



香港中文大學
The Chinese University of Hong Kong



研究及知識轉移服務處
Office of Research and
Knowledge Transfer Services

TSSSU Information Session

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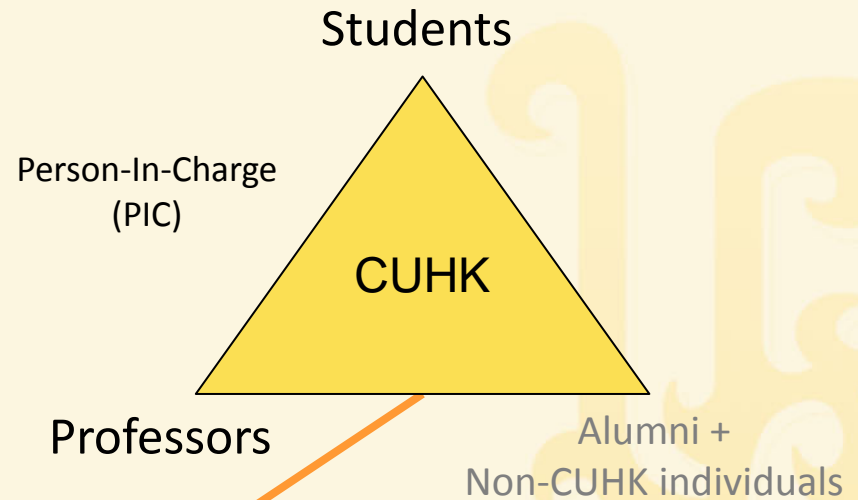
What Is TSSSU?

The Innovation and Technology Commission (ITC) has set up this **fund** since 2014 to encourage **students and professors** from six local universities to **start technology businesses** and **commercialize their R&D results**



What Is TSSSU?

\$500K per company per year in 2016-2017, for up to 3 years, subject to the availability of fund from ITC in 2017-18



The Innovation and Technology Commission (ITC) has set up this **Fund** to encourage **Students and professors** from six local universities to **start technology businesses** and **Commercialise their R&D results**

Ideas originated from CUHK students and or professors are preferred

New applicants with companies **registered** before 14 March 2014 are not eligible



Funding Scope

➤ Eligible expenses:

- Essential items for setting up and operating the Start-up (e.g. furniture and equipment, legal and accounting services, rental of necessary and suitable premises, manpower etc.);
- Expenditure on R&D (e.g. manpower, equipment, other direct costs, etc.);
- Promotion of the Start-up and marketing of their project deliverables.

➤ Ineligible expenses:

- Any items that are NOT incurred within reimbursable period (e.g. including expenses on auditing services for the funding period)
- See “CUHK TSSSU Guidelines”



Points to note on CUHK TSSSU

- HKSTPC's Incubation Program optionally included.
- PIC eligibility: Only Teaching Staff and Students (Research Staff can become members but not PIC).
- Staff/Student status is determined automatically at time of application.
- Monthly Salary Cap for shareholding founding members: up to \$12,000 for undergraduate and up to \$17,000 for postgraduate degree holders. Salary cap does not apply to non-shareholding members
- 25% temporary withholding for the last (2nd) installment
- Reminder: Full application (including all Departmental & Faculty endorsement) must be submitted by the deadline.



Program Changes (2016-2017)

- **A non-professoriate staff team member can engage in TSSSU-OBA during the University's usual office hours (Mon-Fri), subject to the below conditions:**
- The parent Department/Unit and the Faculty of the staff member concerned are agreeable to the expected beneficial outcome of the proposed TSSSU-OBA and confirm that proper arrangements can be made to cover the staff member's University duties.
 - The Company should arrange to reimburse the CUHK's "appointment funding source" of the corresponding staffing cost.
 - The non-professoriate employee should not receive any extra income from the Company by supporting the Company during office hours. However, the Company may offer shares to the CUHK employee as long as the shares will not be converted to cash during the TSSSU funding period.
 - At the end of the TSSSU funding period, the CUHK non-professoriate employee shall cease to support the Company during the University's usual office hours.



Evaluation Criteria

1. Innovation and technology content (20%)
2. Commercial viability of the business (25%)
 - Well-defined business and budget plan;
 - Well thought-out market analysis (e.g. opportunities, entry barriers, competitions, etc.);
 - Viable and realistic milestones and deliverables;
 - Potential in generating economic impact;
 - Whether the Company has secured other sources of funding apart from the TSSSU;
3. Team expertise and commitment (25%)
4. The social and/or community impact of the start-up's R&D project(s) (15%)
5. Whether the technology involves CUHK intellectual property (15%)



Business Proposal Guidelines

- TSSSU application from (i.e., Annex A) requires a “business proposal” (Section C, item 4).
- ITC does not provide guidelines or a template for writing a proposal. The business proposal guidelines in this document (next slide), provided by ORKTS, are for reference only.
- The vetting panel will evaluate your company partly based on your business proposal.
- Some guidelines on the next slide may not be applicable to your company and project.



Business Proposal

* Core components in a business proposal are in **bold**

Components	Advice
Company's Mission Statements	<i>External</i> statements to customers and investors. Fewer is better. http://www.missionstatements.com/fortune_500_mission_statements.html
Product/Service Idea	What <i>primary</i> problem(s) does it solve? What is the <i>primary</i> value proposition? Who are your customers and end users? (leave the details to next section "Competitive Analysis")
Competitive Analysis	1. What are existing products and solutions. 2. How is your solution better than competition? 3. What is your company's competitive advantage (patents)?
Team's core competence & track records	What expertise and characteristics does your team have that would make it more likely for your team to succeed?
Market Demand & Technology Readiness	How can your products/services create a niche or steal shares from incumbents? Has the technical feasibility of the product been proven?
Partnership Strategy	Partners (e.g., suppliers, channels, buyers, agents, collaborators) and strategy.
Marketing Strategy	Price, distribution channels, positioning, promotion.
Financial Plan	Cost structure, business model , revenue forecast, cash flow management
Sustainability & Evolution	How do you anticipate market change/disruption and what is your adaptation strategy?

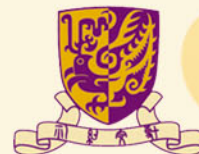
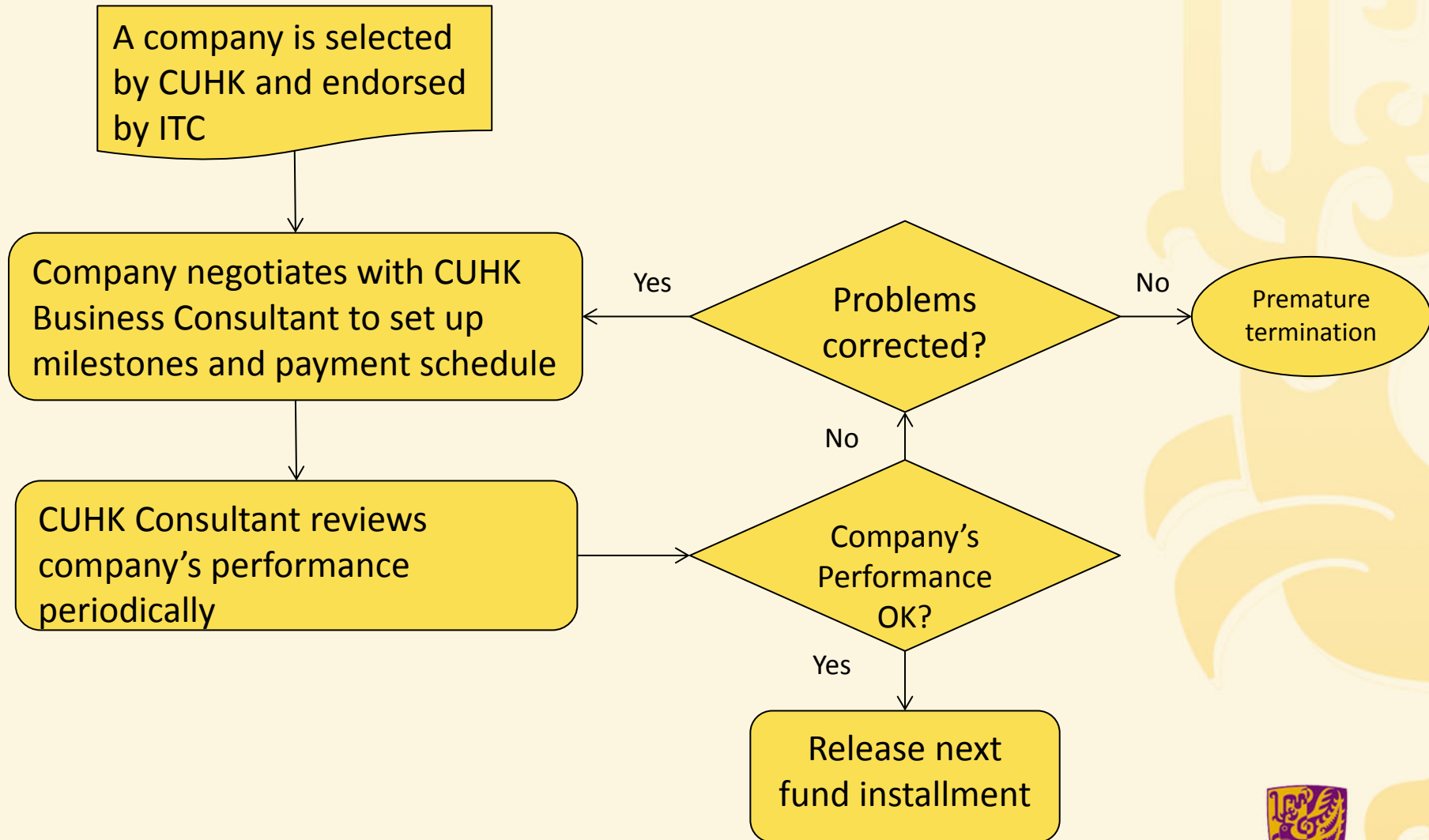
Lean Launchpad (Steve Blank)

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p>
<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>			<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>		

<https://www.udacity.com/course/how-to-build-a-startup--ep245>

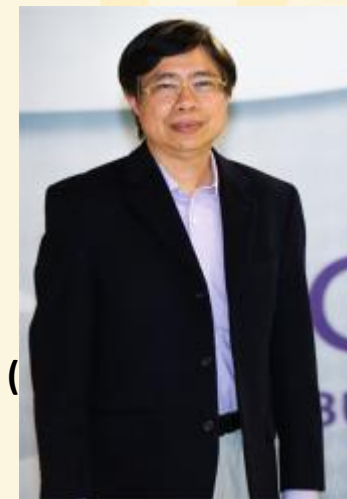


Funding Upon Satisfactory Progress



Pi Centre Manager & Business Consultant

Pi Centre Manager & Business Consultant
Mr Jonathan Chee



Formerly

- Chief Investment Officer, Eagle Ride Investment, Listed in HK (
- Head of PE/VC, Huawei Technology
- Partner, CIVC Investment Pte Limited
- General Manager, Shenzhen Capital Group & UOB-Shenzhen Capital JV
- Managing Director, Standard Chartered Bank's Private Equity
- Assistant Vice President, Vertex Management Inc., (USA)

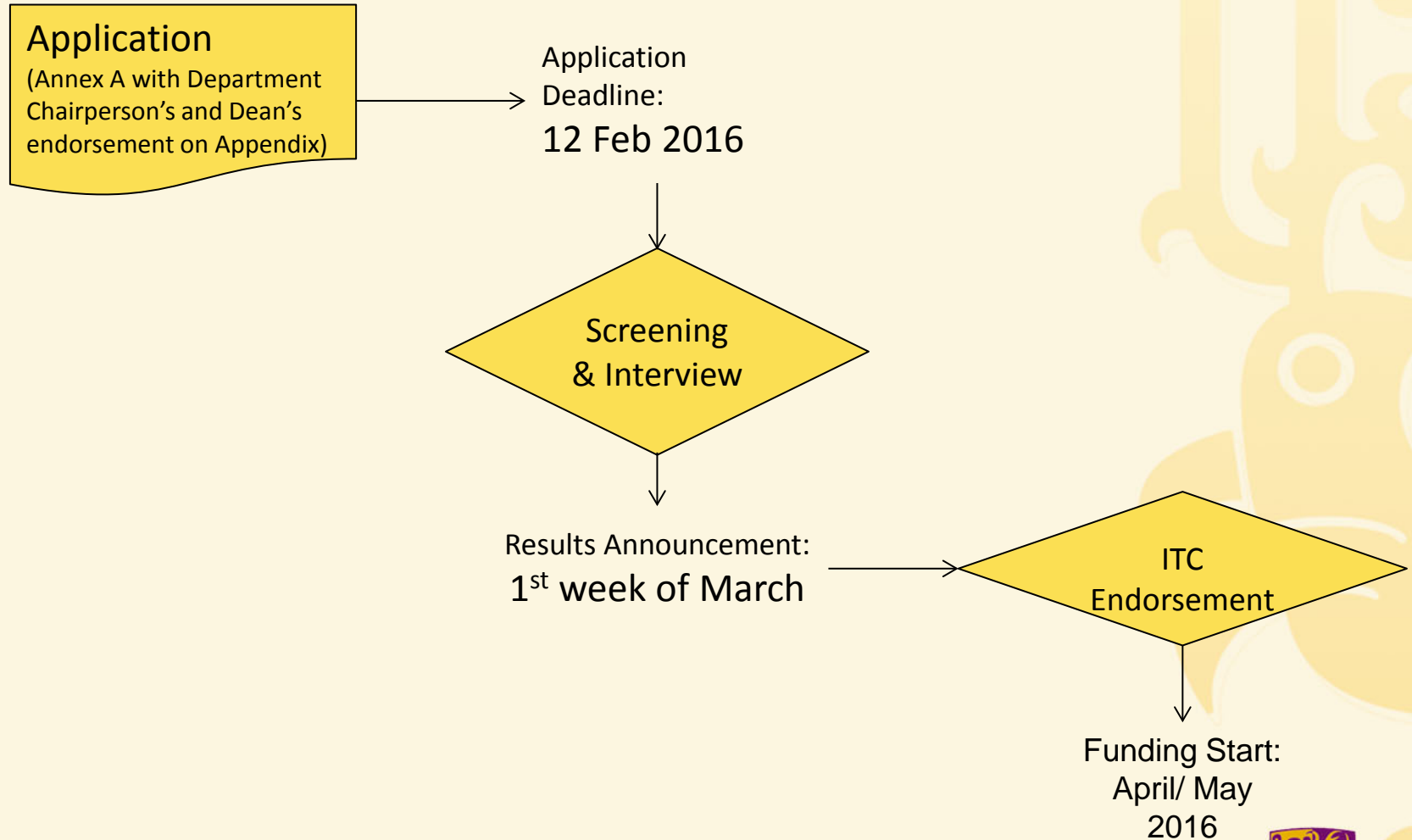


Education

- BSc. in Physics. (National University of Singapore)
- MSc. In Communications Engineering
(University of Bradford, UK)



Application Procedures



Timeline

Items	Date
Call for Applications	15 Jan 2016
Internal Deadline	12 Feb 2016
Announcement of Shortlisted Applicants for Interview	16 Feb 2016
Interview by Vetting Panel	17-19 Feb 2016 (TBC)
Announcement of Results	1 st week of Mar 2016
Recommendation List to ITC	15 Mar 2016
Funding Period (start date subject to receipt of ITC's approval)	1 Apr 2016 – 31 Mar 2017

