



Preparation Course for Startup Entrepreneurship

Application Deadline
01 Nov 2018

Course Aims

On completion of the module, students are expected to be able to:

- * Nurture entrepreneurial talents with the right mindsets and skillsets in creating successful start-up business by transforming creative ideas into innovative products;
- * Identify and understand the startup eco-system in HK to speed up their business growth through incubators, accelerators, partners, etc.

Course Information

Class Schedule: 7,8,14,15,21,22 Nov 2018, Time: 18:45-21:45, Location: D321/IVE(Tsing Yi)

Lecturers

Billy Chung is the General Manager of a company that developed a do-it-yourself (DIY) animation platform to help businesses create amazing animated videos quickly and easily. Its technology has also won a number of industry awards, including four HK ICT awards and one APICTA award. Billy is a business professional with over 20 years of experience running HK listed companies and emerging start-ups. He holds a MBA from the University of Toronto and an undergraduate degree from the University of Waterloo. He is also a finance professional with a number of accounting designations.

Albert Au is the founder of a Cyberport Incubation company, the creator of a portable and affordable personal Personal Care Plan (PCP) and Point of Care (POC) system transform from the bedside nursing care plan used in hospitals. A self-made entrepreneur in the eHealth and HealthTech industry, Albert started out as a Healthcare Solutions Specialist at IBM China / Hong Kong, he successfully founded his first business venture and was acquired by a large healthcare group in 2001. Albert holds a bachelor degree in Computer Science and an MBA degree from the Hong Kong University of Science and Technology.

Course Fee

HK\$ 3,935 (HK\$ 3,345 for VTC Staff/Student/Alumni/Early Bird)

Application

Fill in the application form * with a cheque made to "Vocational Training Council" and send to "Department of Information Technology, C440, IVE(TY), 20 Tsing Yi Road, Tsing Yi, NT" Attn: Mr. M Y Cheung

* Application can be completed on :<http://it.vtc.edu.hk/pcpd/Schedule.php>

Enquiry

Mr. M Y Cheung, Tel: 3757 9258, Email: cheungmy@vtc.edu.hk



For details, please visit:
<http://it.vtc.edu.hk/pcpd/>

Topics

1. HK startup ecosystem
2. Team formation
3. Innovation and creativity
4. Idea formation
5. Product market fit
6. Product and market validation
7. Business Plan
8. Startup financing

Teaching Plan

Meeting 1

- Overview for Entrepreneur
- HK Eco-System for Start-up
- Team Formation

Meeting 2

- Business Model Canvas
- Revenue Model

Meeting 3

- Acquire the first customer
- Go-to-market Planning and Execution

Meeting 4

- Incubation / Accelerator
- Government Funding / Support

Meeting 5

- Case Study
- Guest Sharing

Meeting 6

- Final Project Presentation