



Press Release
For Immediate Release

Cyberport and PwC Hong Kong Jointly Organise “Road to GBA Start-up Programme 2.0”

Helping FinTech and Green Finance Start-ups land in the GBA

Hong Kong, 28 July 2022 – The “Road to GBA Start-up Programme 2.0”, jointly organised by Cyberport and PwC Hong Kong, kicks off today with an opening ceremony. Eleven participating FinTech and Green Finance companies from the Cyberport Community will be entitled to a six-month GBA Go-to-Market Programme with comprehensive support and training. This year, the “Road to GBA Start-up Programme 2.0” has been enhanced to be cluster-centric with more technology consultation support. Members of the Cyberport Technology Network (CTN) will offer companies guidance on Mainland Cybersecurity, internet infrastructure and data policies, equipping them with a better understanding of relevant regulatory policies and other essential information.

Last year, Cyberport and PwC Hong Kong co-organised the “Road to GBA Start-up Challenge” for the first time. The programme aimed to connect Cyberport community companies planning for an expansion to the GBA, with investors, clients and partners, and help them explore business opportunities in the region. With the purpose of identifying more start-ups with potential and offering full-fledged and tailor-made support and training to participating companies, we have refined the event this year, and repositioned it from a competition to an incubation programme. The programme will recruit start-ups under specific clusters in phases each year, to offer more targeted support. The first phase of this year’s programme will focus on FinTech and Green Finance start-ups, followed by Smart Living and Digital Entertainment clusters in the next phase.

Mr Eric Chan, Chief Public Mission Officer of Cyberport, said, “With the opening up of the GBA financial market, coupled with the Central Government’s effort to deepen and widen mutual access between the financial markets of the Mainland and Hong Kong, FinTech start-ups in Hong Kong and the GBA will enjoy tremendous market development opportunities. We are delighted to join hands with PwC Hong Kong through the Cyberport Professional Services Network (CPN) for the second consecutive year. We hope that the upgraded “Road to GBA Start-up Programme 2.0” will help more start-ups with potential to enter the GBA market. As the largest FinTech community and the flagship of Hong Kong’s digital technology industry, Cyberport will continue to actively promote FinTech industry development, build a sustainable financial and innovation ecosystem, and assist community start-ups to seize the opportunities of the GBA and integrate into the national development.”



Ms Cecilia Yau, PwC Mainland China and Hong Kong Media Leader said: “As an important national development strategy, cities in the GBA will join hands to build the area into an international technological innovation center. Start-ups should consider how to make good use of the advantages and development potential of other cities in the GBA, promote complementary advantages, and diversify corporate developments. I&T is the new driving force for Hong Kong's future development. Cyberport and PwC Hong Kong have always been committed to promoting start-up development. Therefore, we are delighted to join hands with Cyberport to organise the "Road to GBA Start-up Programme 2.0" to help Hong Kong start-ups entrepreneurs expand their cross-border business.”

In addition to themed workshops, corporate management consultation, product commercialisation, investment roadshows, business matching and assistance from GBA partners, this year CTN member's partner China Internet Communications Limited and Nova Credit Limited will share knowledge on Cybersecurity, internet infrastructure and data governance in the Mainland to enable start-ups to learn about the industry landscape to reduce barriers to landing.

This year, the 11 selected companies will attend the six-month training programme held by Cyberport and PwC Hong Kong, covering key topics such as financial report, taxation, and legal issues. The companies will enjoy one-on-one consultations with PwC Hong Kong's professionals as mentors, networking with Cyberport and PwC Hong Kong's GBA partners or investors, assistance in commercialising their products in the GBA, as well as visits to innovation parks and partner companies in the region to build a network with potential customers, investors and partners.

The CPN was launched in March 2021 to connect Cyberport community start-ups with professional consultancy firms, offering specific professional assistance in areas including legal, accounting, financing, marketing and corporate development services to accelerate the growth of start-ups. Over 20 international and local professional consultancy firms, including PwC Hong Kong, have joined the network.

Appendix 1: List of participating start-ups in the “Road to GBA Start-up Programme 2.0”

Name	Technology Cluster	Details
QFpay Haojin Fintech Limited	FinTech	QFPay is a leading mobile payment technology, solution and service based in Beijing, with business presence across Asia and the Middle East. Its mobile payment platform enables merchants to accept mobile payments from a variety of e-wallets and supports banks as well as strategic partners to launch their own QR code-based payment solutions.
Leapstack Hong Kong Limited	AI & Big Data	Leapstack is a technology company focusing on health insurance risk control, serving insurance companies, insurance intermediary, other regulatory partners and provide them with AI and big data-driven risk control solutions.
AClouding Intelligence Technology Company Limited	AI & Big Data/ FinTech	ACCLOU is a cloud-based application that allows corporations and individuals to conveniently match their payment receipts with the accounting records with the help of Artificial Intelligence (AI). Subscribed users can use this application through its web and mobile interfaces.
Paysmart Capital Limited (Liquid)	FinTech/ Blockchain	Liquid created a decentralized database and corporate digital identity by blockchain technology. The immutable, traceable, and decentralized nature of the data enables simplified identification and verification of legal entities and reduced costs and risks associated with customer acquisition.
SpokesPerson Group Limited	AI & Big Data/ Digital Entertainment & Esports/ Marketing Technology	SpokesPerson is the world’s first short video platform incorporating “Social Fi” (combining social and financial) technology in the form of tasks. Content creators and internet celebrities can earn income by shooting short videos and promoting products and services, according to the tasks assigned by merchants and other users.
Diginex	Blockchain/ ESG	Diginex is a tech business helping organisations realise the commercial benefits of ESG and make data-driven decisions to mitigate risks and utilizing blockchain technology to lead change and enhance transparency.
Krip Limited	FinTech/ Smart Living	Krip is Hong Kong’s first personalised, comprehensive, and centralised credit card deals platform. It endeavours to empower customers to spend smarter with innovative technology and

		information transparency.
MOJODOMO Hong Kong Limited	FinTech	MOJODOMO is Asia's first zero-waste, performance-based e-voucher redemption and merchant platform. By combining financial payment and marketing technologies, enterprises and merchants can instantly complete the cash voucher redemption and settlement process within the system without payment in advance. This can significantly reduce the administrative costs and wastage of resources for the rewards programme and enhance the return on investment.
PropCap Technologies Ltd	AI & Big Data/ Blockchain/ FinTech	PropCap is an overseas real estate finance matching platform using Big Data and Artificial Intelligence to provide mortgage matching services for overseas buyers, while creating low-risk, stable return fixed income investment opportunities for alternative asset investors.
Aereve	AI & Big Data, FinTech	Aereve is an environmental, social and corporate governance (ESG), supervisory and regulatory technology company and an expert in cross-border FinTech, accelerating the digital transformation to risk and compliance by bringing standard-defining technology to the banking, financial services and insurance (BFSI) industries, governments, regulators, ecological business and green digital finance framework via RegTech, SupTech and Blockchain technology.
RPA (HK), Ltd.	AI & Big Data/ FinTech/ RegTech	RPA (HK), Limited is the first technology firm in Hong Kong 100% dedicated to providing robotic process automation (RPA) and intelligent automation-related services and solutions. It produces software robots to mimic human workers' actions to improve productivity, quality and lower labour costs.

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



The “Road to GBA Start-up Programme 2.0”, jointly organised by Cyberport and PwC Hong Kong, kicks off with an opening ceremony. About 11 selected Cyberport community companies will be entitled to participate in a six-month GBA Go-to-Market Programme with comprehensive support and training.



Mr Eric Chan, Chief Public Mission Officer of Cyberport, said he was glad to join hands with PwC through the Cyberport Professional Services Network for the second consecutive year to provide Cyberport start-ups with assistance for their business expansion in GBA, improving their competitiveness.



Cecilia Yau, PwC Mainland China and Hong Kong Media Leader, says, I&T is the new driving force for Hong Kong's future development. Cyberport and PwC Hong Kong have always been committed to promoting start-up development. Therefore, we are delighted to join hands with Cyberport to organise "Road to GBA Start-up Programme 2.0" to help Hong Kong start-ups entrepreneurs expand their cross-border business."



At the opening ceremony, Yvonne Wong, General Manager of Qianhai International Liaison Services Limited, shared with the participating companies the support policies of Qianhai to encourage start-ups to land in GBA.



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About Cyberport

Cyberport is an innovative digital community with over 1,800 members including over 800 on-site and 900 off-site start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, 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, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 156 countries with over 295,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.