate of Quantitative Finance, CUHK 6. Hong Liang, Carol, BBA, CUHK 7. Gao Xiao-fei, Sukey, Undergraduate of Professional Accountancy, CUHK
<b>Faculty Advisor:</b>	Nil

**The Second Runner-up**

<b>Business Idea:</b>	VIPZONE
<b>Category:</b>	Advertising & Marketing
<b>Description:</b>	VIPZONE is a complete solution for merchants to provide VIP service to targeted customer through mobile terminal and wireless network. VIPZONE is not only a convenient and personalized mobile VIP card system; moreover, it establishes an effective and interactive channel for keeping customer loyalty, branding and communication by freely delivering multimedia advertisement, M-coupon and other information services. "Fifth Media" team (VIPZONE team included) focuses on the multimedia data service solutions for future wireless IT industry, and VIPZONE is one of the winning projects developed by "Fifth Media" team.
<b>Mentor:</b>	Mr. Johnny Chan, Founder of Titan Works Ltd



<b>Team Members:</b>	<ol style="list-style-type: none"> <li>1. Hu Peifeng, PhD of Computer Science &amp; Information Science, HKU</li> <li>2. Geng Chunya, Master of Physic &amp; Materials Science, CityU</li> <li>3. Jin Xing, PhD of Computer Science, HKUST</li> <li>4. Liu Ning, Master of Computer Science &amp; Information Science, HKU</li> <li>5. Xiao Hui, Master of Computer Engineering &amp; IT, CityU</li> <li>6. Zhou Wen-qun, Master of Economics &amp; Finance, CityU</li> </ol>
<b>Faculty Advisor:</b>	Mr. Chan Shueng-han, Gary, Assistant Professor, Department of Computer Science, HKUST

### Other Finalist Teams

<b>Business Idea:</b>	Denoiser
<b>Category:</b>	Consumer services/products
<b>Description:</b>	Our product provides a perfect solution for communication in noisy environment. Signal enhancement and filtration technology are adopted to eliminate background noise. Users can maintain high quality communication. Targeted customers include business executives and service providers. With our product, you won't miss out any single word in every important conversation.
<b>Mentor:</b>	Ms Anna Cheung, Director of 3i Asia Pacific plc
<b>Team Members:</b>	<ol style="list-style-type: none"> <li>1. Lam Siu-hung, Isaac, Undergraduate of Information Engineering, CUHK</li> <li>2. Cheung Yang, Undergraduate of Information Engineering, CUHK</li> <li>3. Siu Tat Man, Simon, Undergraduate of Information Engineering, CUHK</li> <li>4. Chiu Wing-yin, Bernice, Undergraduate of Government &amp; Public Administration, CUHK</li> <li>5. Cheng Pui Mei, Genki, Undergraduate of Government &amp; Public Administration, CUHK</li> <li>6. Pun Wang-fung, Willy, Undergraduate of Risk Management Science, CUHK</li> </ol>
<b>Faculty Advisor:</b>	Mr. Terence Tsai, Assistant Professor, Business Management, CUHK



<b>Business Idea:</b>	Holoween
<b>Category:</b>	Advertising
<b>Description:</b>	We provide in-store, on-the-street and on-the-road advertising services through complementing the special features of Holo Screen to turn under-utilized windows into dynamic eye-catchers.
<b>Mentor:</b>	Mr. Stanley Szeto, CEO of Lever Shirt Ltd
<b>Team Members:</b>	1. Mak Ling-kai, Undergraduate of Economics & Business, HKU 2. Chan Oi-shan, Louise, Undergraduate of Economics & Business, HKU 3. Lam Man-kit, Mathew, Undergraduate of Global Business & Finance, HKUST
<b>Faculty Advisor:</b>	Nil

<b>Business Idea:</b>	I-Park
<b>Category:</b>	Consumer services/products
<b>Description:</b>	I-Park aims to provide drivers with a convenient, fast and automatic car park. With the characteristics of facilitating the parking process and storing more cars than traditional car parks, I-Park shortens the parking time and solves the problem of limited parking space in Hong Kong.
<b>Mentor:</b>	Ms. Vivian Chan, Executive Director of Soundwill Holdings Limited
<b>Team Members:</b>	1. Chan Ka-sing, Kenneth, Undergraduate of Account & Finance, PolyU 2. Wu Chun-sing, Parco, Undergraduate of Account & Finance, PolyU 3. Yiu Yu-leung, Gary, Undergraduate of Computing, PolyU
<b>Faculty Advisor:</b>	Wong Wai Wah, Lecturer, Department of Accountancy, PolyU



<b>Business Idea:</b>	MAD
<b>Category:</b>	E-commerce
<b>Description:</b>	Provide a platform for companies to advertise or launch their marketing campaign of their new products/services on mobile devices. This business model will create a 3-win situation for advertisers, mobilecarriers, and mobile users.
<b>Mentor:</b>	Mr. Dickson Wong, Director of Dickson Wong C.P.A. Company Ltd.
<b>Team Members:</b>	1. Cheung Kwok Yin, Bernard, MBA, CUHK 2. Fung Wing Kit, William, MBA, CUHK
<b>Faculty Advisor:</b>	Prof Makino Shigefumi, Department of Management, CUHK

<b>Business Idea:</b>	Worldfriend Ltd.–Greener
<b>Category:</b>	Environmental Protection Product
<b>Description:</b>	Greener is a paper renewal machine, which can decrease the usage of paper by making use of used paper. Renewed used paper would be used in an informal way. The aims of Greener are to reduce the cost of paper used by simplifying the recycling process and to reduce the wastage of paper. Furthermore, with good renewed paper provided, people may have a positive image towards the quality of recycled products such as paper.
<b>Mentor:</b>	Mr. Toney Chang, Director, Enterprise Solutions of Bechelon Enterprise Solutions
<b>Team Members:</b>	1. Sin Fung Ting, Christy, Undergraduate of Marketing, CityU 2. Wong Yin Ngor, Angela, Undergraduate of Marketing, CityU
<b>Faculty Advisor:</b>	Mr. Alex Tham, Instructor, Department of Marketing, CityU



<b>Business Idea:</b>	Teilen
<b>Category:</b>	Software/IT
<b>Description:</b>	Provide a platform for companies to advertise or launch their marketing campaign of their new products/services on mobile devices. This business model will create a 3-win situation for advertisers, mobilecarriers, and mobile users.
<b>Mentor:</b>	Mr. Francis Cheung, CFA, Managing Director, Head of Asian Telecom Research of Credit Lyonnais Securities Association
<b>Team Members:</b>	1. Hui Chi Hao, Undergraduate of Business & Economics, HKU 2. sang Wai Hung, Jeff, Undergraduate of Business & Economics, HKU 3. Cheng Pui Yan, Pancy, Undergraduate of EEE, HKU 4. Tam Kwan Yi, Rebecca, Undergraduate of EEE, HKU 5. Chan Ying Young, Raymond, Undergraduate of EEE, HKU
<b>Faculty Advisor:</b>	Matchy Ma, Chief Software Architect, Technology Conversion Centre, HKU

<b>Business Idea:</b>	Toilet-Ads
<b>Category:</b>	Advertising & Marketing
<b>Description:</b>	Toilet-ads provides a new avenue public toilets-for businesses to advertise and promote their products and services. Toilet-ads allows businesses to advertise on panels, broadcast video-clips, distribute coupons and decorate the toilets with the theme of the products or services all in the public toilets.
<b>Mentor:</b>	Ms. Winnie Chan, Director of Soundwill Holdings Limited
<b>Team Members:</b>	1. Kong Wai-yu, Bonnie, Postgraduate of Law, HKU 2. Lau Kar-ye, Lucia, Undergraduate of Law, HKU 3. Chan Kwok-ching, Jennifer, Undergraduate of Geography, HKU
<b>Faculty Advisor:</b>	Mr. Patrick Chau, Professor, School of Business, HKU



## Key Dates of YDC E-Challenge 2004

March 17 <sup>th</sup>	Deadline for submission of pre-registration form
March 20 <sup>th</sup>	Workshop 1 “Writing an Effective Executive Summary” Speaker: <b>Ms. Monica M. Tsui</b> , Managing Director, PAMA Group (Hong Kong) Ltd.
March 27 <sup>th</sup>	Workshop 2 “Elements of Good Business Ideas – meet experienced executives and hear their views” Speakers: <b>Ms. Betty Cheung</b> , Director, Meli-Melo Ltd. <b>Mrs. Monique Lau</b> , Chief Country Credit Officer, Greater China, DBS Bank Ltd. <b>Mr. Wan-Lik Lee</b> , Managing Director, Azeus Systems Ltd.
April 13 <sup>th</sup>	Deadline for submission of executive summaries
April 26 <sup>th</sup>	Announcement of ten finalist teams who went on to prepare a full business plan
May 3 <sup>rd</sup> – June 5 <sup>th</sup>	Launching of the Mentorship Program in collaboration with the <b>Young Entrepreneurs’ Organization</b> for the finalist teams
May 8 <sup>th</sup>	Workshop 1 “Components of a Great Business Plan” Speaker: <b>Mr. Roger T. Marshall</b> , Managing Director, ABN AMRO Asia Capital Investment Limited
May 15 <sup>th</sup>	Workshop 2 “How to Make a Convincing Presentation” Speaker: <b>Mr. Brian Blomfield</b> , Managing Director, Voiceprint Ltd.
May 28 <sup>th</sup>	Deadline for submission of business plans
June 5 <sup>th</sup>	Presentation by finalists to judging panel
June 19 <sup>th</sup>	Announcement of winners



## General Statistics of the Participants of YDC E-Challenge 2004

University	No. of Teams	No. of Participants
City University of Hong Kong (CityU)	12	67
Chinese University of Hong Kong (CUHK)	20	107
Hong Kong Baptist University (HKBU)	3	19
Hong Kong Polytechnic University (PolyU)	17	89
Hong Kong University (HKU)	14	69
Hong Kong University of Science & Technology (HKUST)	8	53
Lingnan University (LingnanU)	3	16
Mixed Teams	25	N/A
<b>Total</b>	<b>102</b>	<b>420</b>

Level of Study	No. of Participants
Undergraduate Students	387
Master Students	26
PhD Students	7
<b>Total</b>	<b>420</b>

# 「廁所躉」sell廣告 智能系統搵圖書

## 大學生創業鬥一番 最後10強今爭三甲

**到** 洗手間「辦公」時百無聊賴？花了半天時間到圖書館搜索書籍，又感費時失事？一班「食腦」的本港大學生，利用創意加上創業精神，炮製出全港獨一無二的絕世「好躉」，參加由青年企業家發展局舉辦的「2004創業計劃挑戰賽」。

這群大學生以洗手間室內廣告服務及圖書定位追蹤系統等，殺入最後10強，有關計劃更有機會被科技園發揚光大，甚至變成生意；市民日後到洗手間「解決」時，隨時會見到花花綠綠的宣傳廣告，不需再帶報紙雜誌解悶。

■本報記者 陳詠文

### 第5屆挑戰賽 102隊學生參加

踏入第5屆的「2004創業計劃挑戰賽」，今年共吸引102隊來自各大專院校的學生參加，400多名參賽者需提交一份可行而具創意的計劃書，經過一番激烈的競爭鬥門，最後10強順利誕生，冠、亞、季軍將於今日揭曉。

其中中文大學的「圖書館智能搜索系統」(Active Index Solution for Libraries)，其主要原理是在圖書館的每本圖書上安裝一個收發器，並於館內鋪設天線，對每本圖書進行定位，將圖書搜索的工序自動化，大大節省圖書時間。這概念獲評判大力讚賞，認為具創意之餘，亦可付諸實行。

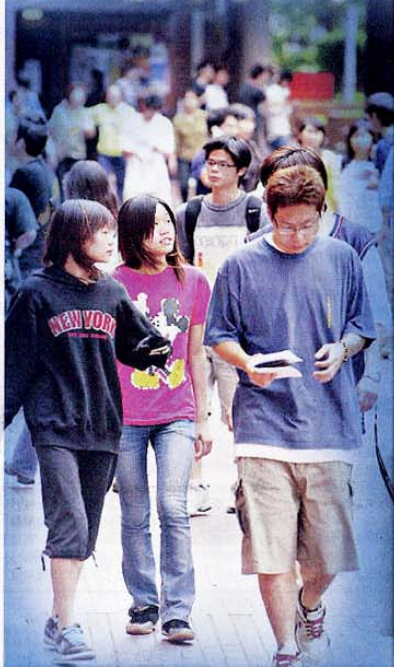
另外，由港大法律系及地理系學生構思的「洗手間廣告服務」，亦是黑馬隊伍之一。學生假設成立一間名為「衛達」的廣告公司，代理商場洗手間的廣告服務，利用商場顧客在輪候洗手間或如廁的黃金時間，進行廣告宣傳攻勢，成為本港目前獨一無二的生意。

### 計劃書簡單可行 才是致勝之道

身為大會總評判的荷蘭銀行亞洲投資執行董事黃諾祺(Roger T.Marshall)，和初賽評判之一的鄭敏詩對洗手間廣告構思「有議無彈」，他們均異口同聲地表示：「其實這是一個很簡單的想法，但偏偏就沒有人想到在洗手間賣廣告。」鄭敏詩更笑言：「香港人工作緊張，要他們在街上企定看廣告是很困難，直至上洗手間的一刻才會靜下來，有時間看一下廣告。」

他們又指，其實一個簡單而可行的創業計劃書才是致勝之道，相反，天馬行空的構思就注定失敗。本身為會計師的鄭敏詩解釋，初賽時曾有幾隊學生以網上購物作賣點，但她認為本港人口密集，網上購物在港未必適合，所以未能晉身10強。

她又舉例，有參賽隊伍針對酒樓「大班長龍」情況，構思在酒樓門口豎立一個大熒光幕，監察內裏人流，但她認為酒樓空間有限，計劃有可能會引起混亂，結果也難逃落敗的命運。



今年共有102隊來自各大專院校的學生，參加「2004創業計劃挑戰賽」。冠軍將於今日揭曉。

### 最後10強終極大比拼

計劃名稱	種類	院校	構思內容
Toilet-Ads	廣告	港大	提供商場洗手間廣告服務，利用顧客在輪候洗手間的時候，接收產品最新資訊，為商場帶來額外收入。
圖書館智能搜索系統	電腦軟件	中大	在每本圖書上附帶接收器，於館內鋪設天線進行定位，令管理員省卻不少整理工序和時間。
智泊停車場	消費服務	理大	發展本港首個全自動化停車場，把泊車過程電腦化，泊車容量可較傳統泊車場高兩倍，改善泊車位不足。
動感之窗	廣告	港大及科大	利用屏幕加上活動影像，為商舖櫥窗、陳列室和展覽會締造出透明立體視覺效果。
紙張再生機	環保	城大	一部可將廢紙即時循環再造的機器，減低紙張浪費的問題。
電腦魔戒	電腦軟件	中大	無綫電腦滑鼠系統，以身體動作來操作電腦輸入。
第五媒體之「VIPZONE」	廣告	各院校之碩士及博	透過電腦程式，使手機可免費得到各種優惠券及廣告，是一個個人化的VIP服務。
大能科技	電腦軟件	港大	用戶可利用手機於任何時間和地點，分享他們的生活細節，更可在平台結識朋友，類似現時的iCC。
DeNoiser 迪奈微	消費服務	中大	以手機通話時經常受嘈雜的環境影響，未能聽得很清楚，DeNoiser就可減低周圍的噪音，進入一個無外界干擾的通話世界。
終極娛樂宣傳方案	電腦軟件	中大	商戶與消費者可建立一個互相溝通的廣告宣傳平台。

資料來源：青年企業家發展局



## 5年前參賽 今搖身變評判



首次成為「2004創業計劃挑戰賽」評判之一的鄭敏詩，其實早在5年前同樣以學生身份參加該項比賽；當時於城大主修財務學的她，與兩名同學以一個名為「Chemos」的醫療器材晉身10強，雖然隊伍最後與獎項無緣，但她就憑着參賽的寶貴經驗，成為求職的最大「籌碼」，輕而易舉地擊敗其他對手，到「四大」會計師行工作。

### 寶貴經驗 成求職「籌碼」

鄭敏詩表示，「Chemos」是一個無綫電健康測量器，一旦發現人體溫度、心跳、血壓、膽固醇超出標準，便會發出警告，通知患者要盡早求醫。由於涉及太多技術問題，最後落敗。不過她認為，若果儀器可推出市場，在SARS期間便可大派用場。

參加比賽令她變得謙虛，做事不恰自滿，更為她贏得一份工作。她說：「其實學生是很欣賞學生多參加公開比賽，他們不會介意學生是否得到獎項，而是欣賞學生的參賽動力！」



# 滑鼠戴上手 中大博士生贏創業計劃

## 全球首創電腦魔戒 售480元

**全**球首創以身體動作操控電腦程式的「電腦魔戒」(Lord of Computer Ring)，將於今年聖誕節隆重登場！不過，這「魔戒」的任務並非要消除人魔大戰，它其實是一隻迷你無線電腦滑鼠，只要戴上它凌空點一點，就像魔法術般令電腦乖乖就範。這個具生意頭腦的發明是來自一名27歲中大博士研究生，是100%香港製造，「魔戒」將於8月殺入科技圈，正式投入生產，每隻約售480元。  
■本報記者 陳韻文

### 8月殺入科技圈 聖誕登場

由青年企業家發展局舉辦的「2004創業計劃挑戰賽」，今年共有102隊來自各大專院校的學生參加，經過一番龍爭虎鬥後，冠、亞、季軍終於揭曉，結果由中大自動化與計算機輔助工程學系的博士研究生林曉鋒(Alan)，以「電腦魔戒」奪魁，成為全球首創的動作滑鼠感應器。

林曉鋒花了3年時間研製出「魔戒」，它的面積僅如尾指般大小，只有一個五元硬幣重，只要用家戴上它便可操控各種電腦程式，取代傳統的滑鼠。Alan早於今年4月聯同數名大學教授，斥資約300萬元開設一間科技公司，準備大量生產「魔戒」，計劃主攻歐、美及本港市場，預計可於2年內回本。

### 男女裝不同尺碼 可換顏色殼

對於「魔戒」的售價較傳統滑鼠高，會否擔心滯銷，Alan充滿信心地說：「這是全球首創的，而且它有分男女裝，亦有不同的尺碼，更加可以換殼，每日可轉換不同顏色，這個價錢真的是物有所值。」

俗語有云「創業難，守業更難」，Alan當然身同感受，除了每日要面對排山倒海的研究工作外，亦要兼顧創業大計，的確令他透不過氣來；Alan甚至形容現階段是他「一生中最艱苦的

時刻」，每日只能睡4小時，不過眼見自己的心血快將面世，所有的苦難都全部拋諸腦後，為與升老關作好準備。

對於未來的大計，Alan坦言會朝著企業家的方向發展，並不擔心會招致掛手，他說：「創業最重要是有三個元素，就是創業動機、努力和運氣，我相信我沒有問題吧！」

### 手機發優惠構思 北大清華生季軍

另外，由一班北大和清華大學碩士和博士生組成的隊伍，就憑手機VIP服務屈居季軍。正在港大進行學術研究的成員之一楊佩鋒指，目前有很多公司推出不同的VIP優惠卡，又會定時寄出大量優惠券，可惜成效有限。

於是他們便構思利用手機發優惠資訊，倘有興趣購物的市民可得到一個密碼，只要付款時展示密碼辨識，便可得到折扣優惠，方便快捷。

尾指般大小，用家只要戴上它便可操控各種電腦程式。



## 創業宜留2成流動資金周轉

▲中大另一隊伍以「圖書館智能搜索系統」獲比賽亞軍(上)，而構思「手機VIP服務」的隊伍(下)則名列季軍。  
(趙家富攝)

### 專家之言

花了畢生儲蓄銳意在商場大展拳腳，豈料在9個月內便蝕上150萬元，黯然離場！有資深財務策劃師提醒有意創業的人士，在創業前要先進行風險評估，考慮行業的回報率，切勿對市場過份樂觀，盲目投資；最少要預留20%作流動資金，避免因周轉問題而倒閉。

### 旺角賣魚蛋 目前最賺錢

資深財務策劃師徐嘉文向本報表示，曾有客戶與兩名友人合作投資保齡球設備生意，每人打本50萬元，一心在商界大展鴻圖，經過半年的努力，終獲得回報，定單愈來愈多；當各人以為生意可進一步擴展時，豈料大部分客戶以生意走下坡為由，拒絕「找尾數」，令公司的壞帳像雪球般滾滾愈大，9個月便虧損了150萬元，原本各人打算再投資，他則勸各人立即「斬爛」，避免再次掛手。

他提醒有意創業的人士，首先要了解所從事行業的特徵；要有20%作流動資金，以及作詳細的風險評估。他笑言，現時最具潛力及最賺錢的生意，莫過於在旺角賣魚蛋，即使每月繳付30萬元租金，仍有相當可觀的盈利。

### 「2004創業計劃挑戰賽」得獎名單

排名	計劃名稱	院校	構思內容
1	電腦魔戒	中大	無線電腦滑鼠系統，以身體動作來操作電腦輸入
2	圖書館智能搜索系統	中大	在每本圖書上附帶收發器，於館內鋪設天線進行定位，節省市民搜索圖書時間
3	第五媒體之[VIPZONE]	各院校之碩士及博士生	透過特定的電腦程序，使手機免費得到各種優惠券

資料來源：青年企業家發展局

►中大博士生林曉鋒(左二)與其他組員成功研製「電腦魔戒」，8月將投入生產，預計魔戒會成為最暢銷的電腦產品之一。  
(趙家富攝)