

Press Release

For Immediate release

Cyberport University Partnership Programme 2019 participants depart for Chicago 49 local university students will receive entrepreneurship training in the University of Chicago Booth Business School

Hong Kong, 17 August, 2019 – The fifth Cyberport University Partnership Programme (CUPP) organised by Cyberport brought 49 local university participating students to Chicago, the US, via the Programme's official airline company, **Cathay Pacific Airline**, this morning. The students will receive intensive entrepreneurship training at the **University of Chicago Booth School of Business** and visit FinTech enterprises in a one-week boot camp. They will pitch their projects in front of the jury on the CUPP Demo day and compete for HK\$100,000 granted by the Cyberport Creative Micro Fund and an interview opportunity of the Cyberport Incubation Programme.

Making good use of artificial intelligence (AI) and blockchain technology

Fully supported by **Convoy Global Holdings Limited**, CUPP involves students from six local universities, forming into 18 teams. Each team has handed in its initial FinTech business plan in which advanced technology like AI and blockchain technology are applied to investment analysis, wealth management, business operation and other aspects.

Dr Charleston Sin, Director of Cyberport, who followed the team to the US, said: "Students have participated in six pre-camp FinTech nurturing workshops in Hong Kong since July, covering topics like cloud computing, InsurTech, cybersecurity, AI, RegTech and blockchain technology application. I believe they have had a certain foundation already. Under the training of instructors from the University of Chicago Booth School of Business, students will make significant progress in the coming week and come up with brand new business plans."

All-round entrepreneurial training

The University of Chicago Booth School of Business has become the programme partner for the second consecutive year. The institute is one of the oldest business schools in the US and one of the leading business schools in the world. Its instructors will teach students about business planning, competitive landscape analysis, marketing, product development and design, team management, investor pitching, and the knowledge and techniques of equity management. During the class, students will conduct marketing analysis, examine and revise their marketing plans and conduct mock pitching.

In order to deepen the knowledge of students about FinTech industry, visits to five local FinTech companies are arranged, including Screenshot which specialises in virtual insurance claims; Venmo, a subsidiary of PayPal which develops e-wallet; Braintree which focuses on mobile payment technology; Morningstar which provides investment analysis services; and Transunion which integrates individual consumption data from different

countries around the world. Students can therefore learn from the successful entrepreneurs.

Under the sponsorship of **Klook**, the programme travel partner and alumnus of Cyberport Incubation Programme, students will visit the famous attractions in Chicago, such as the Adler Planetarium. They will also join the Chicago Architecture Cruise trip and enjoy the views of the city from 360 Chicago observation deck located above the John Hancock Centre.

Preparing for the Demo Day in October

After the boot camp, students will make use of the knowledge learnt and modify their business plans. They will then pitch their projects in front of the jury on the Demo day in October. Teams with outstanding performance will be granted HK\$100,000 by the Cyberport Creative Micro Fund and an interview opportunity of the Cyberport Incubation Programme to further implement their business plans.

The effort has borne fruit since the launch of CUPP in 2015 as participating students have turned their ideas into businesses. So far, four start-up companies brought up by the CUPP have successfully become Cyberport incubatees and continue to shine in the field. They include [Authpaper](#) which specialises in cybersecurity, [Initial Innovation](#) which focuses on electronic payment, [MindLayer](#) which develops chatbot system, and [Mellow App](#) which cultivates children with correct financial management concept.

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

Photo captions:



Photo 1: 49 students from six local universities depart for the University of Chicago Booth School of Business and start the one-week boot camp.



Photo 2: Dr Charleston Sin (middle), Director of Cyberport, who followed the team to the US, believes that under the training of instructors from the University of Chicago Booth School of Business, students will certainly make a significant progress in the coming week.



Photo 3: The University of Chicago Booth School of Business has become the Cyberport University Partnership Programme partner for the second consecutive year. The institute is one of the oldest business schools in the US and one of the leading business schools in the world.



Photo 4: Students who joined the Cyberport University Partnership Programme 2019 have participated in six pre-camp FinTech nurturing workshops in Hong Kong since July.

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

Cyberport University Partnership Programme



University Partners	Corporate Partners	Regulator Partners
<ul style="list-style-type: none"> • City University of Hong Kong • Hong Kong Baptist University • Chinese University of Hong Kong • Hong Kong Polytechnic University • Hong Kong University of Science and Technology • University of Hong Kong 	<ul style="list-style-type: none"> • Cathay Pacific • Convoy Global Holdings • Klook • ZA International • Amazon Web Services (AWS) • eCloudvalley • OneConnect • Financial Blockchain Shenzhen Consortium 	<ul style="list-style-type: none"> • Hong Kong Monetary Authority - Fintech Facilitation Office • Securities and Futures Commission

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About Cyberport

Cyberport is an innovative digital community with over 1,300 technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision to become a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, start-ups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst corporates and SMEs.

Cyberport focuses on building six key clusters of digital tech, namely esports and digital entertainment, FinTech, AI/big data, smart city/smart living, blockchain and cybersecurity solutions, to foster the development of Hong Kong into a "Smart City". With a committed team of professionals providing all rounded value-added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong's digital tech industry.

For more information, please visit www.cyberport.hk

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