

## From Nurturing to Collaboration: Cyberport Helps Hong Kong Start-Ups Maximize their Potential

*Local ICT talent recognized in new round of seed funding, celebrated in Incubation Programme graduation, and encouraged through HK-Shanghai collaboration*

**Hong Kong, 13 April 2011** – Several promising Hong Kong companies today reached key milestones on their journey from start-up to success story with the help of the Hong Kong Cyberport Management Company Limited (Cyberport). Eight growth-stage companies graduated from the Cyberport IncuTrain Programme and five start-ups received seed funding of \$100,000 each from the second Cyberport Creative Micro Fund (CCMF) Pilot Scheme.

Cyberport also today announced a strategic partnership with Shanghai's Knowledge and Innovation Community (KIC). The two counterparts will encourage closer cooperation between the information and communications technology (ICT) industries in Hong Kong and Mainland China, giving HK SMEs and start-ups a platform to explore high-growth marketplace across the border to reach the next stage of business development.



“To realise Cyberport’s potential as one of the leading ICT hubs for the region, we are committed to nurture the local ICT talents. We offer a range of facilities and services to support local entrepreneurs at every stage of their developmental journey,” said Herman Lam, CEO of Cyberport.

“Through CCMF Scheme, creative start-ups, such as the five receiving grants today, have access to initial funding. Under incubation programme, incubatees receive training and a wide range of business development support. The eight graduating incubatees we honour today have

gained invaluable experience, and opportunities from our incubation programme that can prepare them to reach new heights. With the new relationship with KIC, HK SMEs and start-ups will be able to extend their business network and tap into the potential markets in Mainland China," Mr. Lam continued.

The Strategic Partnership Agreement between Cyberport and KIC is expected to help local ICT entrepreneurs broaden their perspective and better align with fast-growing ICT development in Mainland China. It will also strengthen Hong Kong's position as a leading digital powerhouse in the Asia Pacific by encouraging the exchange of ideas and the creation of new collaborative partnerships.

Cyberport has recently announced new funding and initiatives in ICT for the next three years. Through its Entrepreneurship Centre launched on 1 April 2011, it is now running Incubation Programme and CCMF Scheme by investing in more high-growth local start-ups/SMEs and scaling up CCMF Scheme to spark creativity and innovation in ICT industries. The preliminary plan is to incubate 100 companies in five years starting from 2011 and commit \$2 million a year to CCMF Scheme to fund more start-ups.



#### Winners of the second CCMF Pilot Scheme

Recipient	Project	Details
Mike Ko and Sam Yuen	<i>Timable</i>	Timable is a search platform that consolidates all sorts of activities and events and provides time-based event search capabilities. It makes use of a user's Internet browsing history, behaviour, and real-time location to suggest the most suitable events, fitting them into his or her personal schedule, while arranging reservations and ticketing. Timable is intended for launch as a Smartphone application.
Lucidus IT	<i>Openballs Team</i>	Openballs is an online community builder

Solution Limited	<i>Sports Community Builder and Management System</i>	for team sports. Combining features of the NBA, Facebook, and Wikipedia, its user-friendly interface allows all groups and organizations to manage their sports activities easily.
SBS-Global Limited	<i>Flipter</i>	Flipter is an online platform that allows users to express their thoughts on any topic and to receive instant feedback and insights. Users are also able to gather additional information through statistics and demographics and to post additional comments supporting their choice of answer.
Happy Valley Media Limited	<i>Gr8</i>	Gr8 harnesses the power of Web 3.0 to simplify the process of buying or renting a home. Using next-generation Internet technologies, Gr8 provides a simple system for on-the-go, owner-direct property information.
Taxizu Limited	<i>Taxizu</i>	Taxizu is an iPhone application that allows users to easily meet and share taxis from major transit hubs in and around Hong Kong. Its broader role is as a tool for ad-hoc social gatherings – bringing anonymous groups of people together to serve a common purpose.



### Cyberport IncuTrain Programme Graduates

Graduate	Company Profile
Music Powerhouse Limited	Founded by a team of experienced digital music specialists, it aims to introduce new music business

	models and to alter existing ones to accommodate changes in the way people consume music today.
Pacific Choice Development Limited	Developing and publishing numerous titles for the mobile platform, it strives to become a global entertainment company providing content such as games.
Bubble Mon Digital Media Company	Established in 2007, it develops, distributes, and licenses the rights to movies, television, anime, music, and characters across various regions. Its licensing service encompasses events, merchandise, and publications and covers merchandise design, production and distribution.
Fatbars Limited	Founded by a post-production art director and a special effects software trainer, it is developing an online service for 3D stereoscopic stock footage.
Hongkongstudy.com Limited	It provides one-stop innovative content management and IT solutions, with rich experience in producing multimedia teaching/learning materials for major textbook publishers in Hong Kong.
Cgcwork Company	A full-service marketing agency, it specializes in branding and communications through print, web and interactive media and game development.
Linksolutions Limited	A multi-media entertainment company focuses on developing engaging digital entertainment, games, and books for children and mass game players.
Kge Lab	Set up to create edutainment programmes for design students, it implements a new teaching approach involving games, creative personal projects, supervised research, and career strategies.

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### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and promoting a digitally inclusive society through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit [www.cyberport.hk](http://www.cyberport.hk)

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