



The 3rd STARS Programme DEMO FEST

Startup x Toy & Electronics Industries
on Smart Solutions

25 May - 07 Jun 2020



STARTUP



Organiser

Principal sponsor



ABOUT STARS PROGRAMME



Every 6-month cohort of the STARS Programme carries a specific theme. Suitable startups are shortlisted to participate in the tailored mentorship programme, guided by seasoned industry professionals. They are paired with mentors from the business fields to iron out business plans.



Synergies

Accelerate the development of startups and enhance the cohesiveness of Hong Kong industries



Training

Tailored mentorship programme developed and delivered by industry experts



Angels

Opportunities to meet angel investors from valuable networks



Resources

Dedicated one-stop platform providing technologies and services



Support

Build your business through expansion plans and go-to-market opportunities

OUR VALUE PROPOSITIONS



Mentorship



Industrial partnership



Go to market



MESSAGE FROM OUR LEADERS



JASON CHIU

Chairman,
Hong Kong Startup Council

Once again, the 3rd STARS Programme marks our unwavering commitment to Hong Kong's start-up ecosystem. Following months of fast-growing journeys, 12 shortlisted start-ups have made exceptional progresses and showcased disruptive innovations at the Demo Fest. The innovative solutions, spanning automative technologies and smart marketing, as well as creative electronic products, represent a medal for excellence in technological breakthroughs for Toy and Electronics industries.

The STARS Programme not only empowers start-ups to enhance the value chain along legacy industries, but also propels knowledge transfer between seasoned industrialists and next generation entrepreneurs. The STARS Programme is not a destination, but a launch-pad for start-ups to stage their tech-plus innovations with bullish confidence. Over time, I'm confident that the ever-vibrant start-up ecosystem will be a new engine for Hong Kong's economic growth.



DR TOA CHARM

Principal Mentor, 3rd STARS Programme

The 3rd STARS Programme once again incomparably synergised entrepreneurship and corporate innovation. I am so pleased to see how engaged the participating start-ups were with the industrialists and mentors throughout the 3rd STARS Programme. They proactively shaped up their product-market fit, business models, go-to-market plans, fund-raising strategies and so on, in an effort to empower their ventures to be more marketable, scalable and sustainable. More importantly, their innovations become more applicable and feasible to resolve top pain points in the Toy and Electronics industries.

Increased exposure, expanded networks, and potential investment matching will catalyse start-ups to translate their innovations into commercially viable products and solutions. Coupled with unparalleled can-do attitude, start-ups will by no means be a lost generation in the pandemic upheaval, but a cohort to thrive. The Demo Fest embodies as a magnificent platform for start-ups to shine, illuminating how innovative technologies are conducive to driving disruptive change. I am so honoured to be the Principal Mentor of this cohort and met many amazing and outstanding entrepreneurs and industrialists. On such a concluding note, I'd like to wish every start-up an incredibly flourishing year ahead.



BRYANT CHAN

Vice-chairman,
Hong Kong Startup Council
Lead of Cohort, 3rd STARS Programme

The 3rd STARS Demo Fest exemplifies the successful collaboration between traditional industrial players and start-ups riding on innovative technologies to upgrade and transform. In this cohort, I'm excited to witness many start-ups develop, evolve and achieve growth via knowledge exchange with industrialists, business leaders and like-minded venture capitalists. At the same time, many industrialists have also been able to change by being exposed to innovative technologies. Throughout various stages in this programme, start-ups have gained professional advice and customised support that has allowed them to build and refine their business models, application development plans, go-to-market strategies, pitching techniques, and so on. We aspire the STARS Programme to be a significant boost to their entrepreneurial journey, acting as a medium for co-creation, potential funding, and business synergies.

Moving forward, we envision to help more start-ups to build and succeed beyond the toys and electronics segment, bringing in disruptive innovations across various industries. We are excited to see more technological breakthroughs thrive!



DANIEL CHAN

Head of Business Banking,
Commercial Banking, Hong Kong, HSBC

Now in its third year, the STARS Programme continues to pioneer ways to support local entrepreneurship, helping some of the city's most promising innovators launch sustainable businesses into different markets.

At HSBC, we believe deeply in the potential of entrepreneurship to become the backbone of tomorrow's economy. It is with great pleasure that we sponsor this year's STARS Programme and journey with the participants through the entire process, contributing our expertise where we can along the way.

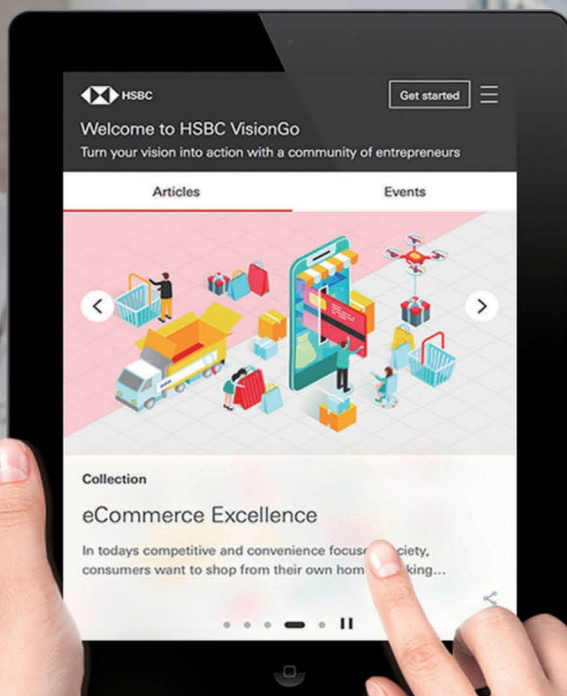
Our long-standing commitment to the local business ecosystem is reflected by our aspiration to be a 'Super Connector' for our clients, supporting startups, SMEs and corporates at each stage of their growth journey - stepped into the community to connect directly with entrepreneurs, collaborate and partner with key stakeholders, and innovated our banking and beyond banking experiences for our clients, like HSBC VisionGo, our recently launched digital platform for connecting entrepreneurs.

Adversity highlights the value and importance of partnerships and collaboration. We are eager to play our part in empowering the local business community to thrive in both uncertain as well as stable times.

HSBC VisionGo

Turn your vision into action with
a community of entrepreneurs

Learn more visiongo.hsbc.com.hk



Together we thrive



STARTUP PROFILE



Startup Profile

1



Founder

**Dr Data Ng,
Dr Yasaman Nemat**

 Hong Kong, Singapore

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 <http://0x2A.science>

 **2A
Science**

2A Science

Biotech teaching tools



Year of Establishment 2017

2A Science (previously called 42Lab) is a biotech education & equipment startup which invents affordable (less than US\$350) & portable (a palm-size and around 60g) biotech equipments, prepares STEM education kits which include essential reagents and apparatus with teaching materials and AI-powered teaching assistant app for K-12 schools to reduce learning biotech and STEM barriers.



Startup Profile 2



Founder

David Kuo

 Hong Kong

 davidkuo@agittld.com

 www.agittld.com

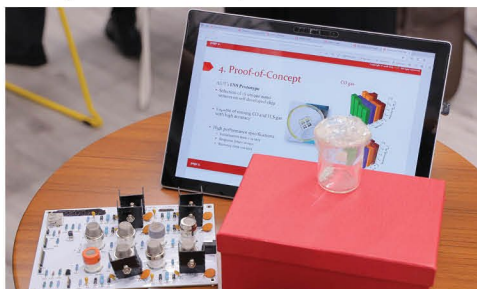


Affluent Growth & Innovation Technology Limited

Affluent Growth & Innovation Technology Limited



Electronic nose and nanosensor array sensors chips



Year of Establishment 2018

Since inception, Affluent Growth & Innovation Technology (AGIT) Limited has focused on the design of electronic nose and nanosensor array sensors chips. They developed technical know-how to detect any gas, especially gases which are odorless, toxic and explosive.

AGIT offers customers smart solutions specific to smell detection and monitoring in sectors covering safety and security; agriculture; environment monitoring; food and beverage and health care. They also offer software-as-a-service (SaaS) for the identification and recognition of smells.



Startup Profile 3



Co-Founder

Richard Leung

 Hong Kong

 richard.leung@bnet-tech.com

 www.bnet-tech.com

BNET

BNET-TECH Company Limited

STICKu



Year of Establishment 2016

Stage: Series A/Angel

STICKu is a multi-functional smart walking cane for elderly, with an aim to reduce elderly's risk of falling. It includes a smart alert system linked to the mobile application, which can draw attention from people nearby and caregivers of the user if the stick drops and is not picked up in 15 seconds.

STICKu is the only product in the market that caters all-round needs for the elderly. It also features smart warmer and smart lighting functions which will be activated when there are changes in temperature and lighting detected. It is expected that STICKu can improve the mobility of the elderly and reduce the risk of failed resuscitation when they fall.



Startup Profile 4



Founder

**Carsten van Husen,
Peter Stein**

 Germany

 carsten@caplab.io,
peter@caplab.io

 bcon.zone



CapLab GmbH

Bcon Gaming Wearable



Year of Establishment 2017

Stage: Pre-A (Business Angel rounds completed)/
Product being sold

CapLab (Capability Lab) designs and markets motion-control technology. Their first product, the Bcon (Better Control), is a wearable controller designed for head and foot that is easily usable in addition to or instead of mouse and keyboard - in all applications - for more productivity.

If your hands are busy and/or cannot be used at all, for whichever reasons, the Bcon provides enormous benefits to control your PC or smart device. It acts as a 'third hand', which can be worn to complement the hands or to substitute them.



Startup Profile 5



Founder

Zhang Di

 Hong Kong

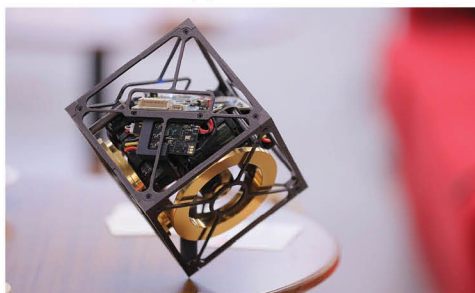
 Greg@DirectDriveTech.com

Direct Drive Tech
本末科技 

Direct Drive Technology Limited



Direct Drive Type Joint



Year of Establishment 2018

Stage: Angel

DDTech would like to bring out a direct drive type robot joint without reducer to integrate motors, drives and sensors.

The reducer in a robot occupies 20-30% of the whole cost and its high wear rate also causes over 50% of the waste of robots. DDTech's product presents customers with lower cost, longer lifespan, more compact parts, higher accuracy and faster speed.

DDTech aims to use high performance and low-cost robot joint to bring robots to our daily life.



Startup Profile 6



Founder

Ivy Tse



Hong Kong



ivy.tse@freightamigo.com



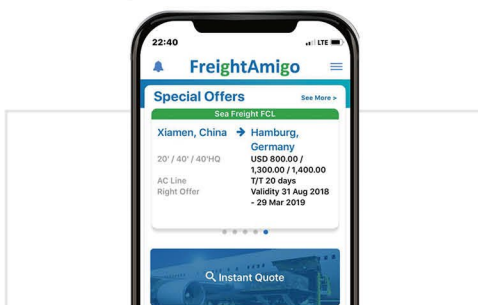
www.freightamigo.com

FreightAmigo

FreightAmigo Services Limited



One-stop supply chain finance eMarketplace



Year of Establishment 2017

Stage: Pre-A

FreightAmigo = FreightTech + FinTech

A 24x7 supply chain finance eMarketplace connecting individual clients and corporate clients with freight forwarders, carriers, financial institutes, customs brokers and cargo insurance experts.

Making use of big data analysis and AI technology, FreightAmigo integrates the sophisticated logistics data, strengthens logistics operations in the Greater Bay Area, fosters and streamlines the collaboration along the supply chain by providing real-time door-to-door international freight quote instantly, covering value-added services like customs clearance, cargo insurance and trade finance. Our services cover over 200 countries over the world. FreightAmigo's web platform and mobile application enhance clients' mobility on managing global shipments anytime and anywhere.



Startup Profile

7



Founder

Wiva Wei

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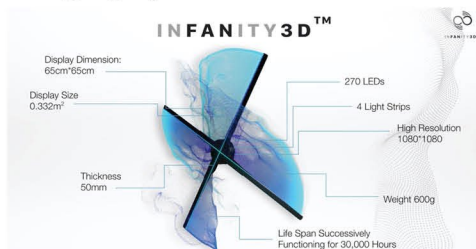
 www.matrixsense.tech



MatrixSense Technology Group



Infinity3D™ 3D Holographic
Imaging System, 3D A.I Voice Bot



Year of Establishment 2016
Stage: Commercialisation

MatrixSense Technology Group is a technology expert that powers our corporate clients & partners with the best cutting-edge digital & A.I. solutions including 3D holographic imaging system, 3D A.I Voice Bot, A.I Chatbot CRM system. In 2018, we launched the first 3D holographic imaging system in Asia- Infinity3D™ after 12 months of R&D. It presents sharper and more vivid 3D imaging with our proprietary programming system with a slim & stylish designed hardware, welcomed by most of the leading brands. Meanwhile, we developed and launched the first ever 3D A.I Voice Assistant System in 2020 combined with AI speech recognition, NLP, and Infinity3D™.



Startup Profile 8



Founder

Derek Ng



Hong Kong



derek@parami.ai

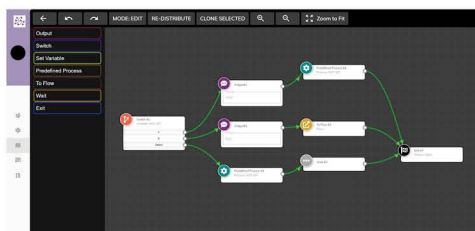


<https://parami.ai>



Parami Co. Limited

Voicebot and Chatbot Platform



Year of Establishment 2017

Stage: Seed

We developed a platform to allow users to create their own chatbots/voicebots easily. They will be AI equipped, so end customers can talk in plain language. We support Putonghua/Cantonese/English. The robots can handle customer enquiries, make outbound calls, and arrange bookings.

The robots made will be able to connect to 16 platforms, like Facebook, Wechat, eBay, Amazon, magento, etc.

To use our platform, users do not need to have any technical knowledge, they can just make chatbots by drag and drop. A chatbot can be made in just 10mins! It will help you reduce cost and boost revenue.



Startup Profile 9



Founder

Gary Lam

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posify[®]

Ubeing Mobility Limited

Posify



Year of Establishment 2015

Stage: Commercialisation

Posify, Asia's first truly seamlessly integrated new retail O2O cloud platform, provides robust breadth and depth new retail SaaS platform and ecosystem that unlocks omni-channel potential to drive efficiency, productivity and profitability.

Posify is beyond a POS solution. It is able to adapt to all types of business model from pure ecommerce, chain stores, wholesales, franchise, to mixed business model, which helps SMEs to streamline operation flow, optimise inventory management and facilitate multi-store management process so as to drive productivity and maximise profit.



Startup Profile

10



Founder

Ken Law

 Hong Kong

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PowerArena Limited



Self-developed AI solution for smart manufacturing applications



Year of Establishment 2017

Stage: Commercialisation

PowerArena uses AI computer vision to turn webcams to powerful sensors for labour intensive operations. PowerArena focuses on improving OEE (Overall Equipment Effectiveness) of assembly lines by identifying the bottlenecks and performing root cause analysis.

PowerArena is a tool for manufacturers and IEs (Industrial Engineers). Traditionally, IEs can only capture the data from assembly lines manually and only up to 15 minutes of data per assembly line per month. PowerArena can provide unbiased data to IEs in real-time 24x7.



Startup Profile

11



Founder

Ted Wu



Hong Kong



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www.quikec.com



Quikec International Limited



Ai360 Quality Platform



Year of Establishment 2018

Stage: Pre-A

Ai360 Quality Platform is making use of AI, big data and patented smart device to ease up and add value to QA and QC activities along the B2B supply chain.

Quikec aims to pioneer in an Ai360 Quality platform to help B2B companies specialise in brands/retailers, exporters and manufacturing industries. This platform comprises of a combination of AI Quality Supervisor, Smart File Converter, patented “eTape” smart device and Cloud Quality applications, empowering B2B companies with technological innovations to save Cost of Poor Quality (COPQ).



Startup Profile 12



Founder

Harris Sun

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 raspect.co

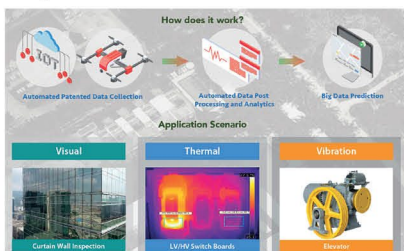
RASPECT

AI-powered Predictive Inspection for Architecture.

RaSpec Intelligence Inspection Limited



AI-powered predictive inspection for architecture



Year of Establishment 2017

Stage: Angel/Commercialisation

RaSpec is an AI-powered predictive inspection company for Architecture. With the integration of IoT sensing technology and robotics system, the process of data collection is automated and standardized to achieve remote detection and real-time monitoring. Establish high-quality inspection big data, cooperate with deep learning, image recognition, data model analysis and other cutting-edge technologies to conduct early warning analysis for building safety. We can effectively assess the potential risks of architectures and calculate the degree of damage after comprehensive analysis of the above data. Our solution not only provides more accurate detection and analysis than traditional methods, but also saves more than 50% of time and cost. Our mission is to create a safer and smarter society through artificial intelligence detection technology.



HIGHLIGHTS OF 3RD STARS PROGRAMME

2019

30

SEP

Vetting Day

Meeting our STARS for the first time



2019

09

OCT

Matching Day

Grasping the opportunities



2019

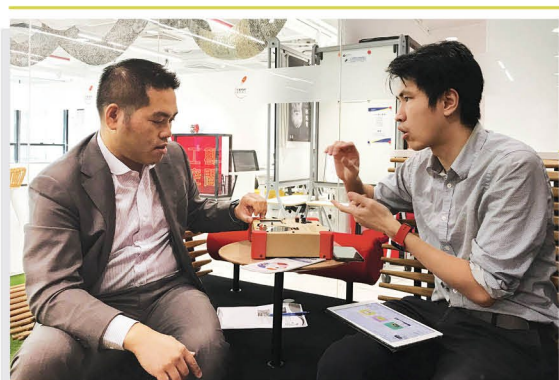
15

OCT

HKTDCE Electronics Fair

Introducing our STARS to the industry





2019
24
OCT

Individual Consultation
A good mentor gives you wings



2019
31
OCT

Jumpstarter
Rising STARS on the world stage



2020
14
JAN

Asian Financial Forum
STARS presence at AFF

ACKNOWLEDGEMENT

Organiser



香港工業總會轄下 A FHKI Council



Principal Sponsor



Programme Partners



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Supporting Organisations



Participating Industrialists

Acetron Company Ltd
ASM Technology Hong Kong Ltd
King Bee Trading Co Ltd
Hing Wai Metal Factory Ltd
Hong Kong X'tals Ltd
King Bee Trading Co Ltd
Mitsubishi Electric Automation (Hong Kong) Ltd
Mobicon Holdings Ltd
Musical Electronics Ltd
R.E.A.C. Electronic Co Ltd
RedWolf Airsoft Specialist Ltd
Sino Innovation Laboratory Ltd
Suga International Holdings Ltd
Sweda Ltd
Tsuen Lee Group (Holdings) Ltd
Wah Lung Toys Co Ltd
Wah Shing Toys Co Ltd
Wong Hau Plastic Works & Trading Co Ltd
Wynnewood Corporation Ltd
Yick Shun Electronic Toys Mfr Ltd

HONG KONG STARTUP COUNCIL



Established under the Federation of Hong Kong Industries in 2016, Hong Kong Startup Council is devoted to serve as a platform to accelerate the growth of local startups by connecting them with entrepreneurs, investors, R&D and educational institutions, with the purpose of creating synergies between Hong Kong's traditional and new economies, as well as facilitating startup eco-system in Hong Kong.

FEDERATION OF HONG KONG INDUSTRIES



The Federation of Hong Kong Industries was established under the Federation of Hong Kong Industries Ordinance (Cap. 321 of the Laws of Hong Kong) in 1960.

The objectives of the Federation are:

- to promote and foster the interests of Hong Kong's industrial and business communities;
- to promote trade, investment, technological advancement, manpower development, and business opportunities in Hong Kong;
- to represent business's views and advise the government on policies and legislation which affect business.



WHAT'S INDUSTRIAL PARTNERSHIP? CHECK OUT OUR SUCCESSFUL CASES.

Startup

Affluent Growth & Innovation Technology Ltd

Industrialist

ASM Technology Hong Kong Ltd



Startup

PowerArena Ltd

Industrialist

Wynnewood Corporation Ltd



Startup

Quikec International Ltd

Industrialist

TML Apparel Ltd



Startup

FreightAmigo Services Ltd

Industrialist

Wah Shing Toys Co Ltd



Highlights of the 3rd STARS Programme



