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## Press Release

For Immediate Release

### **HKSTP and Ten Universities Jointly Present Hong Kong Techathon+ 2024**

*Featuring Record-breaking Numbers in Participation*

*Near 1,500 Outstanding Local and Overseas Students Competing for Seed Funding and Incubation Support*

- Hong Kong Techathon+ 2024 jointly organised by the HKSTP and ten co-organising universities marks a historic milestone in terms of scale and participation with near 1,500 local and non-local participants.
- The unprecedented participation of the Non-local Group, gathering over 70 non-local students, and representing over 10 overseas renowned institutions from the United States, Malaysia, Taiwan, Macau, Thailand, and Singapore.
- Participants collaborate in teams to propose ideas based on four technology themes “Trusted AI & Data Science”, “Sustainability & ESG”, “Digital Economy” and “Smart Cities”, to compete for attractive prizes including direct access to over HK\$3 million seed funding and incubation support.

**(Hong Kong, 27 January 2024)** – Hong Kong Techathon+ 2024 (HK Techathon+ 2024), the highly anticipated academic spectacle in innovation and technology, jointly organised by the Hong Kong Science and Technology Parks Corporation (HKSTP) and ten co-organising universities, namely The City University of Hong Kong, Hong Kong Baptist University, Hong Kong Metropolitan University, Lingnan University, The Chinese University of Hong Kong, The Education University of Hong Kong, The Hang Seng University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology and The University of Hong Kong, is set to take place from January 26 to 28, 2024. This year's event not only marks a historic milestone in terms of scale and participation, but also features the unprecedented participation of the Non-local Group, gathering a lineup of non-local student teams from the United States, Malaysia, Taiwan, Macau, Thailand, and Singapore to take part in the spectacle. With an increase of nearly fifty percent from last year, around 1,500 local and non-local participants will compete for a variety of attractive prizes which include seed fundings and incubation support.

The highly anticipated HK Techathon+ 2024 Opening Ceremony commenced today, 27th January 2024, featuring the presence of local and non-local university representatives, scholars, and esteemed honorary guests Professor Sun Dong, Secretary for Innovation, Technology and Industry of the Hong Kong Special Administrative Region Government, and Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP, marking the grand commencement of the event.

Professor Sun Dong, Secretary for Innovation, Technology and Industry of the Hong Kong Special Administrative Region Government, stated, “I am excited to see around 1,500 young talents from around 250 local and overseas teams sharing their innovative ideas and solutions. This is the first time for HKSTP to involve non-local partners, with over 10 overseas renowned institutions to engage over 70 students and participants, making HK Techathon+ 2024 become a world-class event. The Government provides a range of funding and support services for I&T startups through the Innovation and Technology Fund, in particular



the \$10 billion RAISE+ Scheme launched last October, with the aim to accelerate ‘from 1 to N’ transformation of outstanding R&D outcomes. As the best springboard to both the Mainland China and Asia, Hong Kong has everything you need to cultivate innovative ideas and provides the ideal platform to expand your business into the vast Mainland and Asian markets. With so many young talents here, let’s build together a more vibrant international I&T hub in Hong Kong.”

In the opening address, Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP, expressed, “It is HKSTP’s honour to organise HK Techathon+ 2024 in collaboration with ten co-organising universities, achieving record-breaking numbers in participation and scale. This year, around 1,500 participants are joining from local and overseas academic institutions, it makes the event a global arena of innovation. HKSTP offers a dynamic ecosystem and comprehensive services and support, including award-winning incubation programmes and signature events like Techathon to empower young innovators to transform ideas into reality. I hope everyone will enjoy a series of exciting activities and workshops designed to broaden your network and spark collaboration.”

### **Unprecedented participation of the Non-local Group and the first-ever Ecosystem Immersion Programme**

HK Techathon+ 2024 aims to unearth more young people in Hong Kong who are passionate to get involved in startups. Participants will collaborate in teams to design their own innovation proposals with a balance of innovation, creativity, social impacts and feasibility, based on one of the four major technology themes, namely “Trusted AI & Data Science”, “Sustainability & ESG”, “Digital Economy” and “Smart Cities”. This year, entrepreneurs and professors from ten co-organising universities, along with members from past Techathon winning teams, will act as mentors in various fields and expertise, holding workshops and exchange activities on topics like entrepreneurial marketing, presentation skills, innovative design and more, for an instant boost in all-round skills and proficiency for the competing teams, for the purpose of advancing their proposal to the next level. Qualifying teams for the final week will present their tech solution proposals to a panel of professional judges on the final day of the competition, where they will detail their design concepts and implementation strategies. Prizes include not only up to HK\$10,000 in cash, but also direct access to over HK\$3 million seed funding and numerous incubation support programmes, gearing them up for success in realising their startup goals. This year also sees the introduction of the “Best Presentation Award”, where the champion teams from each category will deliver a one-minute on-stage elevator pitch during the awards presentation ceremony, competing for a cash prize of HK\$5,000 and the instant opportunity to share their startup values to the presented potential investors and partners.

To attract outstanding non-local innovation talents to establish their startup achievements in Hong Kong, HK Techathon+ 2024 introduces a one-week Immersion Programme, focusing on Hong Kong’s innovation ecosystem and culture. Participants from the Non-local Group will be able to not only stay at “InnoCell”, the dedicated smart living and co-creation space for I&T talents at Hong Kong Science Park, but also take part in guided ecosystems tours of the HKSTP’s Experience Centre and Smart Business Innovation Centre, and visits to enterprises applying cutting-edge technology, interdisciplinary exchanges and seminars, in order to gain insights into Hong Kong’s innovation advantages and startup practices. Additionally, they will embark on a series of cultural and traditional activities, including a Poon Choi banquet, tea appreciation with dim sum, calligraphy writing, visits to Tai Kwun, Victoria Harbour, and Central Market. The Central Market, a pilot project by HKSTP, particularly showcases an excellent testing hub for innovation technology,



in order to demonstrate the vision of building a better city and society through technology to these non-local talents.

### **HKSTP join forces with universities in facilitating startup development, inviting top three teams for HKSTP's IDEATION programme**

The winning teams will have the opportunity for direct admission to the IDEATION Programme by HKSTP, as well as access to startup support from ten co-organising universities. The IDEATION Programme can help accelerate the teams' innovation projects, build viable business models, offer comprehensive entrepreneurship training workshops, business matchmaking events, and access to the full range of facilities at HKSTP, altogether establishing a solid foundation for their innovation startup ventures.

Prior to the competition, two warm-up events were held with great success. Innovation lectures hosted by Mr Derek Chim, Head of Incubation and Acceleration Programmes, HKSTP, and Professor Dominic Chan, Associate Professor of Practice in Entrepreneurship at The Chinese University of Hong Kong, have provided valuable insights on building high-performance teams and developing practical and viable business models, aiming to enhance the entrepreneurial capabilities of the participants. HKSTP has also invited representatives from local leading startups, such as "Alphabag", "Asynk", "Cloudbreakr", and "Sorra" to join in the "Youth Startup Leaders Sharing" session, where they have discussed entrepreneurial experiences and winning strategies, with examples from their own companies to illustrate how various incubation programmes assist in turning ideas into reality and support business development at different stages, preceding the three-day final competition.

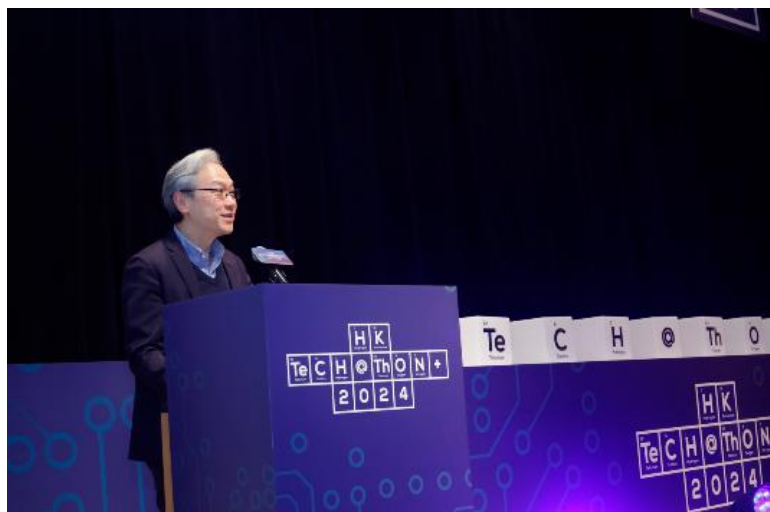
(Detailed information on the innovation startups can be found in the appendix)



**Photos 1a to 1b:** The highly anticipated HK Techathon+ 2024 Opening Ceremony, jointly organised by HKSTP and ten co-organising universities, commenced today, featuring the esteemed honorary guests Professor Sun Dong, Secretary for Innovation, Technology and Industry of the Hong Kong Special Administrative Region Government, and Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP, marking the grand commencement of the event.



**Photo 2:** Professor Sun Dong, Secretary for Innovation, Technology and Industry of the Hong Kong Special Administrative Region Government, stated, “I am excited to see around 1,500 young talents from around 250 local and overseas teams sharing their innovative ideas and solutions. This is the first time for HKSTP to involve non-local partners, with over 10 overseas renowned institutions to engage over 70 students and participants, making Techathon+ 2024 become a world-class event. The Government provides a range of funding and support services for I&T startups through the Innovation and Technology Fund, in particular the \$10 billion RAISE+ Scheme launched last October, with the aim to accelerate ‘from 1 to N’ transformation of outstanding R&D outcomes. As the best springboard to both the Mainland China and Asia, Hong Kong has everything you need to cultivate innovative ideas and provides the ideal platform to expand your business into the vast Mainland and Asian markets. With so many young talents here, let’s build together a more vibrant international I&T hub in Hong Kong.”



**Photo 3:** In the opening address, Ir Dr HL Yiu, Chief Corporate Development Officer of HKSTP, expressed, “It is HKSTP’s honour to organise Hong Kong Techathon+ 2024 in collaboration with ten co-organising universities, achieving record-breaking numbers in participation and scale. This year, around 1,500 participants are joining from local and overseas academic institutions, it makes the event a global arena of innovation. HKSTP offers a dynamic ecosystem and comprehensive services and support, including award-winning incubation programmes and signature events like Techathon to empower young innovators to transform ideas into reality. I hope everyone will enjoy a series of exciting activities and workshops designed to broaden your network and spark collaboration.”



**Photos 4a to 4b:** Prior to the competition, two warm-up events have been held with great success. Innovation lectures hosted by Mr. Derek Chim, Head of Incubation and Acceleration Programmes, HKSTP (Photo 4a), and Professor Dominic Chan, Associate Professor of Practice in Entrepreneurship at The Chinese University of Hong Kong (Photo 4b), have provided valuable insights on building high-performance teams and developing practical and viable business models.



**Photos 5a to 5c:** HKSTP has invited representatives from local leading startups, such as “Alphabag”, “Asynk” (Photo 5a), “Cloudbreakr” (Photo 5b), and “Sorra” (Photo 5c) to join in the “Youth Startup Leaders Sharing” session.

## Appendix - Information on the Innovation Startups

### About “Alphabag”

Alphabag is a project management platform designed for the creative industry, combining artificial intelligence with tangible game cards to simplify project planning and execution, enhancing collaboration efficiency. Unlike other SaaS solutions, Alphabag Deck is a set of 128 physical cards, each resembling Pantone color cards and detailing common processes. Users can gamify project workflows in face-to-face communication, significantly reducing communication costs. With the Alphabag App, outcomes from physical discussions seamlessly integrate into the application. The integration of virtual and physical features sets Alphabag apart, providing an engaging and efficient project management experience for creative teams. Join us in redefining project management with the innovation of Alphabag!

More information about Alphabag is available at <https://www.alphabag.com/>.

### About “Asynk”

Asynk, the pioneering force behind Jomud, has redefined the landscape of career development. Established with a vision to empower individuals in securing fulfilling careers, Asynk has become a beacon for job seekers and career counsellors alike. Jomud, their flagship product, is more than a mere CV and interview



preparation tool; it is a comprehensive career advancement platform. With over 1200 users across 5+ locations, Jomud stands out with its unique ability to tailor CVs for varied job openings effortlessly. Its advanced features include an interview practice module with customized feedback and transcription, making it the ultimate tool for junior to mid-level job seekers and career centers in higher education institutes. Asynk's mission to create the best job-seeking tool is evident in Jomud's innovative design and user-friendly interface. Jomud is not just a product; it's a career companion, ensuring every user can find and thrive in a job they love.

More information about Asynk is available at <https://asynk.tech/>.

#### **About “Cloudbreakr”**

Cloudbreakr is a leading marketing technology company specializing in media analytics with big data and AI. With a vision to discover social influence, our intelligent AI software empowers brands and agencies leveraging the actionable insights behind social media. The name of Cloudbreakr is origin from a famous surfing destination in Fuji, where adventurers ride on the crest of a wave. We share a commitment for making a difference, with a mission to help brands ride on the latest social media trend and optimize the marketing ROI.

More information about Cloudbreakr is available at <https://www.cloudbreakr.com/>.

#### **About “Sorra”**

Sorra is a beauty product comparison platform with over 150,000 organic community members.

We utilize AI and facial tracking technology to match each individual's skin with the most suitable products, while helping thousands of beauty brands target specific customer groups at a lower cost.

Additionally, Sorra is also a company in the Science Park and a member of the 500 Global Incubator. In 2023, we stood out in the Jumpstarter Entrepreneurship Competition and became one of the top 30 companies.

More information about Sorra is available at <https://www.sorra.net/>.

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#### **About Hong Kong Science and Technology Parks Corporation**

Hong Kong Science and Technology Parks Corporation (HKSTP) was established in 2001 with a mission to position Hong Kong as an international innovation and technology (I&T) hub. HKSTP has created a thriving I&T ecosystem supporting over 10 unicorns with more than 13,000 research professionals and around 1,700 technology companies from 24 countries and regions focused on healthtech, AI and robotics, fintech and smart city technologies.

We offer comprehensive support to attract and nurture talent, accelerate and commercialise innovation for technology ventures on their I&T journey. Our growing innovation ecosystem is built around our key locations of Hong Kong Science Park in Shatin, InnoCentre in Kowloon Tong and three modern InnoParks in Tai Po, Tseung Kwan O and Yuen Long. The three InnoParks are realising a vision of new industrialisation



for Hong Kong, where sectors including advanced manufacturing, micro-electronics and biotechnology are being reimagined for a new generation of industry.

To support Hong Kong's future development and its growing demands of the I&T industry, HKSTP is actively connecting the city with Shenzhen. This aims to strengthen cross-border exchange, attract technology companies as well as talent from around the world, helping them go global by exploring the mainland China and overseas markets.

Hong Kong Science Park Shenzhen Branch in Futian, Shenzhen, opened in September 2023 with a gross floor area of 31,000 square meters. The two buildings provide both dry and wet laboratories, co-working areas, conference and exhibition spaces, and more. We will focus on attracting enterprises in seven key areas: Medtech, big data and AI, robotics, new materials, microelectronics, fintech and sustainability.

Through our infrastructure, services, expertise, and network of partnerships, HKSTP will help establish I&T as a pillar of growth for Hong Kong, while reinforcing the city's international I&T hub status as a launchpad for growth at the heart of the GBA innovation powerhouse.

More information about HKSTP is available at [www.hkstp.org](http://www.hkstp.org).

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