

Press Release
For Immediate Release

Sixth Cyberport University Partnership Programme launched

*Record high with over 70 Local University Students to compete for total
HK\$1,000,000 Grant with FinTech pitches*

Hong Kong, 7 January 2021 – The 6th Cyberport University Partnership Programme (CUPP) organised by Cyberport was launched today. A total of 73 students from seven local universities form 20 teams will receive a series of FinTech and entrepreneurial training through a 9-day online boot camp. They will then present their business proposals and compete for HK\$1,000,000 grants under the Cyberport Creative Micro Fund (CCMF). The programme is being held in a virtual format for the first time due to the epidemic. Yet this has not made the programme any less attractive to students. Around 25% more students have been admitted compared to the last cohort, giving this year's CUPP a record high in students' application and admission.

CUPP aims at cultivating more FinTech talents for Hong Kong. Since its launch in 2015, the programme has provided professional FinTech training for over 300 local university students, enlightening their entrepreneurship spirit. This year Cyberport selected [IESE Business School of the University of Navarra](#) for the first time as hosting university partner to conduct the boot camp, and has also extended university partnership to seven local universities. This year's programme also allows students to form teams across different co-organising universities for the first time, with the aim to foster joint school communication and exchange.

With their preliminary FinTech business proposals, each team will utilise the knowledge on FinTech and entrepreneurship earned from trainings and boot camp, to continuously improve their proposals. Over the past six months, Cyberport has arranged six pre-camp nurturing sessions to provide fundamental knowledge on FinTech and blockchain. In the nurturing sessions, Hong Kong financial regulatory organisations such as Hong Kong Monetary Authority and Insurance Authority were invited to give a brief on Hong Kong's FinTech latest developments. Renowned industry experts such as R3 and WeBank also shared practical applications on blockchain technology, equipping students with feasible approaches in the business world.

In face of the epidemic, the yearly one-week overseas training has been adapted to a 9-day virtual boot camp, which is delivered by the prestigious business education institution in Europe, IESE Business School of the University of Navarra. The CUPPers will receive close to 60 hours of trainings and mentoring support from worldwide industry experts and learn how to commercialise their ideas in FinTech. IESE Business School of the University of Navarra in Spain has ranked first in world for Executive Education for six consecutive years, which shows their strength in educating leaders who can be entrusted

with the future of business in society. Apart from FinTech knowledge, the lecturers will also enrich the participating students with a global mindset, general approaches to management, and people-centric vision entailed by social responsibility.

Alfred Sit, Secretary for Innovation and Technology of the HKSAR Government, said in his remarks, “Our young people are creative and innovative. I encourage our youths to seize every opportunity provided by Cyberport to expand network and widen horizons. This year marks the 6th year in which Cyberport organises CUPP with seven local universities. I believe that by receiving world-class entrepreneurship boot camp and mentorship in Hong Kong and overseas, the students will unleash their potential and gain insights into the global market.”

Peter Yan, Chief Executive Officer of Cyberport, said, “As Cyberport’s flagship FinTech-focused programme under the Cyberport Academy, CUPP’s mission is to nurture young FinTech talents while unearthing innovative ideas. We are pleased to see a record high number of students admitted to this year’s CUPP and their business proposals have been excellent. It reflects that the FinTech industry is flourishing, and is encouraging more young minds to engage in its development. With the accelerating digital transformation of society and the surging demand for FinTech talents, it is of utmost importance for Cyberport to continue equipping youngsters with digital technology skills and enriching Hong Kong’s I&T talent pool.”

Luca Venza, Director of Technology Innovation, Transfer & Acceleration of IESE Business School, said, “We are glad to have been invited by Cyberport to deliver this intensive online bootcamp for Hong Kong’s university students. With our mixed-methodology teaching approach, we will provide best-in-class entrepreneurial training and increase students’ exposure to the global FinTech start-up ecosystem. We hope the students can better understand how to develop and test ideas efficiently and effectively.”

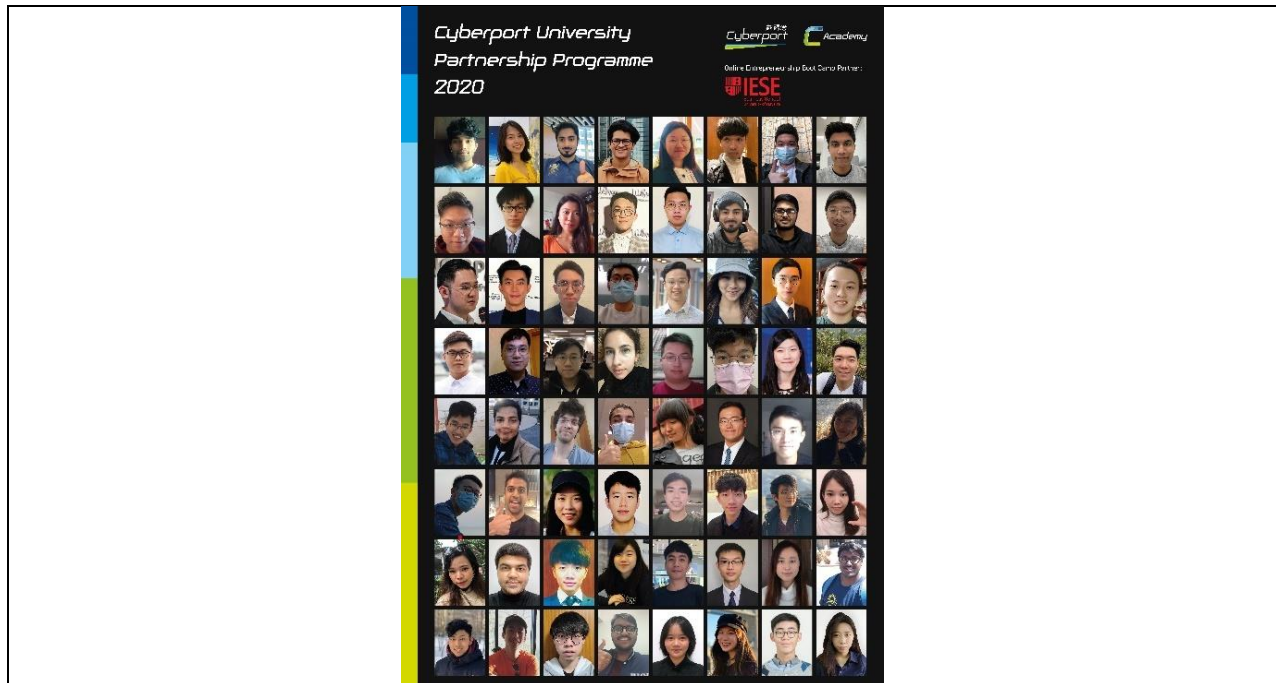
In the programme, participating teams can refine their business plans by putting the FinTech and entrepreneurial knowledge gained in the trainings and boot camp into use. They will pitch their proposals on Presentation Day (6th February 2021). The top 10 winning teams will each receive HK\$100,000 funding from Cyberport Creative Micro Fund (CCMF).

Since the launch of CUPP in 2015, over half of the CUPP projects have successfully been admitted into Cyberport Creative Micro Fund (CCMF) to continue their start-up ventures. So far, four startup companies brought up by the CUPP have successfully become Cyberport incubatees and continue to shine in their respective fields.

For more CUPP details, please visit <http://cupp.cyberport.hk>

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For high resolution photos, please download via [this link](#).



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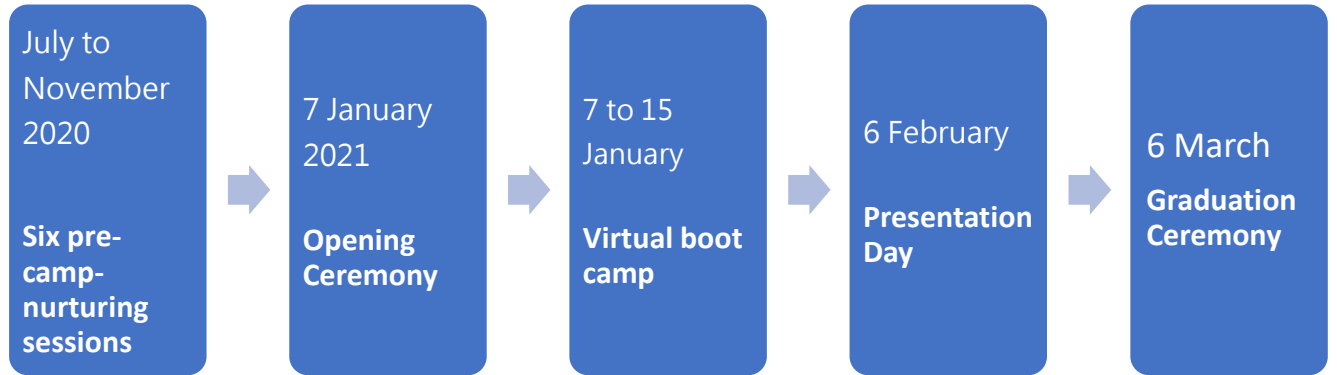


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6th Cyberport University Partnership Programme



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|--|---|--|
| <ul style="list-style-type: none"> • City University of Hong Kong • Hong Kong Baptist University • The Chinese University of Hong Kong • The Hong Kong Polytechnic University • The Hong Kong University of Science and Technology • The Open University of Hong Kong • The University of Hong Kong | <ul style="list-style-type: none"> • AWS Educate • CFTE • Bowtie • Finastra • Fisco BCOS • Hyperair • R3 | <ul style="list-style-type: none"> • Hong Kong Monetary Authority • Securities and Futures Commission • Insurance Authority |



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About Cyberport

Cyberport is an innovative digital community with around 1,600 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit www.cyberport.hk