



香港工業總會  
**FHKI** Federation of  
Hong Kong Industries



香港初創企業協會  
**HONG KONG  
STARTUP  
COUNCIL**

# Demo Day

19 Oct 2017







The Federation of Hong Kong Industries (FHKI) was established under a governmental ordinance in 1960. The objectives of FHKI 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; and
- to represent business's views and to advise the Hong Kong government on policies and legislation that affect business

Ever since the 2008 global financial crisis, many regional economies have been actively searching for new growth opportunities, with re-industrialisation being identified as one major development strategy.

The FHKI has been advocating Hong Kong to develop an innovation and technology mindset in order to promote re-industrialisation. It is the Federation's belief that such initiatives can facilitate high-value manufacturing which in turn will fuel new economic growth and the creation of 21st century job opportunities both in Hong Kong and across the Pearl River Delta.

In April this year, several of the FHKI's representatives have been appointed to sit on the Committee on Innovation, Technology and Re-industrialisation. Additionally, we have supported the creation of the Hong Kong Startup Council to further connect Hong Kong's established organisations with its very newest.

I wish all of our entrepreneurs a great Demo Day and much success with their startups.

Jimmy Kwok  
Chairman



Founded in October 2016 by FHKI, Hong Kong Startup Council aims to serve as a platform to connect startups, entrepreneurs and investors with the purpose of creating synergies between Hong Kong's established and new economies.

The STARS Programme, organised by the Council, aims to give up-and-coming companies in Hong Kong a helping hand by offering mentorship, monetary support, prototype assistance, design and production advice, marketing, accounting services, logistics facilitation and patent registration guidance.

Each cohort of the STARS Programme lasts for six to nine months with our inaugural startups focused on Internet of Things (IoT) related products and services. Selected startups participate in a tailored mentorship programme, guided by industry professionals, with additional industrial partnership and go-to-market opportunities provided.

Demo Day is the culmination of our programme, we thank you for your attendance and support.



# Message from the Chairman of Hong Kong Startup Council

In the 1960s and 1970s, Hong Kong was a leading manufacturing hub, pumping out toys, plastics and clothing for export globally. In the mid 1970s, Hong Kong manufacturers started moving most of their production chain to China thanks to its low cost and ample labour supply. Manufacturing in the Pearl River Delta brought enormous development opportunities to Hong Kong enterprises, boosting Hong Kong's industries and contributing to its vibrant economy.

However, starting around 2006, the business environment in the PRD began experiencing gradual changes, including shortages of labour as well as land resource and policy adjustments, import and export issues, exchange rate fluctuations, etc. The 2008 world financial crisis further effected Hong Kong enterprises, with many unable to adapt, forcing relocation or closure.

To keep up with these latest developments, Hong Kong manufacturers have begun to integrate robotics, and incorporate internet connectivity into their products, now referred to as the "Internet of Things" or "IoT", thereby helping to promote high value-added products and the development of new industries.

It is for this reason, that FKHI and Hong Kong Startup Council have selected IoT as the focus for our first batch of startups in our inaugural STARS Programme.

It is our hope that this focus kicks off a wider community interest in the Internet of Things and related technologies thereby helping to promote high value-added products and the development of new industries for a more competitive Hong Kong and a better world. I wish all our startups a great Demo Day and continued success with their businesses.

Dr Jack Yeung  
Chairman

## Executive Committee



**Dr Jack Yeung**  
Chairman



**Jason Chiu**  
Vice Chairman



**Alan Cheung**



**Duncan Chiu**



**Dr Samson Tam**



**Dr Sunny Chai**



**Vincent Chan**

## Supporting Partner



## Venue Sponsor



D2 Place – The Cultural & Creative Landmark in West Kowloon

D2 Place is part of LAWSGROUP's "Creating Shared Value" initiative launched in 2013. Also named "Designers' Dreams", it is the first Shopping Mall and Office Complex converted from industrial buildings in Hong Kong.

Located above the Lai Chi Kok MTR Station, the project consists of two towers, D2 Place ONE and D2 Place TWO, offering more than 500,000 sq. ft. of retail, office and event space. Unlike conventional shopping malls, D2 Place operates with an "Entrepreneurship Model" which focuses on breeding startups, young entrepreneurs, and local brands. The two malls feature unique event spaces with different creative and cultural events organised regularly, including its signature "Weekend Markets" every Saturday and Sunday.

Address: D2 Place ONE, 9 Cheung Yee Street, Lai Chi Kok, Kowloon, Hong Kong  
D2 Place TWO, 15 Cheung Shun Street, Lai Chi Kok, Kowloon, Hong Kong

Telephone: 3620 3098

Email: [marketing@d2place.com](mailto:marketing@d2place.com)

Facebook: [www.facebook.com/d2place](https://www.facebook.com/d2place)

Instagram: D2Place

# STARS Mentors



**Andy Ann**

CEO, NDN Group



**Bernard Auyeung**

Founder and Principal,  
Vida Nova Ventures Inc



**Karen Chan**

Executive Director,  
German Pool Group  
Co Ltd



**Vincent Chan**

Sr. MD, Head of Asia,  
Samena Capital  
Hong Kong Ltd



**Albert Chan**

Former Head of  
Commercial  
Banking, HSBC



**Prof Daniel M Cheng**

Managing Director,  
Dunwell Enviro-Tech  
(Holdings) Ltd



**Dr Jacky Cheung**

Chairman,  
Shinhint Group



**Alan Cheung**

Founder and MD,  
TML Apparel Ltd



**Quince Chong**

Chief Corporate  
Development Officer,  
CLP Power  
Hong Kong Ltd



**Dr Roy Chung**

Co-Founder & Non-  
Executive Director,  
Techtronic Industries  
Co Ltd



**Theodore Ma**

Co-founder,  
Cocoon



**Raymond Tong**

COO (Headquarters  
and Branded  
Products), Hong Kong  
Maxim's Group



**Tony Verb**  
Managing Partner,  
GreaterBay Ventures



**Stephen SY Wong**  
CEO,  
Asia Miles Ltd



**Dennis Wong**  
Director &  
Co-Founder,  
Master Concept



**Simon Yeung**  
ED and SVP,  
Comba Telecom  
Systems Holdings Ltd



**Ben Yeung**  
ED and CSO, Fujikon  
Industrial Holdings Ltd



**Steve Yeung**  
Co-Founder,  
InnoSphere Ltd



**Karmen Yeung**  
Partner - China Tax,  
KPMG



**Kenny Yiu**  
Founder & CEO,  
Fimmick Ltd



**Mingles Tsoi**  
CXO, ParticleX



**Dr Sunny Chai**  
Director,  
DynaSys Solutions Ltd



**Martha Hao**  
Executive Vice  
President, Wise Ally  
Holdings Ltd





Key People

**Joe Mak**

Contact

**info@aniwear.io**

Company Stage

**Seed**

**www.aniwear.io**



## Company Overview

Heart diseases affect 60 to 90 per cent of older dogs and are known to be the most common causes of sudden death in cats. Therefore, regular pet heart screening and monitoring is essential. However, such assessment can be performed only by veterinarians at clinics and is often expensive. Being pet owners and animal lovers ourselves, ANIWEAR sets out to solve this problem by developing mobile heart monitoring and analysis technology that allows anybody to do a heart assessment anytime, anywhere on their pets. ANIWEAR's patent-pending sensing technology allows easy heart health measurement with no medical knowledge and without the requirement of hair-shaving. Their AI engine then turns the collected data into easy-to-understand biometrics, leading to actionable insights, keeping pets safe and healthy.

## Achievements

- 1 of the 10 startups in the first cohort of Zeroth.ai, the world's first AI accelerator
- 1 of 10 startups (and the only one from Hong Kong) selected by the Austrian government for their goAustria incubation and internationalisation program
- 1 of 5 startups (and the only one from Asia) awarded the Vienna Start-up Package, a two-month program to support selected international startups looking to develop their business idea in Vienna and explore the Austrian and European markets

ANIWEAR has raised their first pre-seed round and has developed their first product prototype. ANIWEAR is working to identify exact product-market fit for their initial prototype.

Fund amount to be raised: N/A



Key People

**Minky Lam**

Contact

**investors@auvi-inc.com**

Company Stage

**Seed**

**www.auvi-inc.com**



## Company Overview

Auvi utilises core technologies in hardware and software to provide revolutionary and reliable wireless streaming solutions. Auvi is the first company to offer hi-resolution audio with unlimited music choice into the market. It is currently partnering with companies such as Voxx, Luxman, Spotify, Amazon, KK Box, Tidal and vTurner. Its products, the APU (Auvi Processing Unit) and Auvi software, significantly reduce the distortion of music quality during transmission from online to offline.

## Achievements

- Successful fundraising of roughly HK\$3M
- First product has been launched into the market in September 2017 under the brand AR (Acoustic Research) from VOXX International
- Agreement with VOXX and Luxman for development of the new generation of audio equipment

Auvi has raised an initial seed round, which has been used to develop a patented, commercially-ready audio-quality enhancement chipset and related software, form key product partnerships with leading digital music and audio product manufacturers and expand their team to over 10 people. Auvi is currently seeking Series A funding.

Fund amount to be raised: HK\$ 7.8M



Key People

**Juliana Ko, Ambi Yuen, Raymond Tam**

Contact

**[bonnecthk@gmail.com](mailto:bonnecthk@gmail.com)**

Company Stage

**Seed**

**[www.feedibaby.com](http://www.feedibaby.com)**



## Company Overview

Bonnect offers smart solutions to capture, analyse and compare the massive data associated with babies' everyday lives. Its main product and service offerings are IoT solutions that enhance the baby feeding experience and health development. The company's first product, Feedibaby, is a smart baby bottle dock that records, analyses and facilitates a baby's growth through automatic diet logging, supported by their proprietary Feedi app, allowing for parents to capture and compare other data on infant demographics and growth patterns.

## Achievements

- "Rising STAR" winner of STARS Pitch organised by Hong Kong Startup Council

Bonnect has raised an initial seed round and has developed various product prototypes. Bonnect is seeking further seed funding to identify interest and feasibility of an additional product for infants at later growth stages.

Fund amount to be raised: HK\$ 500K



Key People

**Jordan Cheng**

Contact

**jordan@madgaze.com**

Company Stage

**Growth**

**www.madgaze.com**



## Company Overview

A home-grown startup with a successful track record in public crowdfunding, DCES was established in 2013 to tap emerging opportunities in commercial applications of augmented reality, leveraging its award-winning MAD Gaze family of “smart glass” devices. Launched by DCES in December 2015, MAD Gaze is a smart glasses brand targeted at both business and consumer markets, delivering a superior user experience based on augmented reality.

Numerous business-to-business (B2C) growth strategies are being utilised to promote the MAD Gaze brand. One of their most successful projects is at the Vocational Training Council in Hong Kong where they are currently testing a DCES-developed training simulation to help teach automobile mechanics. By leveraging application programming interfaces from the cloud, including IBM Watson Speech to Text services, DCES' MAD Gaze glasses can see and identify vehicles parts, vocalising the part names and helping students find where they need to be fitted.

With a keen interest in the B2C market as well, DCES is focused on development of its complete AR ecosystem, the MAD Shop and the AR Cloud. Its MAD Gaze smart glasses are designed to deliver an exceptional user experience with the company devoted to becoming one of the world's leading smart glasses brands.

## Achievements

- Finalist at Jumpstarter 2017

Dragon Creative is seeking Series A funding to enhance and expand their AR “smart-glasses” product line along with their supporting cloud-based ecosystem.

Fund amount to be raised: HK\$ 35M





By The Contact Store

Key People

**Mazing Lee, Connie Lee, Jessica Lau**

Contact

[mazinglee@contactdesigngroup.com](mailto:mazinglee@contactdesigngroup.com)

Company Stage

**Series A**

[www.contactdesigngroup.com](http://www.contactdesigngroup.com)



## Company Overview

Based in Italy and Hong Kong, The Contact Store has extensive experience in the design and manufacturing of single-serve capsule-based beverage systems for a variety of coffee and health-focused beverages on behalf of globally recognized brands. Under the Lify brand, they are now focused on developing their patented “Smart Brewing Technology” (SBT) that provides users a perfect brewing experience with seamless integration of their proprietary customisation and recipe sharing app for wellness teas. Targeting the US, European and Asian food and beverage sectors, Lify’s mission is to be the leader of single-serve capsule-based wellness tea systems.

## Achievements

- “Rising STAR” winner of STARS Pitch organised by Hong Kong Startup Council

The Contact Store is seeking Series A funding to complete the design, manufacturing specifications and the related software components of their product offering.

Fund amount to be raised: HK\$ 10M





Key People

**Carlos Marcos Rider**

Contact

**carlos@kuai.fit**

Company Stage

**Growth**

**www.kuai.fit**



## Company Overview

Kuaiwear presents a disruptive business model in the US\$20B/year global sport and fitness personal training market. Kuaiwear has developed two products, the first being KuaiFit, the 'wearable coach' headphones that automatically adapt individualized training plans for users, offering customised smart-voice coaching using accurate sensors, patented technology and proprietary software. Additionally, the KuaiFit wearable is supplemented by the KuaiFit Marketplace, a platform of training plans for running, swimming, cycling, gym, general fitness and weight-loss, thus allowing users to conveniently access training 95 per cent cheaper than directly using a personal trainer.

## Achievements

- Successful fund raising of over US\$1M
- Top Startup Winner of TiE50 2017
- Gold Winner of the 2017 Hong Kong Design Awards
- "Most Disruptive STAR" winner of STARS Pitch organised by Hong Kong Startup Council
- TiE50 Top Start Winner in Silicon Valley 2017
- TiE Best Startup in Asia (HK and New Delhi finals) 2017

Kuaiwear is seeking further Series A funding to scale their marketplace of training plans and integrate their technology into third party devices.

Fund amount to be raised: HK\$ 8M



Key People

**Celia Lee, Jay Ho**

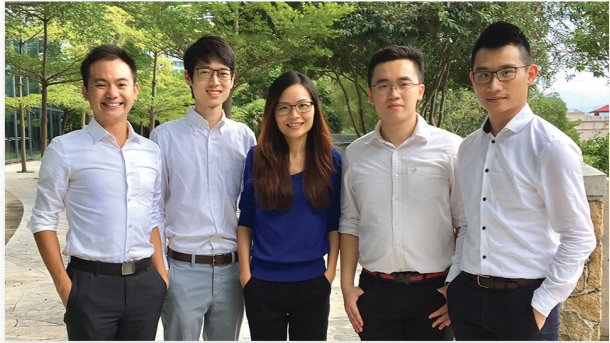
Contact

**info@peacify.com.hk**

Company Stage

**Seed**

**www.peacify.com.hk**



## Company Overview

Peacify was founded by a group of passionate and experienced engineers, software developers and business strategists with the aim of helping parents understand their babies better. Their first flagship product is a healthcare wearable that monitors a baby's vital signs including blood oxygen level, heart rate, temperature and orientation. Parents can find out their baby's health condition at a glance, while over time anonymously analyse and share this data within the company's proprietary app and community of mothers and fathers.

Peacify's growth strategies involve tapping the "quantified self" community of Asian adults for those similarly interested in doing the same for their newborns and continuing through the various growth stages of life.

## Achievements

- Champion of SciTech Challenge (2017)
- Judges's Choice Award in Global Youth Entrepreneurs Forum 2017
- Awardee in Chill Talk Cup 2017
- Accepted by Cyberport Incubation Programme (2016)
- Accepted by New World Group Eureka Nova Incubation Programme (2017)

Peacify is currently pre-seed and working to identify exact product-market fit for their initial prototype.

Fund amount to be raised: HK\$ 1.95M

Federation of Hong Kong Industries and Hong Kong Startup Council are pleased to host Kyle Ellicott, Chief Labs Office, and his global accelerator for Internet of Things (IoT) startups, ReadWrite Labs.

## readwriteLABS

ReadWrite Labs is redefining startup acceleration and the idea of becoming a global company.

The days of standalone products are being eclipsed by the dawn of a new world of IoT and the “Connected You”. The leading companies of this new world will not sell products – they will build ecosystems that connect to partner companies, power thriving developers communities, and deliver seamless experiences to the end consumer.

This is a market that looks like no other. And to succeed in it, you need a partner that looks like no other. You need a partner that is equally adept at supporting companies at all stages of their growth as they are confronted with these challenges. This is the foundation on which ReadWrite Labs has emerged.



**Bill Montgomery**  
CEO at VIBE Security

### What is VIBE Cyber?

Our patented technology – Verifiable Identity-Based Encryption (aka VIBE) - is a smart evolution of market-proven, standardized Identity-Based Encryption (IBE). It is a cryptographic ingredient that can be easily and rapidly embedded in your connected products, platforms services and solutions, with applicability in virtually every industry.

Industry: **Security/Blockchain**

Company Stage: **Seed**

[www.vibecyber.com](http://www.vibecyber.com)



**Det Ansinn**  
President and Founder

### What is Brick Simple?

Founded company to create cutting edge software application technologies to streamline challenging business problems and workflows using web-based, cloud, mobile, and wearable technologies including AR,VR, and mixed reality.

Industry: **IoT/VR/AR**

Company Stage: **Growth**

[www.bricksimple.com](http://www.bricksimple.com)



**Gianni Maxemin**  
President and Founder

### What is Pied Parker?

Pied Parker is the solution - keep the streets from being overrun with frustrated, parking-hungry people, and keep empty parking spots from being left lonely and desolate. Pied Parker connects the people anxiously searching for parking with the unused parking spots left by their owners, whether for a few hours, a day or a week.

Industry: **Connected Car**

Company Stage: **Seed**

[www.piedparker.com](http://www.piedparker.com)



**Jared Heyman**  
Founder & CEO

### What is CrowdMed?

CrowdMed (Y Combinator W13 / HealthBox 2016) is harnessing "the wisdom of crowds" to solve difficult medical cases online, many times less expensively and more quickly than the traditional medical system.

Industry: **Health Tech**

Company Stage: **Seed**

[www.crowdmed.com](http://www.crowdmed.com)



**Clint Howitz**  
CEO and Founder

### What is dogIDs?

We are a small family-owned business based in Fargo, ND. We started dogIDs with the mission of producing and supplying only the best products available for dogs.

Industry: **Smart Pets**

Company Stage: **Growth**

**[www.dogIDs.com](http://www.dogIDs.com)**

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**Joanna Montgomery**  
Founder & Director

### What is Pillow Talk?

Little Riot Ltd is an interaction design company which started in Edinburgh, moved to Newcastle and is now based in London, UK. The company specialises in connecting people with technology, through design and was formed to develop flagship product, Pillow Talk, but also offers consultancy in how products and services can emotionally engage with users and customers.

Industry: **IoT**

Company Stage: **Seed**

**[www.littleriot.com](http://www.littleriot.com)**

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**Kristi Caholova**  
Founder and CEO

### What is Eva Fertility?

Lady Technologies and Eva's mission is to empower women by giving them full knowledge of their fertility. Allowing them to conceive easily, avoid unwanted pregnancies naturally, and prevent infertility before it's too late.

Industry: **IoT**

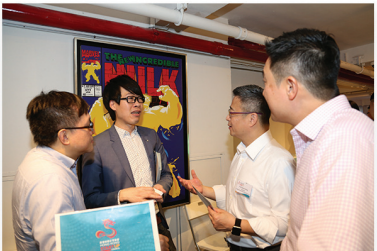
Company Stage: **Seed**

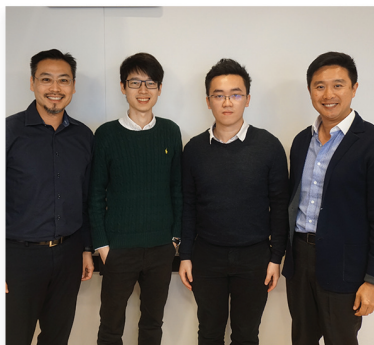
**[www.eva-fertility.com](http://www.eva-fertility.com)**





## PROGRAMME PHOTOS







The Federation of Hong Kong Industries and Hong Kong Startup Council wish to thank the following organisations for their support and contribution to our programme

Alibaba Entrepreneurs Fund  
Cyberport  
Table.co  
Hong Kong Business Angel Network  
Hong Kong Productivity Council  
Hong Kong Science and Technology Parks Corporation  
Hong Kong Trade Development Council  
Hong Kong X-Tech Startup Platform  
Nano and Advanced Materials Institute Ltd  
OurCrowd  
TIE Hong Kong

## Hong Kong Startup Council Membership



Local Hong Kong startups that are less than five years old, are FHKI Corporate Members, have less than 50 staff and see opportunities to create synergies with the Federation are encouraged to seek membership with Hong Kong Startup Council.

Hong Kong Startup Council members are eligible to apply to our STARS Programme and participate in our tailored mentorship offerings, guided by industry professionals. At the end of the programme, startups may have access to funding opportunities pledged by the Federation and its members as well as potentially other investors from leads generated by our concluding Demo Day.

Further details can be found on our website at <https://www.startup.org.hk/>





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