



Hong Kong Vibes Magazine

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PAPERLSS

SPECIAL
EDITION:

RISE

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A GUIDE TO GROWING YOUR BUSINESS IN HONG KONG

Editorial Notes

Welcome to Hong Kong!

You may know KPMG – but not like this! The KPMG China High Growth Technology & Innovation Group (HTGIG) is dedicated to working with entrepreneurs, fast-growing companies, and corporates, acting as the bridge between them.

We understand the importance of entrepreneurs working to transform new ideas into thriving businesses. We also understand the importance of businesses innovating internally and externally. You gain access to KPMG's global resources through a single point of contact – a trusted adviser to your company. It is a local touch with a global reach.



More information:
www.kpmg.com/cn/start-up

Reach out to us and come by our Power Lounge during #RISEConf



Power your device – power yourself – power your business **@KPMGChina**. Enjoy the conference!



Irene Chu
Head of High Growth
Technology &
Innovation Group
irene.chu@kpmg.com

Hong Kong or *Xiang Gang* – literally, ‘the fragrant harbour’ – is a hub for commerce and trade, and is a financial world city. Now, for a couple of days, it is also the centre of the tech and startup world.

Hong Kong has many faces, and the vibe in one of the world’s most densely populated regions is contagious!

Enjoy the RISE conference and don’t miss out on getting to know the city’s young, but fast-growing startup ecosystem.

Why not check out some of the awesome Hong Kong startups attending this edition of RISE? Pay them a visit at their stands! You can also tour some of our 45+ co-working spaces in the city and join exciting satellite events.

A great way to get to know the warm and welcoming spirit of Hongkongers is to take part in a pub crawl in Lan Kwai Fong. If you have a chance to stay over the weekend, try catch some beach, sun and fun too!

Build meaningful connections and join our community of 800+ startups with W Hub. Reach out to discover Hong Kong startups, talent and investors. You can find us at RISE, online or at one of our satellite events during the conference.

Your W Hub Team
www.whub.io
[@whub_io](https://twitter.com/whub_io)



Karen Farzam
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Board member,
WoW of AWA HK

Hong Kong Vibes / 3

Startups grow by making meaningful connections.

Our platform is a community of like-minded entrepreneurs, passionate startups and talented individuals who want to make an impact.



Discover 800+ startups

Discover exciting and innovative startups. Get support from the startup community. Contact other startups and build synergy.



Jobs & talent

Find passion in your profession - join a startup. 200+ new jobs every month. Build your team and contact over 1,300 job-seeking talents directly.



Investor connections

Find undiscovered gems that match your personal investment criteria. Get investor-ready with W Hub.



Where next?

Investor connections to
realise your potential.

Discover 800+ startups

Join a startup - contact 1,300+ talents

Invest in startups

RESTAURANT RECOMMENDATIONS

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In Hong Kong, you will find an overwhelming array of delectable food from all over the world. Foodie (www.afoodieworld.com) brings together people with a real passion and love for all things food and drink. It curates and creates heaps of fresh restaurant reviews, delicious food features, reliable news and mouthwatering recipes in its award-winning magazine, web portal, app and social media pages.

Trendy restaurants:



MyHouse

26/F QRE Plaza, 202 Queen's Road East, Wan Chai
 2323 1715

MyHouse is one of the few restaurants that comes to mind when people ask “Where have you eaten recently that’s worth trying?” If you like music, seriously tasty food which is simple but well executed, unusual and alluring wines, plus cool people, you will love MyHouse.

KOKO

5/F, Carfield Building, 77 Wyndham St, Central
 2109 1777



This new restaurant has become one the hottest after-work hangouts. KOKO, by KEE Club, is a new Japanese *izakaya* concept restaurant in the heart of Lan Kwai Fong. KOKO – which means ‘here’ – serves food and drinks with a Japanese thread running throughout its eclectic music, modern interior and attention to detail.



El Loco Gringo

49 Bonham Road, Mid-Levels West
 2858 8833

The reputation of this Mexican grotto actually lives up to the hype, providing good-quality, immensely tasty food and drinks at reasonable prices, plus a party cave that is seriously fun. Don a sombrero and get set for a properly unruly yet delicious evening.

Healthy eating:

NUR

3/F, 1 Lyndhurst Tower, 1 Lyndhurst Terrace, Central
 2871 9993



Three of NUR’s chefs met at renowned Nordic restaurant NOMA, including head chef Nurdin Topham who trained under Raymond Blanc. In the words of Chef Nurdin, “A modern gastronomic experience should not just be tasty, but nourishing to our bodies. And that food, true to NUR’s philosophy, will be sourced locally and responsibly as far as we can.” Sounds good, right?



Grassroots Pantry



108 Hollywood Road, Sheung Wan



2873 3353

After a meal here, you will not feel overstuffed and gluttonous – you will feel positively pious about what you put into your body without sacrificing one iota of flavour. With all the best ingredients and skilful preparation put into each dish, it is hard to think about anything but your next visit to Grassroots Pantry.

Bars:



Mitte



1A Upper Station St, Sheung Wan



2803 7080

"Relaxed, chilled, social and inspiring, that's the Berlin we are recreating here," said creative director and co-founder Piero Zanatta. The Italian-born visionary's design career has taken him through Milan, Berlin, and finally to Hong Kong. Meaning 'centre' in German, Mitte pays homage to the central borough of Berlin, where the Eastern and Western districts of the city capital meet and play host to a melting pot of people, art and cultures.

Foxglove



G/F, 18 Ice House St/6 Duddell Street,
Central



2116 8949



Guests can relax to the tune of live jazz in the main lounge, or enjoy rare cognacs, spirits and Japanese cask strength whiskies in the 'red room', an intimate 32-seater VIP alcove modelled after a vintage first-class train cabin. Foxglove is the meeting of two worlds – old-world finesse and cutting-edge innovation. Have a wander around and you may just find an entirely new secret passageway ... But shh – you didn't hear it from us.



Djiboutii



2 Landale Street, Wan Chai



9449 0777

Covertly hovering in the back alleys of Landale Street, Djiboutii is a cocktail bar that serves high-quality, fresh and health-conscious food. Homemade fresh fruit juices form the basis of a lot of the cocktails (what they're calling 'Juicology'). An exotic bar, with a decor and ambience to match is a great way to round out any night in Hong Kong.

EXPLORE HONG KONG

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Nature:

Tai Tam Mound Waterfall

Although Hong Kong is known for being a shiny metropolis with the world's highest number of skyscrapers, 40% of Hong Kong's land is actually made up of country parks. Escape the concrete jungle by heading to the hidden Tai Tam Mound Waterfall located on the southern part of Hong Kong Island. Don't forget to bring your bathing suit so you can cool off in this natural pool!

Getting there: MTR to Sai Wan Ho station > NWFB bus 14 to Tai Tam Reservoir (North), Tai Tam Road (takes about an hour from Central)

Fashion & design:

Tai Ping Shan Street

This picturesque area is home to many boutiques and art galleries that feature local designers and artists. Within several trendy blocks, you will also be able to find temples, cafes, and shops selling craft beers from around the world. Don't forget to stop by Teakha, our favourite place to spend an afternoon and grab a cup of tea.



Getting there: MTR to Sheung Wan, exit A2 > walk for six minutes up Hillier Street and Ladder Street until you reach Bridges Street



Business:

Pearl Farm in Sai Kung

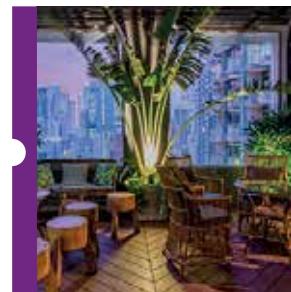
Visit this sustainable, eco-friendly pearl farm in Sai Kung to learn how the owner is disrupting the pearl industry through technology. After visiting the farm, head into Sai Kung for some seafood.

*To book a visit, please contact David W:
<http://samthelocal.com/locals/davidw/>*

Nightlife:

Mahalo Tiki Lounge

Situated in Wan Chai, this tropical paradise offers fun and refreshing drinks, accompanied by an incredible backdrop. The exotic plants, vintage photographs, jazz music and outdoor terrace make this the perfect hang-out. There are also plenty of other bars in Wan Chai to keep the party going.



Address: 29/F, ORE Plaza, 202 Queen's Road East, Wan Chai;
tel.: 2488 8750

MEET THE LOCALS

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Sam the Local (www.samthelocal.com) is an online marketplace that offers people customised, interest-based outings with local guides. We asked some of their 'locals' for tips on what do while in Hong Kong.



Tak Lung Restaurant with Gray C

If you are looking for a taste of old Hong Kong, visit Tak Lung Restaurant 得龍大飯店 in Kowloon's San Po Kong neighbourhood – you will not find any spoken or written English, and the closest MTR station is about a 20-minute walk away. Their Shunde Cantonese cuisine is particularly special because they have preserved a number of nearly extinct Hong Kong dishes.

A perfect example is their gold coin chicken (金錢雞), which was once a common food, but which has now become a delicacy that perhaps only five restaurants in Hong Kong still serve.

Sham Shui Po with Dallon M

In Sham Shui Po, you can see local people going about their daily lives in Lui Seng Chun (Grade I Historic Building), electronic street/Golden Computer Centre and Mei Ho House (Grade II Historic Building). There are many colourful stories of Lui Seng Chun helping poor people and street hawkers.



Kowloon Park with Victor C

If you are a kung fu lover, Kowloon Park is a must when visiting Hong Kong. Located in Tsim Sha Tsui, Kowloon Park is an urban park where you can find many types of kung fu lovers practising. They are all very nice and willing to exchange a couple of moves with you if you dare to ask them.

Wet market with Cara P

Colourful, energetic and diverse – wet markets are a mandatory stop during an urban photography exploration. This is the perfect place to capture locals going about their daily lives. Icing on the cake? You will probably find an unusual fruit or veggie that you have never seen before.



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12P Smithfield Road, Kennedy Town

Hong Kong

HK STARTUP SCENE

An in-depth look into the startup ecosystem growth
by W Hub.io

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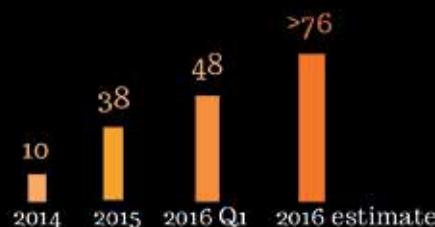
TOTAL AMOUNT OF FUNDS RAISED



\$204 M
Jan - April 2016

\$121 M
Jan - April 2015

DOUBLE THE NUMBER OF CO-WORKING SPACES

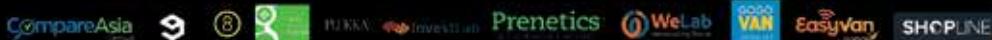


DIVERSE ECOSYSTEM

- 19% e-Commerce / Marketplace
- 12% SaaS / Software
- 10% Logistics

- Let's not forget ...
- 7% IoT
- 6% FinTech

RECENT EXITS / FUNDRAISING



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In number of startups and exit value



An Insights Centre for Asia

An executive digital workspace with data and analytics at its core



Innovative companies are realising that the most valuable and powerful asset they have is data – if they use it properly.

– James McKeogh,
FinTech Partner, KPMG China

KPMG has set up a regional Insights Centre in Hong Kong to expand its portfolio of data analytics solutions to help clients unlock and harness the value of their data.

The centre is a virtual R&D environment that serves as a global innovation hub, with the aim of incubating and developing data-driven business solutions for KPMG China clients. It provides the opportunity for new data and analytics (D&A) applications to be developed, designs to be demonstrated and verified, and ideas accelerated.

Hong Kong has done a phenomenal job of transforming itself from a manufacturing to service economy. It has reinvented itself, moved up the value chain and become the innovation hub in Asia. With the strong uptake of mobile and electronic commerce, Hong Kong has a key role to play in data analytics.

– Egidio Zarrella, Clients and Innovation Partner, KPMG China

Hong Kong was selected as the centre's regional home for several reasons, including the city's status as Asia's biggest financial services hub, the large number of multinationals with regional offices located here and the increasing number of Chinese companies using it as the starting point for their global operations.

From Hong Kong, the centre will serve clients across the region. Its ultimate goal is to open the way for companies to visualise trends and patterns in their data, to enable them to make better business decisions.

KPMG's Entrepreneur & Innovation Series

The KPMG Entrepreneur and Innovation Series, initiated by KPMG's High Growth Technology & Innovation Group, aims to share insights and ideas from aspiring entrepreneurs and leaders of the Hong Kong startup community.

To view all videos in the KPMG Entrepreneur and Innovation Series, please scan the QR code.



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Startup Next is back for spring 2016 - and things are already looking great!

Startup Next, a Techstars programme, is the #1 startup pre-acceleration programme in the world. It prepares startups for accelerators and seed investment, by providing high-quality mentorship and leveraging a global network of investors, mentors and founders.

The programme is designed so that founders are able to continue building their product, as it is part-time and consists of three-hour weekly sessions for six weeks. The programme is free, and no equity is taken.

In collaboration with W Hub, 8 teams and 81 applications were selected. The entrepreneurs will be under a lot of pressure to grow their business and make sure they are ready to pitch at the Demo Day in late May.



Techstars Startup Programs came to Hong Kong in November 2011. The community has grown from half a dozen organisers to over 50; 70 alumni to 1,500+; and 1 edition to 16!

myfairtool – A digital solution to increase business results at trade shows



TapTab.io – A DIY platform to create interactive music lessons



ME Solution – e-Learning platform for high school students



Vaultarch – Securing the world's collectable cards against counterfeits, fraud and loss



Todi – Smart door lock using Bluetooth and Wi-Fi technologies



Coinvenience – Machines that convert spare foreign currency into useful outputs



Steel Available – Marketplace for customised steel products dedicated to the heavy industry



Startup Next Hong Kong Spring 2016 is co-organised with W Hub and co-directed with Karen Farzam (W Hub), Jessica Choi (Hirely) and Matthieu Bodin (Techstars Startup Programs).



Ambi Climate

— Winners of PITCH at RISE 2015



Ambi Climate is the smart add-on for air conditioners that puts your comfort first. Whether it is turning on your AC before you get home, or setting rules and timers for when you are out of the house, Ambi Climate smart-enables your AC to give you seamless control.

The winners of PITCH at RISE 2015, Ambi Climate has some valuable insights for other startups preparing to tackle the pitch stage. Julian Lee, CEO of Ambi Labs, sat down with us to share the team's experience.

Before RISE, how did you get your brand out there?

We started to see a general uptake in smart home products in 2015, which certainly helped us grow awareness about Ambi Climate. Slowly, we've seen a greater desire for and understanding of smart home solutions, and as a result, more coverage of these types of products in the media. There is greater consumer awareness as more people are looking to buy smart-enabled products.

We also really value our ties to the local startup community and appreciate the mutual support we are able to share with one another. This has helped us spread the word organically throughout Hong Kong. We've truly enjoyed teaming up with other startups and co-working spaces for projects that bring the startup community together and create publicity around our respective products. Organisations such as StartupsHK, Brinc and W Hub, and fellow startups such as Nanoleaf and Aumeo Audio, have been very effective at bringing like-minded individuals together for collaboration and experience sharing, and we always appreciate being included in these opportunities.

What has been happening since winning at RISE last year?

It's been a very exciting time for our team. Winning at RISE was nice validation for

everyone who has been working so hard on developing Ambi Climate. Since then, we've shipped our Kickstarter units, gone through several production rounds, partnered with a distributor in Singapore, and can now be found in several stores as well as on Amazon.com. We're close to signing with partners in several other countries as well as here in Hong Kong. Stay tuned for some exciting announcements later this year!

Any tips for other startups that want to pitch at RISE 2016?

It's a gruelling process that involves pitching several times over the course of a day, but the tough questions the judges ask ultimately help refine your product, pitch and marketing. Get your friends, family and anyone else to listen to your pitch and ask hard questions to prepare for the big day. We also recommend having your team in the stands to cheer you on, and rallying your friends to vote for you on Twitter.



To what extent do you think RISE can affect the Hong Kong startup scene?

RISE brings together thousands of developers, founders, investors, designers and more from around the world to Hong Kong to learn, share and network. This year's event is projected to draw more than 10,000 attendees, so it's great to see Hong Kong recognised as a hub for this kind of innovation. RISE has given Hong Kong more international clout in the startup scene, and we are seeing more 'big-ticket' speakers coming to startup-related events in the city.

Goxip

— Winner of BREAKTHROUGH HK at RISE 2015



Goxip calls itself *the* fashion discovery and shopping destination. Users can snap an image of any outfit, or browse through the celebrity style feeds to find the closest match using their image recognition technology.

Juliette Gimenez, co-founder and CEO at Goxip, believes that the app can become the biggest fashion marketplace in Asia after winning BREAKTHROUGH HK at RISE last year. "We want to craft a new, superior experience of online fashion shopping," she says. "As a user, you can follow celebrities' and bloggers' styles,

and use the app to instantly shop for their exact or similar outfits. As a merchant, you can open your online fashion shop at Goxip and display your fashion in a mix-and-match style, unlike other traditional marketplace shop listings."

What has been happening since winning BREAKTHROUGH HK at RISE last year?

After RISE, we received USD 1.62 million in seed funding from an active venture capitalist and a respectable investor in Southeast Asia. This allowed us to finally turn our vision into reality. We now have our own office, which has enabled us to hire more amazing, talented people to build our dream.

What keeps your team going? What do they value most?

We are moving fast, churning out work and trying to perfect our product. Passion, integrity and honesty – these are all important; but what makes or breaks a startup is communication and transparency. We make sure that we are transparent in our day-to-day interactions. An open dialogue is essential to a startup's success as it establishes trust and honesty.

To what extent do you think RISE can affect the Hong Kong startup scene?

In 2015, RISE connected over 5,000 smart minds together. I was delighted to be engaged in a tech conference that was fully charged with incredible passion, disruptive innovation and undying energy! Through this, we met a great number of well-respected VCs to advance our fundraising. I think the very fact that RISE is held in Hong Kong shows that an increasing number of people from all over the world have their eye on Asia and are willing to invest their money in startups here. This may just be the key ingredient that Hong Kong and Asia need to drive the next wave of game-changing startups and unicorns.

Any tips for startups wanting to pitch at RISE 2016?

1. Make a relatable demo: Show your demo in a way that the audience will be able to personally experience and feel.
2. Remember – pitching is hard: No one is an awesome speaker on the first attempt, so make sure you practice. It takes work – lots of work!
3. Imagine your product is successful and able to make a difference: People will believe you, as passion is contagious.



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10 tips for successful pitching

BROUGHT TO YOU BY



Most of us hate it, but we often have to go through it at least once in our startup lifetime: **PITCHING!** But as the saying goes: if you didn't get dirty, you didn't play! Here are some tips that can help you hit a home run.

1) The project and the team

There are only two parts to a pitch: the project and the team! You need to get both right to convince an investor. It is important to know that the team often has more than 50% weight in the decision-making.

2) Get your team right

Be clear on your team's skill set, experience and capacity. Fill in the blanks via your mentors, advisors or your board! Looking for an Asian investor? Talk about your past success cases. Looking for a US-based investor? Recognise your failures and what you learnt from them.

3) Explain the problem

Don't only focus on your product – explain your mission and values through a story. Investors need to know what the problem is you are solving and why. It's not your love of your product that counts – it's the love of the potential thousands of consumers of your product that will matter!

4) Seeing is believing

A photo or demo can speak more than a thousand words. Or a customer testimonial. You don't have your MVP yet? Focus on the nitty-gritty, but don't get lost in the details! Keep it simple and impactful.

5) Traction & milestones

Have your hockey stick chart ready! If you do not have proof of concept yet, at least show that you know exactly where you are going – and be ambitious!

6) What's your competitive advantage?

Breakthrough technology (you'd better have it protected) or network/scale? Be clear about how/where you are going to be superior, as well as how similar elements compare with competitors in order to successfully stand up against other players!

7) Present a clear monetisation model

The more detail the better – you can always pivot further down the line. Don't say "There are plenty of ways to monetise,"

and list advertising, selling big data and subscription services. To an investor, this says, "I have no clue how to monetise my product and have not even thought about it!"

8) Inspire trust

Be honest. You don't know everything and it is OK not to know everything. But don't make things up! Get back to the investor and show that you are reliable and able to follow up.

9) Practice

Practice. Practice. Practice. Every day, everywhere, to your team and to people that know nothing about what you do. One more time: *Practice. Practice. Practice.*

10) Questions

Prepare for questions and know how to deal with tough ones! Never start by answering an investor's question with "good question." Instead, take a deep breath, and answer with stats and numbers, where applicable. Show confidence and direct the conversation to the key points you want to highlight. Don't be defensive – feedback is a gift! Put each and every single ounce of energy you have into your pitch. Remember, investors invest in people.



#StartupPassion

Karen & Karena

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Talents

Starting up in Hong Kong

Hong Kong is becoming the place to be for entrepreneurs from around the world.

Karena Belin, co-founder of W Hub, explains why.

Hong Kong's startup ecosystem is booming. In 2015, the Global Startup Ecosystem Ranking published by Compass¹ (<https://www.compass.co>) included Hong Kong as one of the world's top 25 startup hubs for the first time. Although Hong Kong's startup scene only started growing significantly two years ago and is still relatively small, different studies estimate the number of early- to late-stage tech startups will reach between 1,500 and 2,000 by mid-2016.

Neighbourly relations

Hong Kong is referred to as being on the 'doorstep' of China. Yet, do not assume that you will conquer the Chinese market from Hong Kong – China has its own market dynamics, from using different social media (WeChat and Weibo), to different trade structures and players. However, the geographical closeness can be beneficial. The manufacturing hub of Shenzhen is just a one-hour drive from central Hong Kong, and the variety of products and the speed of production are unrivalled. What might take three months in other parts of the world, can be done within three weeks. Startups can go from prototyping to production in less than a month.

Easy & safe ride

Setting up a business in Hong Kong is very simple – including for foreigners. You can register your business within a day, even electronically, from abroad. As English is an official language here, you can do business without knowing any Cantonese or Mandarin.

Hong Kong's many advantages also include an efficient public sector and straightforward regulations, with rule of law and protection of intellectual property – not to mention the abundance of professional services such as legal, accounting and virtual office services. In addition, taxes are low and simple (there are no capital gains taxes, there is a flat corporate tax rate of 16.5%, and the highest personal tax bracket is 17%).

Focus on concentration

The small size of Hong Kong's population (7.3 million) may be considered a disadvantage when it comes to market size and sales potential, but it allows startups to penetrate the market and prove their concept quickly.

In a very concentrated environment, word of mouth and a good social media strategy often prove to be successful. This comes as no surprise, as more than half the population of Hong Kong is on Facebook and each individual has an astounding 768 Facebook friends on average – nearly eight times more than the worldwide average.²

Invest in the best – looking for unicorns

Hong Kong is not short of money, with a great number of high-net-worth individuals, family offices, venture funds and deep-pocketed financial institutions. However, some local investors still shy away from supporting Hong Kong-based startups. One reason is certainly the lack of investment experience in the tech sector. Digging deeper, there have also been safer investment alternatives with higher returns in the past, such as real estate. Lastly, the lack of success stories is cited as a reason for the lack of confidence for investing in startups.

Yet, if we look closer, there have been successful exits in the past, such as Divide (formerly Enterproid), which was acquired by Google for USD 120 million in May 2014. The recent investment inflow has also grown quickly – it took Hong Kong only two years to grow startup investment from USD 30 million to over USD 300 million (compared to three years for Silicon Valley or regional rival Singapore). Successful startups are growing in the FinTech (8 Securities), logistics (EasyVan, GoGoVan, Boxful, Aftership), e-commerce (Grana, Shopline) and social spaces (9GAG, Notey), while the first quarter of 2016 saw the birth of Hong Kong's first unicorn with the peer-to-peer (P2P) lending platform WeLend by WeLab.

Giving more visibility to the ecosystem's achievements will help direct more money into local startup investments – and this is part of W Hub's mission.

¹ Excluding China, South Korea and Japan

² 'Dating site Coffee Meets Bagel begins international expansion with Hong Kong', Josh Steinle, Forbes, 2 April 2015

RISE conference participants

RISE is produced by the team behind Web Summit and is the biggest tech conference in Asia, attracting over 10,000 attendees. For the second year, RISE is coming to Hong Kong and the following startups will be exhibiting during the event. Make sure you visit their stands to see their innovations!



ANX International

ANX International is a FinTech (financial technology) company that helps clients harness the advantages of blockchain technology. Our passion for digital asset innovation and our expertise in the FinTech field are the foundation of ANX. Our vision is to make digital assets easy and accessible.

ANX provides a full front-to-back suite of blockchain solutions which is unique in the market, helping our clients cut through complicated technology.



BajaiApp

BajaiApp is the top and only legal auto rickshaw app in the fourth largest country in the world, Indonesia. BajaiApp partners with thousands of experienced and trustworthy drivers to provide our customers with a wide range of services such as transportation and logistics for deliveries of goods, food and shopping in large quantities. The innovative payment system lets users store money, pay for rides and purchase basic necessities at local vendors, as well as facilitates cash withdrawals.



BaoDi Express

BaoDi is committed to modernising the Chinese logistics industry, building a future where businesses can operate without concern for geographic location or logistical complexity.

BaoDi's automated cloud-based platform allows millions of businesses to quote, book and track international shipments without the complexity of the current system of phone calls and faxes.

BiteUnite

BiteUnite is an online community-driven platform that connects passionate cooks, chefs and bakers with diners who love real, good food. From family dinners to catered private parties, decadent sweet treats and gourmet ingredients, BiteUnite helps you order and schedule meals delivered straight to your door.



Coinvenience

The Coinvenience kiosk is a cutting-edge platform that enables users to convert physical cash into useful digital outputs. The company has kiosks located in high-traffic areas to serve the public, and is funded through advertising.



GOQI

GOQI was founded to keep people organised and charged wirelessly, eliminating cumbersome wires from our everyday lives. The GOQI Continental and Daily Continental are the first of many charging wallets we will introduce.





gweek

gweek's proprietary technology brings you real-time analytics in communication and presentation skills:

- Speech Intelligence Analytics™ quantifies how effectively you present, pitch or in general ... communicate
- A high gweek score reflects your ability to explain things simply, and as the real you
- Your Personal Speech Advisor™ empowers you through self-paced, real-time learning

HAUSIE



Hausie

Hausie is a business networking and commerce platform connecting independent, high-end brands with boutique retailers in the fashion and home decor industry, digitising the traditional networking opportunities at trade shows and exhibitions. As many independent brands currently find it difficult to gain exposure to retailers or the general market, Hausie solves the problem by using a web platform to bridge this gap.



HealthyLovedOnes

HealthyLovedOnes is an online-to-offline (O2O) platform for caregivers. A unique new way to solve a big problem, we do long- and short-term jobs. Employing professionals and non-professionals, our goal is to help people live healthier and happier lives.

iSTYLEUP

iSTYLEUP is the world's first fashion social commerce platform for independent designer fashion and accessories – a shoppable 'LinkedIn' connecting fashion designers, influencers and customers.



www.istyleup.com

LaborMe

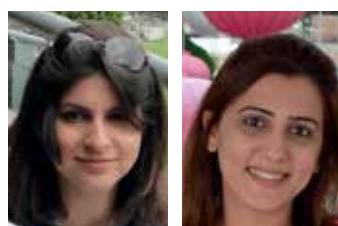
Founded and headquartered in Singapore with a team of eight, LaborMe is a mobile-first company that is changing the labour landscape one task at a time. In a nutshell, we provide a platform for users to find help for everyday immediate and ad hoc tasks.

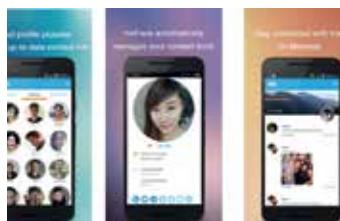


Lazysuitcase

Lazysuitcase is a user-friendly travel platform that caters to all travel needs – from planning trips and connecting with travel agents, to sharing useful tips and inside stories from locals and travellers.

The 'Let's Plan' trip planning module ensures that at a click of a button, an itinerary shows up with the top attractions: restaurants, maps, weather conditions, nightlife and much more.





meFace

meFace is a powerful mobile app that intelligently manages both your personal contacts and business cards seamlessly and automatically. All contacts and business cards are self-updating, always current and up-to-date. It frees you from the hassle of active management, so that you can focus on important relationship building.



Nixplay

Nixplay allows you to share, view and experience your photos like never before. Send photos from your phone directly to the Nixplay Frame. Nixplay is the leading brand in digital photo frames, committed to delivering high-quality frames and services.



OneSky

OneSky offers a cloud translation platform which helps mobile apps, games and websites localise easily. The platform is used and recommended by companies like VSCO and Tango, according to Greylock Partners.



Oui Open HK

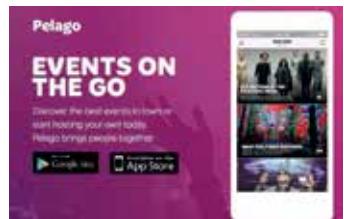
Oui Open is the European leader for finding and renting short-term retail space. We specialise in connecting tenants

– which may be brands, designers, entrepreneurs and e-commerce businesses – with spaces to create pop-up stores, showrooms or other amazing concepts easily and affordably. We make the renting of short-term commercial space as easy as booking a hotel room.



Pelago

Pelago is the next-generation mobile-first event management and ticketing platform for organisers to attract the best audiences worldwide. It is also available as a white label solution for a fully branded customer experience.



Pop up finds

Pop up finds is a business-to-business (B2B) platform to help you find, organise and promote your pop-up. We have worked with major brands like Lululemon, W Hong Kong, UBER, Jax Coco, PayPal, HKTDC and Miramar Group.





Precis

Precis is an artificial intelligence (AI) information dashboard which aggregates information from various productivity apps (like email, calendar and reminder) and social channels. This makes information:

- Precise, with summarisation
- Timely with contextual analysis
- Relevant with machine-learnt suggestions

**RIOTLY
SOCIAL MEDIA**



Riotly Social Media

Riotly Social Media is a Hong Kong-based Instagram service which helps brands increase followers and engagement by reaching out to their target audience. We have a proprietary platform that follows, likes and comments on target users on a massive scale. We have over 100 customers all over the world with medium to large brands.

SHOPLINE



Shopline

Shopline is a self-service platform for merchants in Asia to effortlessly launch full-featured e-commerce websites. The platform is fully localised for SMEs in Asia, including native language, payments, logistics and customer support. Shopline raised a USD 1.2 million seed round from Ardent Capital, 500 startups and others in January 2015, and has exceeded its seed stage milestones. In April 2016, it raised a financing round from Alibaba Entrepreneurs Fund to fuel its next stage of growth.

Swapit

Swapit is the hyper-local marketplace that connects buyers with nearby sellers of pre-loved or new items in real time. By combining location and instant push notifications, Swapit creates small, hyper-local marketplace groups for each item that is offered on its platform. This creates a unique behaviour where Swapit proactively reaches out to potential buyers who are nearby right at that moment.



Target Wealth

Target Wealth offers an accessible, affordable, online, automated, wealth management service to help customers achieve life's financial milestones. At last, everyday people in Hong Kong can affordably invest in diversified, global assets through our online platform. Customers can set a variety of savings goals, select their preferred investment options, and use our intuitive and online tools to better understand how they can achieve their financial dreams.



Dragon Law

Dragon Law is the single integrated system for you to manage your business's legal needs. Companies use Dragon Law's platform to build legal documents and share, sign and store these in the cloud. The result is legal documents at your fingertips whenever and wherever you need them, at a fraction of the cost of going to a lawyer.





Jobable

Jobable is Asia's first data-driven career platform. Jobable's matching score eliminates the noise in the hiring process by examining hundreds of data points, efficiently connecting job seekers to the best opportunities and companies to the best talent. Jobable is on a mission to streamline Asia's labour markets and change the way the world thinks about the hiring process.



PAKT

PAKT is a digital wardrobe concierge providing expert clothing care, 24/7 'clean room' storage, on-demand collection and delivery, as well as access to dry-cleaning, pressing and repairs. PAKT provides a per item photo inventory of all stored items and per item retrieval. Coming soon is a sharing, trading and donation platform, so join the digital wardrobe revolution.



Ambi Climate

Ambi Climate is the smart add-on for air conditioners that puts your comfort first. Whether it's turning on your AC before you get home, or setting rules and timers for when you are out of the house, Ambi Climate smart-enables your AC to give you seamless control.

WOW

WOW App Inc. is developing the ultimate social network platform for sports enthusiasts around the world to connect, showcase and compete with people who share the same passions and dreams. Players will upload their short video and get matched up with each other on the judging panel. Climb the rankings and receive major brand endorsements!

The Hackney

The Hackney is the city's lifestyle hub, featuring the best collection of fit-to-size menswear and lifestyle events. The Hackney fosters personality for everyone. With our team of attire specialists, we offer every gentleman our smart dressing solutions.

THE HACKNEY

Gormei

Gormei's objective is to help top-end restaurants and food makers accommodate more diners and find new patrons without 'discounting', but rather through rewards, exclusivity and unique experiential perks. We match foodies with food makers, either for unique Gormei curated events, or to make a member's special event unique via Gormei.

Gormei



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Women in Tech Social Mixer

Join the RISE Women in Tech and global influencers for fun and networking

WHERE? Zafran, Basement 43-55
Wyndham St, Central

WHEN? Tuesday, 31 May, 7-9pm

WHAT? All drinks HKD 80



Knocking on the Investor's Door

A panel event for selected startups and investors, followed by a networking session

WHERE? By invitation only – please contact info@whub.io

WHEN? Monday, 30 May, 7-9pm



RISE BREAKTHROUGH HK 2016

Semi-finals organised by RISE and the Hive Studios, presented by Pelago

Any Hong Kong startup that has received little to no funding and is less than one year old is eligible to enter BREAKTHROUGH. The semi-finalists will be judged by three influencers from the Hong Kong startup community.

WHERE? The Hive Studios, 8 /F, Cheung Hing Industrial Building, 12P Smithfield, Kennedy Town

WHEN? Friday, 27 May, 7-9pm

WHAT? Free! Book your spot through Pelago: breakthrough.pelago.events

INFORMATION



TRANSPORTATION

Hong Kong has a great public transport network that is convenient and easy to use. Subways and buses both cross the harbour. If you have any difficulty finding transport, you can easily find a taxi day or night.

Octopus cards are an easy and convenient method of payment in Hong Kong. They are available for purchase in MTR stations. You can use an Octopus card to pay for all kinds of public transport (trains, buses, trams) as well as to pay in convenience stores, supermarkets, and even certain shops and restaurants.

- Tourist Octopus: HKD 39

(*No initial stored value; no deposit; you cannot have a negative value*)

- Standard Octopus: HKD 50 (deposit)
(*Initial stored value HKD 100; you can have a negative value up to HKD 35*)

- MTR Tourist Day Pass: HKD 65

Enjoy any one day¹ of unlimited travel on the MTR²

1. 24 consecutive hours beginning from the recorded entry time of the first journey

2. Except the Airport Express, the MTR bus, East Rail Line First Class, and travel to/from Lo Wu station and Lok Ma Chau station

www.octopus.com.hk/home/en/



CONTACTS

Emergency services
(police, fire, ambulance)
999

Police Hotline
+852 2527 7177

Hong Kong Observatory
(for weather information)
www.hko.gov.hk



CANTONESE 101

English

hello

good morning

how are you?

good/fine

excuse me

please

thanks (for a service)

thanks (for a gift)

you're welcome

subway

bus

telephone

bus stop please

bill please

Pronunciation

nei hou

zou san

nei hou maa

hou/gei hou

m hou ji si

qing

m goi

do ze

m sai hak hei

dei teet

ba sih

din wah

jao lok m goi

mai dan m goi

Characters

你好

早晨

你好嗎？

好/幾好

唔好意思

請

唔該

多謝

唔使客氣

地鐵

巴士

電話

有落唔該

埋單唔該

BE A SMARTER START-UP

A guide to growing your business in Hong Kong

www.kpmg.com/cn/start-up

Raising capital, finding talent, establishing a corporate governance framework, and other management initiatives take time and are important to enhance business success.



KPMG is able to bring a range of perspectives. We work with a variety of clients, including leading multinational companies, listed companies, state-owned enterprises, emerging startups, family-owned businesses, NGOs, venture capital and private equity funds, angel investors, and governments.

Feel free to reach out to any of our HGTIG members at www.kpmg.com/cn/start-up.

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at RISE 2016*



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