



cutting through complexity

WHub

#StartupPassion

HONG KONG VIBES

Your HK Itinerary brought to you by W Hub

*The world is
coming to HK.*
best places, insights, and local
tips for the welcome you deserve.

SPECIAL
EDITION:

RISE

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BE A SMARTER STARTUP

Editorial Notes

Welcome to Hong Kong!

KPMG has been actively supporting and engaging with early stage innovative companies in Hong Kong. We bring the experience and expertise of working with some of the world's biggest companies to the Hong Kong startup community. We work with innovative startups across different sectors that have the potential to grow and scale their business beyond their home market. We also help organizations to identify and work with the best in class startups to spur innovation.



More information:
www.kpmg.com/cn/start-up

Reach out to us and come by our Power Lounge during #RISEConf



Power your device – power yourself – power your business @KPMGChina
Enjoy the conference!



Irene Chu

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Xiang Gang - The “Fragrant Harbour” literally, a hub for commerce & trade, a Financial World City, and now for a couple of days the centre of the Tech & Startup world. Hong Kong has many faces, and the city's vibe in one of the world's most densely populated regions is contagious!

Enjoy the RISE conference and don't miss out on getting to know the city's young but fast growing startup ecosystem. Check out some of the awesome Hong Kong startups present at RISE in this edition and pay them a visit on their stand! Tour some of our 40+ co-working spaces in the city and join great satellite events. Get to know the warm and welcoming spirit of Hong Kongers during a night long pub crawl in Lan Kwai Fong. And if you have a chance to stay over the weekend: Don't miss out on Beach, Sun & Fun!

Build meaningful connections and join our 400+ startups community with W Hub!

Reach out to discover HK startups, talent and investors, we're at Stand E118 on the first day of the conference!

Your W Hub Team

www.whub.hk
[@whubhk](https://twitter.com/whubhk)



Karen Farzam

Co-Founder W Hub
Co-Founder
WomenWhoCodeHK



Karena Belin

Co-Founder W Hub
Board member
WoW of AWA HK

Give your startup journey a boost!

You have an idea, THE idea. Execution is key, you know it. It is not only going to be the "make-it or break-it point," it is also going to be a long journey!

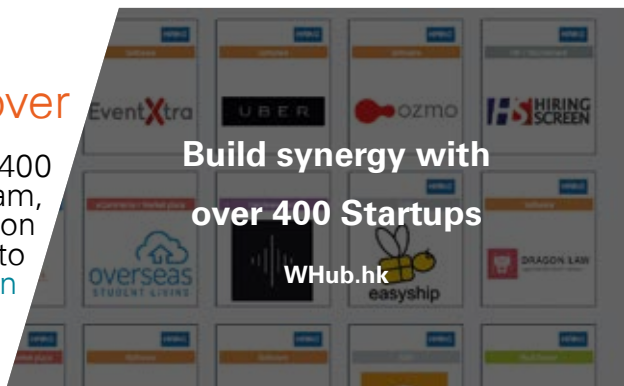
Don't wander alone, join like-minded entrepreneurs, passionate startups and talented people on W Hub.

Discover

Discover more than 400 startups, their team, founders, mission and values. Dive into [#StartupPassion](#)

Build synergy with
over 400 Startups

WHub.hk



Join

Find passion in profession and join a startup. Build your team and find your unicorn with our talent base.



Invest

Looking for money to unleash your whole potential?
We connect you to the investor you need and get you ready.

W Hub is currently raising 16.3 million USD, with LOI of 3.3 million USD signed.



DO YOU HAVE A DREAM?



WE CONNECT YOU TO THE
#INVESTOR
you need to realize it.

WHub.hk

WHub
#StartupPassion

RESTAURANT RECOMMENDATIONS

BROUGHT TO YOU BY



CARBONE

This classic Italian New Yorker diner has us dreaming about their monster portions of spicy vodka rigatoni, succulent meatballs, and juicy Porterhouse steaks. Brimming with theatrical flare, impeccable service and addictive flavours, this is as close as you can come to feeling like a New York mobster in Hong Kong.

9/F, LKF Tower, 33 Wyndham Street,
Central

Phone: 2593 2593



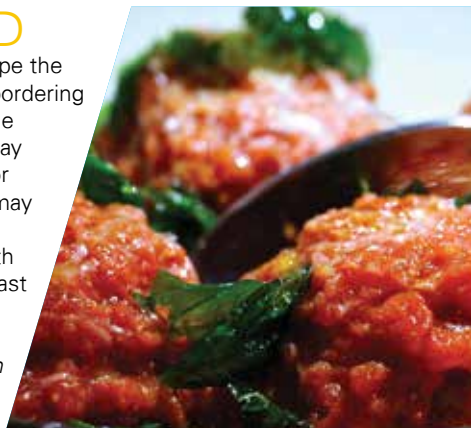
TRENDY RESTAURANTS

LIMEWOOD

For those looking to escape the city, this beachside diner bordering Repulse Bay may just be the answer. A whole snapper may swim its way to your table, or the burnt orange rum punch may get you dancing on tabletops.

The menu is packed full of South American, Hawaiian and Southeast Asian influences, and the beach setting really seals the deal.

Shop 103/104, The Pulse, 28 Beach
Road, Repulse Bay
Phone: 2866 8668



MRS. POUND

Mr. Ming's unassuming chop shop exterior leads to a glittery, unashamedly pink-loving speakeasy dedicated to his beloved performer Mrs. Pound in all her burlesque finery. It's the hippest joint in town and you have to know just which stamp to press for the secret door to open.

Once "in the know", sample their array of hipster Southeast Asian-centric dishes including the beef rendang bao, laksa bibimbap, and ma po pasta.

6 Pound Lane, Sheung Wan
Phone: 3426 3949



GRASSROOTS PANTRY

This much-loved cafe in Sai Ying Pun has been nourishing the bodies and enlightening the minds of Hong Kongers for several years now. The seasonal produce used is always of the highest quality, and originates mainly from within Hong Kong.

The menu changes often, so there's never a dull moment.
12 Fuk Sau Lane, Sai Ying Pun
Phone: 2873 3353

NUR

A tasting menu for \$1188 at one Michelin-starred NUR is a steal. Nourishing gastronomy with a focus on locally available ingredients is what the restaurant offers, and with chefs whose professional experiences range from the kitchens of Raymond Blanc to Rene Redzepi, it's the most delicious nourishment you might ever receive.

3/F, 1 Lyndhurst Tower, No. 1
Lyndhurst Terrace, Central
Phone: 2871 9993

HEALTHY EATING

PING PONG

Push through the innocuous red door on a silent street in Sai Ying Pun and you'll find yourself in a cavernous hidden speakeasy with a seductive menu brimming with gin-based cocktails. Hand chiselled ice cubes help the libations go down easily. Our favourite has got to be the London No. 1 Gin.

129 Second Street, Nam
Cheong Hs, Sai Ying Pun,
Phone: 9158 1584

BARS

ON LOUNGE

This stylish venue offers classic cocktails on a terrace overlooking the skyscrapers of Central Hong Kong. Vermouth is a highlight of the bar, and pairs beautifully with the artisanal cheese platter, flown in weekly from France.

18 On Lan St, Central
Phone: 2174 8100

ENJOY SOME ACTIVITIES

BROUGHT TO YOU BY



HK PARKOUR

HK Parkour Association is a dedicated group of parkour practitioners looking to establish a strong community of healthy-minded practitioners in Hong Kong.

Holding weekly gatherings and classes, the group explores parkour as the basic art of movement like jumping and climbing movements, training a strong mind and body to overcome both physical and mental obstacles.

Movement Lab, 1011 Shing King Industrial Building, 9-11 Ng Fong Street, San Po Kong

Website: www.parkour.hk

Email: info@parkour.hk

ARCHERY TAG

Hyperspace offers a space to cater all your partying wants, from Bubble Soccer to Archery Tag from Quidditch to Neon Dodgeball and of course, the greatest hit, hoverboard!

All in the same well-facilitated indoor venue in Wong Chuk Hang!

5/F, Remex Centre, 42 Wong Chuk Hang Road, Aberdeen, Hong Kong

Tel: 3106-3789

Website: hyperspace.hk

Email: info@hyperspace.com.hk



GET
FIT



TRICKING

Martial arts tricking, known simply as tricking, is a training discipline that combines martial arts kicks with flips and twists from gymnastics as well as many dance moves and styles from breakdancing. TrioSwings, is a Hong Kong based Martial Arts tricking team. To promote Tricking in Hong Kong, we provide classes, performances and workshops in various venue. Not only we want to promote Tricking in Hong Kong, but also to improve ourself, hoping to catch up with the worldwide Tricking community.

To find out more about TrioSwings please visit their website below.

Website: www.tricking.hk

Email: trickzkkl@gmail.com

Hong Kong

The Global Connector

for Startups

Hong Kong is the ideal hub for entrepreneurs to jumpstart their ventures. The city has all the ingredients to foster their success: economic freedom, pro-business government, low and simple tax regime, multiple resources and funding schemes, an international talent pool and many more.

Contact InvestHK's dedicated StartmeupHK team to accelerate your venture.

Stay tuned for the latest news at startmeup.hk

 www.facebook.com/startmeuphk

 [#startmeuphk](https://twitter.com/startmeuphk)

InvestHK

The Government of the Hong Kong
Special Administrative Region

Where Business Goes to Grow

25/F, Fairmont House, 8 Cotton Tree Drive,
Central, Hong Kong
Jayne Chan, Head of StartmeupHK
Tel: (852) 3107 1014 Email: jchan@investhk.gov.hk



Follow us on 

MONG KOK

In Mong Kok's vibrant streetmarkets, you will be sure to find something that catches your interest: the items on offer here range from traditional food to clothing, accessories, and trinkets, and even exotic birds and flowers.

LAN KWAI FONG

Enjoy a few drinks with Hong Kong's best partiers, or just relax in one of the 90 restaurants that you can find in Lan Kwai Fong, Hong Kong's nightlife hot spot.

RYZE

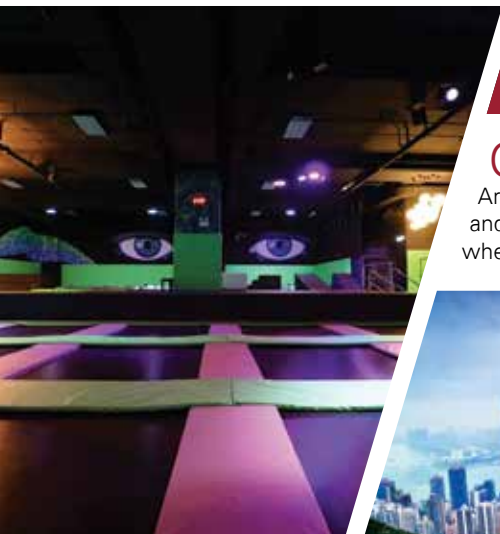
For hours of fun for people of all ages, check out RYZE, Hong Kong's ultimate trampoline park!



HOT SPOTS

OCEAN PARK

Are you searching for a thrill? Well, search no longer and head over to Hong Kong's most popular theme park, where you can enjoy rides, games, and aquatic shows.



VICTORIA PEAK

If there's one thing you must do in Hong Kong, it's visit the Peak and enjoy the view of one of the world's most spectacular and recognizable cityscapes.



THE AVENUE OF STARS

The promenade of the Avenue of Stars is another one of the best places to get an uninterrupted view of the Hong Kong Skyline. Try visiting at 8PM to enjoy the Symphony of Lights, a spectacular light show involving 44 buildings!



SHEK O

This small seaside village offers a wide range of attractions and facilities including changing rooms, equipment rentals, BBQ areas, and rustic seafood restaurants on the beach. Shek O is the perfect trip destination for everyone, whether you want to catch some waves, spend time with family and friends, or just chill out and relax.

BEACHES

REPULSE BAY

Easily accessible via bus or taxi, Repulse Bay is one of Hong Kong's most popular tourist spots. The attraction of Repulse Bay lies not only in its beaches, but also the myriad of statues, shrines, and pavilions nearby. For those interested in Hong Kong's rich cultural heritage, the Kwun Yam Shrine and the Tin Hau Statue are a must-see.



TAI LONG WAN

If you are looking for a place with a little more solitude, Tai Long Wan may be the beach for you. Only accessible via boat or an hour-long hike, Tai Long Wan's secluded stretches of white sand and clear blue water make it a perfect escape from the hectic pace of city life.



An insights centre for Asia

AN EXECUTIVE DIGITAL WORKSPACE
WITH DATA AND ANALYTICS AT THE CORE



“Innovative companies are realising that the most valuable and powerful asset they have is data – if they use it properly.”

– James McKeogh, FinTech Partner,
KPMG China

KPMG is setting up a regional Insights Centre in Hong Kong to expand its portfolio of data analytics solutions to help clients unlock the value of their data.

The centre will be a virtual R&D environment that serves as a global innovation hub with the aim of incubating and developing data-driven business solutions for KPMG’s clients. It provides the opportunity for new data and analytics (D&A) applications to be developed, “proof of concept,” designs to be demonstrated and verified, and ideas accelerated.

“Hong Kong has done a phenomenal job of transforming itself from a manufacturing to service economy. It has reinvented itself, moved up the value chain and become the innovation hub in Asia. With the strong uptake of mobile and electronic commerce, Hong Kong has a key role to play in data analytics”

– Egidio Zarrella, Clients and Innovation
Partner, KPMG China

Hong Kong was selected as the centre’s regional home for several reasons including the city’s status as Asia’s biggest financial services hub, the large number of multinationals with regional offices located here and the increasing number of Chinese companies using it as the jumping off point for their global operations.

From Hong Kong, the centre will serve clients across the region. Its ultimate goal is to open the way for companies to visualise trends and patterns in their data, to enable them to make better business decisions.

KPMG'S ENTREPRENEUR & INNOVATION SERIES



The KPMG Entrepreneur and Innovation Series, initiated by KPMG's High Growth Tech & Innovation Group, aims to share insights and ideas from aspiring entrepreneurs and leaders of the Hong Kong startup community.

To view all videos in the KPMG Entrepreneur and Innovation Series, [click here](#) (for Hong Kong) or [here](#) (for PRC).



COCOON



GENE SOO



TWOPRESENTS



NAPOLEON BIGGS



HILARY SZYMUJKO



PAUL LEE



STEFAN RUST



KPMG PARTNERS

10 must do's for successful pitching

Brought to you by **WHub**

Most of us hate it, but most of us have to go through it at least once in our startup life time: **PITCHING!** But as the saying goes: If you didn't get dirty, you didn't play! Here are some tips that help you hit the homerun.

1) The Project and the Team

There are only 2 parts to a pitch: The Project and the Team! You need to get both right to convince an investor. Knowing that the Team has most often more than 50% weight in the decision making.

2) Get your Team right

Be clear on your team's skill set, experience and capacity. Fill in the blanks via your mentors, advisors or your board! Looking for an Asian investor? Talk about your past success cases. Looking for an US based investor - celebrate your past failures!

3) Explain the Problem

Don't focus on your Product, focus on the Problem! Tell a Story. Investors need to know what the problem is you are solving and why. It's not your love to your product that counts, it is the love of the potential thousands of consumers to your product that will matter!

4) Seeing is believing

A photo or demo can tell more than thousand words. Or a customer testimonial. You don't have your MVP yet? Focus on the nitty-gritty elements, but don't get lost in the details! Keep it simple and impactful.

5) Traction & Milestones

Have your hockey stick chart ready! If you do not have proof of concept yet, at least show that you know exactly where you are going - and be ambitious!

6) What's your competitive advantage

Breakthrough technology (you'd better have it protected) or network/scale? Be clear on not only how/where you are going to be superior, but also which points need to be at least on parity in order to successfully compete vs. other players!

7) Be precise on your monetisation model

The more detailed, the better. No worries, you can always pivot moving forward. But don't

say: There are plenty of ways to monetise from advertising over selling big data to subscription to an investor, this reads like "I have no clue and not even thought about it."

8) Inspire trust

Be honest. You don't know everything and it is OK not to know everything. But don't BS! Get back to the investor and show that you are reliable and able to follow-up.

9) Practice

Practice. Practice. Practice. Everyday, everywhere, to your team and to people that know nothing about what you do.

One more time : *Practice. Practice. Practice.*



10) Questions

Prepare for questions and know how to deal with tough ones! Never start by answering an investor's question with "good question." Instead take a deep breath, answer with stats and numerical where applicable. Show confidence and direct to the key points you want to highlight.

Don't be defensive: Feedback is a gift!

Put each and every single ounce of energy you have into your pitch.

Remember, investors invest in people.

[#StartupPassion](#)

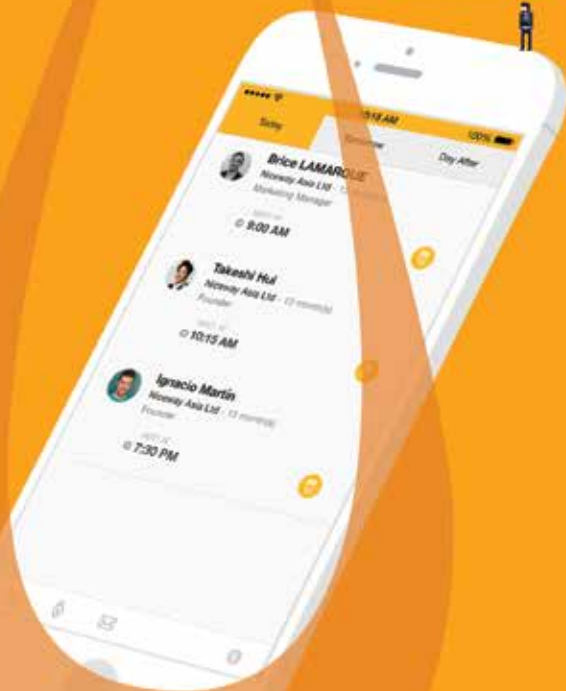
Karen & Karena
W Hub
[WHub.hk](#)

Smartcasual

The Business Networking App

smartcasual.co

Let's go RISE

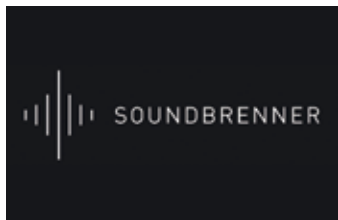


Meet Real Professionals Around You.

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 linkedin.com/company/smartcasual



Coming soon on
App Store



World's first wearable device for musicians.

CHECK ON Whub.hk FOR STAND/DATE

Finally a metronome you will actually love using!

Wearable, smart and powered by vibrations.

Strap on the Soundbrenner Pulse, hook it up to your smartphone and control it with our app.

- FEEL the beat - literally!
- Make using a metronome fun and enjoyable,
- Develop a rock-solid inner sense of rhythm,
- Master the most difficult sections of your songs,
- Create tempo maps or synchronize the vibrations via MIDI with Ableton Live, Logic Pro X, Avid Pro Tools and more!



55 helps brands & retailers increase marketing, advertising & sales performance through Data.

STAND E118-1 / DAY 2

Founded by ex-Googlers, 55 helps businesses collect, enrich, and activate their data assets to optimize media spend, foster engagement, and drive sales across channels. A unique combination of consulting, tech partnerships & proprietary tools.



Legal Services Powered by Technology. Making it easy, fast, and affordable for all sized businesses to access law in Asia.

STAND E102-1 / DAY 2

By leveraging technology and working with leading partners, Dragon Law provides businesses of all sizes an end-to-end solution to their legal needs that is safer, 10 times faster and 5 to 10 times cheaper! We help small and mid-sized business leaders and owners modernise their businesses and increase their efficiency. Our services are designed to be simple to use, cost effective and time-saving. Our clients are business leaders who want to spend more time focused on their own customers and less on administrative tasks such as drafting legal documents, getting incorporated, registering trademarks and obtaining visas.

Lamplight illuminates the world's online conversations to provide vision through insights from over 2 billion people.

CHECK ON Wwhub.hk FOR STAND/DATE

Lamplight's Asian language processing technology analyzes billions of online conversations from social media sources to give marketers, strategists and business leaders brighter insights into their audience, enabling smarter commercial decisions.



First Impressions Matter.

STAND E155 / DAY 1

EventXtra is a smart registration app for event organisers. No more sleepless nights. Print attendee badges on the spot! Let the content speak for itself and have an automated registration check-in.

Which sessions are the most popular? Which speakers are high in demand? Checking-in has never been so easy and never miss out on walk-in attendee data!

Get accurate data so that you can better plan your next event.



Swapit brings buyers and sellers of pre-loved items together who are nearby and have matching interests.

STAND M125 / DAY 1

Swapit turns the marketplace for trading pre-loved items upside down by pro-actively reaching out to potential buyers who are nearby. With built-in instant messaging, Google Maps integration and the most beautiful user interface, swapit provides a superior and seamless user experience.

Swapit has received the Best Interface Design Award at the E2 Day 2015. Swapit trader registrations accelerated by over 470%, in the first week of July alone. After capturing the Hong Kong market, swapit plans to expand regionally to other densely populated cities all across Asia. Swapit is currently raising a seed round of USD \$250,000.





Let's go!

STAND E139-1 / DAY 2

PlanDo is a social app that helps people find each other online and then meet in real life. It's a simple, yet powerful concept that brings people together via activities. For instance, if a person plans to see a movie this evening he or she can post the plans to let other people know and communicate via instant messaging on PlanDo. Our mission is to make it easy for users to organize activities instantly. We put "social" back into social networking by encouraging users to meet and enjoy activities together in real life.



We are creating a better experience for workplace.

STAND E129 / DAY 1

Ungert Design.

USpace is virtual plan of a space for people who work inside. The first plan, which is primary about people, not about walls, furniture or ways to escape in case of emergency. You can tap an avatars to see very specific for this place members profiles, navigate to their current location.

Tap a meeting room to check schedule and arrange your next meeting.

It is fun to explore space around you in this way, and it enables the best onboarding experience for a private office, co-working or co-making space. It is just a better interface for a space and it is transforming the way people interact inside.



Hirely is a creative online solution to revolutionize the way people search and hire local events service professionals.

STAND M129-1 / DAY 2



Throwing a party? You're ready to get into the party spirit, but the stress of party planning sucking the fun out? We understand the frustration behind finding the right events professionals within your budget. Stop digging through local service directory and quit playing phone tag with multiple vendors that give you ridiculous quotes! Hirely introduces you to a great selection of interested, available and qualified professionals for free. Log on to www.hirely.asia. Tell us what you need and let Hirely get cracking for you. We exist so you can enjoy the experience of planning your happy event completely stress-free.



A central entertainment hub and home cloud for the entire family.

STAND R150 / DAY 1

All of your photos and entertainment organized and safely stored in one location. Accessible from every smart device and connected to the biggest and best display in your home - your TV. Browse and enjoy your photos, movies, music and TV shows from your EzeeCube or share them with your family and friends. All your media content is available wirelessly on up to 6 devices, simultaneously!



Cutting Edge Technology For Conferences and Live Events.

STAND M124-1 / DAY 2

TAPevents develops and delivers digital event technology, increasing interactivity and enhancing every event experience for organizers and attendees.

With a fleet of over 400 iPads and expertise from delivery of hundreds of events, our team is there to guide you through a seamless event experience from start to finish. Our systems deliver an interactive, informative and engaging experience to delegates, an easily manageable process to organizers, and an enriched occasion for end clients.

TAPevents



Seed Alpha is a technology company that creates products to resolve inefficient workflows for financial professionals.

STAND R120 / DAY 1

Seed Alpha has created "Invest Lists", "OnyxChat" and "Seed Alpha" for financial professionals.

InvestLists.com is a community that curates the best products, topics and discussions in finance.

OnyxChat is a communication tool that gives access to market data and news using chat.

Seed Alpha is a research management platform for teams to find, share and collaborate on content internally.

& SEED ALPHA





A Visual Search Engine For The Best Blogs On Over 500,000 Topics

STAND M112 / DAY 1

We believe in blogs - they are the cornerstone of independent thought and yet are largely unsearchable. With over 150 million blogs, it's been impossible to find them on Google or Facebook - we've relied completely on word of mouth.

We're bringing blogs to the digital age, presenting them in a beautiful, slick interface while making the best of them super searchable.

We're changing the way people find really good stuff online and it's something you should check out.

Recruitment meets Rocket Science.

STAND E117-1 / DAY 2



Hiring Screen is a technology platform built by Recruiters and Rocket Scientists. Our proprietary algorithms help HR departments and Recruitment teams instantly score and sort entire application pools, reducing one day's work to just one hour.



Write a story together to know yourself better.

STAND E119 / DAY 1

Story telling is one of mankind's oldest activities with cavemen sitting around a campfire taking turns to say their part. Through story, the history of nations can be traced and compared and we can glimpse into the lives and minds of its people. The power of story is vast and our understanding of that power is greater now than at any time before. StoryAppy's vision is to unlock some of that power. To educate people on story so that they can write with others and create great stories, and so that they can know themselves better, know their friends better and know their fellow human being better.



SAVE TIME AND WIN MORE GAMES - Digital
playbook for iOS, Android and on the cloud.

STAND R169-1 / DAY 2

CoachBase app aims to empower the sport coaches with tools and resources to get better. CoachBase built a platform for coaches and teams where they can communicate and share games effectively. There are 135 million kids participating in sports in the USA alone and each of them have a coach. Coachbase is what these people need for winning a game. Coachbase has already been used by an NBA team, featured in a movie, in WSJ and most recently in a Phil Jackson commercial.



Your defense against air pollution.

STAND B111-1 / DAY 2

uHoo is a beautiful indoor air quality sensing device that understands your home environment so you can see what you breathe in, predict when it is not safe and prevent yourself from getting sick.



actiMirror delivers big data and targeted media
content for retail and hospitality using a data
gathering platform of smart mirrors.

CHECK ON Whub.hk FOR STAND/DATE



Italian company headquartered in Hong Kong with Distribution networks in Europe and Asia Pacific; existing investors in Europe and Asia, and potentially Silicon Valley. What Shopping Malls, Retailers & Hospitality get: Consumer Granularity, Increased Traffic & Additional Revenues, Demographics & Behaviours, Preferences & Choices, Statistics & Metrics, Additional Revenue Streams (malls rent, targeted ads)
What the Consumers get: Interaction & WOW factor Targeted contents, Smart mobile device interaction, Customization via Apps, iBeacon notifications, Discount coupons/promotions





We Let You Opinionize Everything.
CHECK ON Whub.hk FOR STAND/DATE

The internet is full of opinions. However, gauging them is incredibly difficult because they are scattered around the different corners of the web. Panjury is a free online opinion encyclopedia where we have made it fun, interactive, and rewarding for people to share their opinions on ANYTHING. Panjury provides, businesses, people, and special interest groups a centralized platform where opinions are gauged and displayed intelligently through the use of our analytic.



HK's #1 Online Wine Retailer.
STAND M101-1 / DAY 2

Cellarmaster Wines, the #1 online wine retailer in Hong Kong, specializes in distributing world premium wines, spirits, beer and cider at the best price. Our portfolio consists of wines offering diversity of style, structure and taste from around the world.

Andrew Kemeny, Director of Kemenys Food and Liquor, acquired Cellarmaster Wines in 2011 and began to restructure and revitalize the company. In 2014, the site was re-launched with the latest digital technologies. Under Andrew's leadership, the company has experienced a steady 56% growth (YoY).



Learns your habits and auto adjusts AC for ideal comfort and energy savings. Remote access via Android/iPhone.
STAND B114-1 / DAY 2

Ambi Climate allows consumers to monitor and control their air conditioners with any smartphone. But it is more than just a remote control. Ambi Climate uses artificial intelligence to learn your comfort preferences, and to automatically control your AC, improving your comfort and saving energy. Ambi Climate builds a holistic profile of your comfort, taking into account not just temperature, but also humidity, sunlight, outdoor weather, and your daily metabolic patterns. Ambi Climate will automatically adjust your environment to match your needs, saving you up to 30% of your AC electricity consumption.



**Schedule easily your reminders or tasks and get
your emails answered!**

STAND B114 / DAY 1

Remailer is an email based system to schedule your tasks, your reminders or your projects. Remailer easily converts your e-mails into reminders, so that every task can be carried out at the right time. All you have to do is to add a Remailer (requestedtime@remailer.com) in a specific e-mail and you will receive a reminder at the requested time.

Remailer is intuitive system; you can choose any time that you would like to receive a reminder for your task, using different key words and time formats, such as "tomorrow", "in2days" or "everytuesday", and any time information will be recognized by the system.

rem@ilder



Lend Grow. Borrow Grow.

STAND R121 / DAY 1

Monexo is a Peer-to-Peer Lending marketplace for Asia with a focus on loans against future cash-flows.

World Bank study shows that 41% of the MSME are unserved by current financial system. US\$ 300 Billion is the predicted and growing gap in 6 key asian market.

Monexo helps lenders beat inflation and borrowers get credit at an affordable cost.

We have recently launched in our first market - Hong Kong.

MONEXO
Lend GROW. Borrow GROW



**World's first Blockchain-powered
remittance service.**

STAND R182 / DAY 1

Bitspark's remittance platform leverages bitcoin and blockchain technology to send and receive payments in emerging markets. Its integrated cloud-based web platform enables money-transfer operators and financial institutions to manage payment information, customer due diligence and real-time business analytics. Quick, cheap and requiring no bitcoin knowledge to use, Bitspark connects offline businesses (corner store remittance shops) and online businesses to unbanked customers via its on-the-ground network providers. Benefits include easy access to mobile-first markets, increased profits for money-transfer businesses, and reduced costs for customers.

Bitspark



Transforming the way we light up the world.
GREEN. BRIGHT. REVOLUTIONARY.

STAND B118-1 / DAY 2



Nanoleaf is a green technology company focused on transforming traditional illumination into meaningful and sustainable experiences. Their journey started out on Kickstarter with the world's most energy efficient LED light bulb, where they received overwhelming support. They describe their products as an origami art looking crosshatch between elegant design and cutting edge technology. Since their Kickstarter days, Nanoleaf has come out with an unique LED bulb that's dimmable without a dimmer switch, and the world's first beautiful and efficient LED Décor bulb. Later this year, they will be releasing their connected series that will shake up the market for smart lighting.

An "Airbnb for event venues"; VenueHub HK is revolutionising the way that event spaces in Hong Kong are booked.

STAND M116 / DAY 2



VenueHub HK (www.venuehub.hk) is a website and concierge service that connects both private and corporate event bookers with event spaces in Hong Kong. The site was created to make it much easier to identify a suitable venue than was previously the case. Venues are brought together in one place and in a format that makes it fast and simple for an event planner to find and book somewhere that fits their exact needs. It's also VenueHub's goal to unearth and promote exciting and unusual new event spaces. VenueHub HK is an incubatee of the prestigious Cyberport Incubation Programme.

Online platform for hand-picked high-quality small & home businesses.

STAND R186-1 / DAY 2



HiddenTruffles is Hong Kong's first exclusive online portal that hand-picks and showcases the finest small businesses in Hong Kong. The aim of our venture is to create an online platform for businesses so consumers can easily: Find them, contact them and rate them!

We feature high-quality small and home businesses. We feature unique, innovative and only entrepreneurial ventures. Our team scouts through hundreds of businesses, hand-picks, interviews and photographs every business, before we profile it as Hong Kong's HiddenTruffle. This is not a directory or a general listing, but a set of hand-picked trusted vendors for you!

The DIY E-commerce Platform for Merchants in Asia.

STAND S103-1 / DAY 2

Shopline is a self-service platform that allows anyone to create an e-commerce website. It specifically targets merchants in Asia, providing a localised solution that fits the way they do business in each market. Aside from native language support, Shopline has local partnerships to provide payment methods, fulfilment integration and local customer support for merchants. Its ability to deliver top-notch technology and execute quickly in local markets sets Shopline apart from global competitors. Over 40K shops have already been created using Shopline, by merchants in 18 countries. Shopline is a 500 Startups Accelerator company and raised seed funding in January 2015.



Saving the world, bit by bit, grid by grid.

TALK / DAY 2

Insight Robotics safeguards the world's natural resources and infrastructure with intelligent early-warning threat detection. We help our customers visualise data across large land areas easily and intuitively so they can assess risks and respond quickly before disaster strikes. Our innovations include the world's first single-tree automated wildfire detection system and a cost-effective aerial survey solution for precise mapping and pinpointing of risk areas. In 2015, we were voted the IBM Global Entrepreneur of the Year and Best for the Environment by B Corp. Erica Young (Chief Product Officer at Insight Robotics) will be discussing "Robotic control, automation and sensing opportunities" from 10:00-10:30 on the IoT focused Machine Stage, 1 August.



Hosbby is an online marketplace for people to share their hobbies with people who want to try something new.

STAND R133 / DAY 1

Hosbby is a hobby-centric marketplace and encourage one's to maximise their potential and untapped resources such as their skills, creativity, time and space. We provide a business solution for individual and small business owners to grow business and connect people by providing an easy to use online platform. We encourage anyone to discover their unrealised potential and their seemingly normal skills but will be marketable with cultural and social significances. We envision to create a joyful community which facilitate people achieve economical gain and emotional satisfaction through sharing their hobbies, passions and meeting new friends.

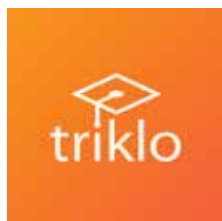




Votee is a quick and easy way to see what people think.

STAND R117 / DAY 1

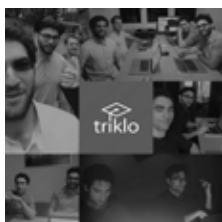
Votee is an app that's all about social voting. We provide a mobile platform for people to offer and receive opinions that can inform better decisions. Shopping alone and need help choosing a dress? Ask a few of your friends privately and attach a few selfies. Can't decide where to go for dinner? Get your foodie friends to help you decide which restaurant is best.



The smart way to choose courses.

STAND R159-1 / DAY 2

Triko is the first teacher rating platform that allows students to find teachers who match their learning styles. Gone are the days when students would stress over picking courses. With the help of teacher ratings, comments and a learning style matching system, Triko helps students make smarter choices by helping them predict how a class will be, well in advance.



Last-Minute Hotel Booking Made Easy.

STAND S109 / DAY 1

HotelQuickly is the leading last-minute hotel booking app offering travelers heavily discounted deals in more than 200 destinations in Asia Pacific. Rates on HotelQuickly are on average 28% cheaper than the best price online, disrupting traditional booking channels in a highly competitive industry. Perfect for a wide variety of occasions, HotelQuickly appeals to users all over the world traveling in Asia Pacific and is available in nine languages.

Featuring more than 6,000 curated hotels, HotelQuickly is currently available in 15 countries across the Asia-Pacific region including Australia, New Zealand, Hong Kong and Singapore.

For more information, visit: www.hotelquickly.com.



Finest hand picked dining experiences
in Hong Kong.

STAND R173-1 / DAY 2

Whether it is an exclusive menu created by a top chef at one of Hong Kong's finest restaurants or an intimate dinner at a private kitchen for you and your friends, a wine tasting dinner for your clients in your corporate dining room or a cooking class for your next team building activity, Gormei serves you a range of unique and hand-picked dining experiences. On the Gormei platform you will find a host of bespoke events and talented home cooks, wine specialists, sommeliers, craft brewers, coffee experts, artisanal food producers and more at your fingertips. Every experience is created by an authentic food maker who has a unique story to tell.

Gormei



Amazing France connects the new emerging luxury
consumer to the luxury brands and the world's
most visited country, via mobile devices.

STAND R189-1 / DAY 2

Amazing France is a France dedicated lifestyle App, specially designed for emerging new luxury consumers and travellers. This 4-in-1 platform combines a French lifestyle magazine, a Private club offering privileges to registered users, a French travel guide and a "Made in France" m-Shopping showcase, offering information, services and privileges to users.



Available in six languages: Chinese, Portuguese, Brazilian, Japanese, Russian and English: Amazing France is developed on multiple operating systems (iOS & Android) and devices, including smartphones & tablets. This startup is reinventing the role of media by giving back the power to readers.



Eco Friendly Mobile Device Accessories
That Give Back.

STAND R157-1 / DAY 2

ETEAQ is all about mobile device accessories made of reclaimed materials such as fined aged teak wood coming from old houses in Indonesia. Every product has a unique 6 digit number that represents a new tree which will be automatically adopted upon purchasing an ETEAQ product.

The tree can be precisely located with TreeTracker, a web application using Google Earth. Only with ETEAQ you know exactly what you are giving back to the environment without taking from it.

ETEAQ
a natural story



Wearable devices for peace of mind.

STAND B123 / DAY 1



Simple Wearables combines user empathy, cutting edge technology and organic design. Their first product, the Simple Wave, actively predicts and detects falls, and seamlessly integrates emergency response systems, enabling independent living and providing peace of mind.



Providing a seamless connection between qualified caregivers and your loved ones.

STAND E152-1 / DAY 2



Founded in 2014 by Edward Chung and King Lam, Kare Angels' mission is to improve the lives of families and caregivers by helping them connect in an easy and reliable way.

Our efficient and transparent services platform-allows families to connect with professional caregivers who are Kindhearted, Attentive, Responsible and Empathetic. We also aim to be the largest destination for quality caregivers to find fulfilling employment and career opportunities.



AMAZING LITTLE THINGS.

STAND B109 / DAY 1



WITTI uses inspired designs and emerging mobile technologies to create intelligent lifestyle experiences to enhance consumer's daily lives. With offices in Los Angeles and Hong Kong, WITTI utilizes a team of international designers to craft artistic, minimalist products inspired by geometrical shapes.

WITTI is committed to working towards a greener future and only offers creative packaging, utilizing materials that minimizes waste. Learn more at www.wittidesign.com, facebook.com/wittidesign or follow on [@WittiDesign](https://twitter.com/WittiDesign).



SPHERE Corporation brings the most Innovative Lifestyle Concepts to LIFE through smart technology and art design.

STAND R154 / DAY 1

SPHERE Corporation is a Lifestyle CE products design/ R&D company that consists of passionate entrepreneurs, designers, and engineers. The goal is to make the current complex everyday life easier, fun, and enjoyable while keeping it dynamic and productive by creating products that make people's everyday life better.



The overage startup?

STAND M107 / DAY 1

Founded in 2010, Bhiner is an e-commerce company that makes buying in Chinese websites much easier for millions who can't read Chinese nor pay RMB online. Following the lean startup methodology, they have managed to profit with very minimal capital. From only three founders to 10+ staff in China and HK. Bhiner has reached approximately 10 million turnover annually without any funding since founded. They are stable and ready to scale up things. For a 5-year-old company to call itself a startup, it may seem overage but considering the spirit of startup, there is no doubt that they are one of a kind.



We are in the business of helping marketers 'get to the right people'! Sit back, leave it to us and enjoy the ride of data-driven marketing!

STAND M123 -1 / DAY 2

We are a data-driven digital marketing agency that help businesses reach the market precisely through target advertising and marketing techniques. We want every interaction you have with us to be positive, informative, and worthwhile.



Powering on-demand storage and logistics.

STAND E144 / DAY 1



Storeganise is a complete IT SaaS solution that enables companies to get up and running in the on-demand storage business with ease. Storeganise provides an operational interface for managing all aspects of transportation, storage, billing and customer management in real time. The associated customer-facing app allows users to schedule deliveries and collections and manage the items they have in storage with photos and descriptions



Interactive Lighting Device | Multicolored LED Molecules Time, Mood Lighting, Music Visualizer, Emoji Messaging.

STAND R173 / DAY 1

Tittle is a completely app-controlled LED light device. This stylish light creation is made out of 512 LED light molecules perfectly structured in the form of a cube. It's much more than a lamp. It is fun, exhilarating and even interactive, and it will change the way we view lights forever.

Not only does the multi-purposed Tittle provide users unique pre-programmed mood lighting, world clock, it's built-in microphone can turn your surrounding music into animated lights. To top it off, users can connect with their friends and families by messaging 3D animated emojis to each other.



Discover fashion by snapping any pics or browsing our celebrities & community newsfeed and you can purchase instantly.

STAND M136 / DAY 1

Goxip is THE fashion discovery engine & social network - Snap/upload any image and we'll detect colour & pattern and recommend the inspired fashion items using our proprietary photo recognition technology, and buy online within our app instantly. Also browse our celebrity styles feeds (over 2000 hollywood stars) and community content for the latest fashion ideas. Whatever that inspires you, Goxip will help you to find THAT piece of must-have fashion piece.

Goxip is a mobile-first and only app with over 1 million fashion items available for the fashion-conscious, young and dynamic Asian consumer to stay trendy on the go.



Our iGenes DNA test identifies which medications are best for a patient based on their specific genetic makeup.

STAND R166 / DAY 1

Prenetics is a personalized medicine company specializing in Pharmacogenomics. We help physicians identify the right drug and the right dosage, based on the patient's individual genetic profile.

Prenetics™
NEXT GENERATION DNA TESTING



PAKT is your Wardrobe Away from Home, Your Wardrobe on Demand. PAKT - the modern solution to storage and clothing care.

CHECK ON Whub.hk FOR STAND/DATE

PAKT addresses space and climate issues in HK with a luxury wardrobe storage service for seasonal clothes and other treasured items in a 24/7 climate controlled 'clean room'. PAKT is an Endless Wardrobe, Your Wardrobe on Demand. We have a responsive web - collection and delivery, photographic inventory and condition report for your stored items. With your Wardrobe in your smartphone, request added value services such as pressing, steaming and drycleaning on any mobile device. Additional services including repairs, access to top stylists and a sharing and trading platform coming soon.

PAKT 



Experience the power of touch, the world at your finger.T.I.P.S. !

STAND M139-1 / DAY 2

T.I.P.S. offers advanced technologies in touchscreen interactive digital display systems. The mission is to be the worldwide leagued provider of interactive display and information platform to support extraordinary marketing campaign for top companies and brands.





Smart Home & Commercial Automation. Control More With Less.

STAND B111 / DAY 1

At AULUXA, they focus on developing automation solutions for the residential, commercial, and hospitality markets. They've introduced modularity to automation making it reliable and affordable.

The Auluxa system aims to automate all aspects of the home, and their products are designed with energy conservation in mind. They want to be a part of the sustainable revolution by creating products that can monitor and manage energy real time together with automation.



The Brand that adds more fun to your mobile lifestyle.

CHECK ON Whub.hk FOR STAND/DATE

The brand LumdooTM was created & registered by lumdoo Limited, a company based in Hong Kong and owned by private Austrian and Asian funds.

Their mission is to bring light and innovation to the Mobile industry.

That is why they have chosen lumdooTM, a trademark standing for light and performance. They are proud of the products they design and produce and are sure that we will enjoy the uniqueness of them as well.



Your Nano investment portfolio optimiser.

STAND R122-1 / DAY 2

Lattice is an IP-driven capital-markets Fintech company. They leverage the proprietary IPs to provide front-office portfolio decision-support systems. Their product Elegant Portfolio Discovery (EPD) Platform is a new-generation portfolio optimizer that helps de-noise your portfolios and significantly boosts your expected performance.

Their target customers are professional equity fund and risk managers at private wealth, pension funds, mutual funds, insurance companies, sovereign wealth funds, hedge funds; as well as global investment banks, investment advisors and analysts etc.



Technology is what you carry; fashion is what you wear!

STAND 105-1 / DAY 2

OMATE

Omate offers a turnkey wearable platform allowing Fashion and Jewelry brands to design the Fashion Tech of the 21st Century. Omate is a hardware and software company that designs and retails wearable products.

Omate's mission is to connect the World through a wearable experience by offering fashionable devices at affordable price.



SmartShop for brick-and-mortar shops.

STAND M133 / DAY 1



Let the Waiters and shop keepers focus on service. We combine Shop Automation and Experience Control and Sales Ecosystem. The automated and predicated sales and devices interaction will create perfect experience and save costs.

SmartShop built on automated sensors, devices and commercial applications. For instance, a SmartTable allow automated seat arrangement, pre-payment and menu ordering; it is smart enough to alert the Merchant when customers leave before payment. Another example is SmartPanel display the product list and suggestions according to the product Customers are watching.



Tutorspotter is an online marketplace for in-person tutors simplifying the relationship between tutors and students.

CHECK ON Whub.hk FOR STAND/DATE

tutorspotter

Tutorspotter is an online marketplace for in-person tutoring across Asia offering tutors and parents/students value, simplicity, and security. Tutors are empowered to run their business with our platform saving marketing costs while avoiding expensive and unreliable agencies. Parents and students can discover quality tutors with verified listings, reviews, and teaching statistics.

Tutorspotter simplifies the relationship between tutors and students with our messaging, scheduling, payment, and lesson management tools. Private tutoring has never been easier.





Reshape Tourism with Local travel experiences in Emerging Countries.

STAND R161-1 / DAY 2

I Like Local enables travelers to book unique, local travel experiences from and with locals in emerging markets in this way not only having a unique experience but empowering locals at the same time. I Like Local has aligned itself with the principle of the sharing economy — but taken it one step further. By presenting travelers with an instant access into the social fabric of a given city, I Like Local allows for authentic and incomparably personal experiences. Currently they offer experiences in 11 Asian countries: India, Nepal, Sri Lanka, Thailand, Malaysia, Indonesia, Cambodia, Vietnam, Laos, Philippines and China.



Share the world around you.

STAND R156-1 / DAY 2



They aim to help individuals, couples & groups plan their next trip and find accommodation in their friend networks. Tell the app when and where you are traveling and Weestay will help you find accommodation by notifying your friends and friends of friends that you are visiting. Think CouchSurfing meets Airbnb only with no cost involved. Using your trusted friend networks Weestay will find you free, safe and comfortable accommodation. Just remember to cook your host a thank you dinner.



The Small Solution to a Big World: A real-time location device combining compact form and cutting-edge functionality for everyday life.

STAND B118 / DAY 1

A fast-growing global start-up headquartered in Hong Kong, our focus is in the exciting IoT industry where we strive to deliver real-time consumer and business-level information to our customers. That's where our location device comes in. TAG offers infinite tracking range with its GSM global cellular technology and overseas roaming, while other features such as geo-fence, panic button, shared tracking, app, and compact design make it convenient yet stylish for everyday use. From your kids after school, your elderly parents enjoying retirement, to your suitcase whilst traveling, TAG can help look after anything, anywhere, anytime.



Our goal is to reconnect people and making the feeling of missing someone a thing of the past.

STAND E103 / DAY 1

Shosha gives us a way to renew relationship with people we really care about. Every day, Shosha will send us a notification at any time to record a 5-second video. Then the video is automatically posted onto the feed called lifeline, where all the videos of the people that matter to us will be also displayed. We can browse, re-watch and comment all the videos, download our videos or even create movies of our life by combining our daily 5-second videos. Intuitive and easy to use for all ages, Shosha works by itself and we don't need to do anything.



More time earning. Less time recruiting.

STAND E142-1 / DAY 2

Snakehead.com.hk is Hong Kong's first-ever job recruitment platform that focuses exclusively on last-minute staffing needs for the F&B industry. A groundbreaking online platform and mobile app that will redefine how F&B industry managers hire temporary restaurant staff, Snakehead can help managers instantly fill last-minute replacements with one click. With Snakehead, restaurant owners can focus on getting their restaurant ready instead of wasting time on recruitment, which often involves making phone call after phone call. Job candidates can relax and let the job find them with notifications from the Snakehead mobile app. Everyone wins!



Merging Physical And Virtual Worlds.

STAND B115-1 / DAY 2

Established in 2014 in Hong Kong, Animae Technologies Limited is a current incubatee in Hong Kong Science Park, which aspires to research and develop products combining software applications and custom hardware devices with interactive technologies.

A key example of products is the award-winning interactive play set POPS that allows a new play experience with the combination of mobile game and physical toy. Animae Technologies also offers comprehensive solutions for both hardware and software product development from initial analysis to final product.





We are **#StartupPassion!**
Discover. Join. Invest.
STAND E118 / DAY 1

We are **#StartupPassion** and our own Passion and Mission is to help Startups bring their business to the next level. We believe in the power of meaningful connections!

- Talent connection - Job Board
- Investor connection service
- Deal-flow (sort of Testmarket-meets-discounts from startups for startups)
- Internal messaging tool (for synergy and collaboration)

Just create your own profile and showc___ase your Passion, Mission and Values. It is your most important asset to attract whoever and whatever you need!

#StartupPassion - whub.hk

WORK HARD, PLAY HARD

KICK BACK AND RELAX AT THESE AFTERPARTIES



Notey Presents: Rise Happy Hour at Bungalow

Join RISE Happy Hour at Bungalow organized by Notey and let loose with founders, VCs, tech influencers, bloggers, social media with the global tech community.

Where? Bungalow, G/F The Centrium, 60 Wyndham Street, Central

When? Friday 31st July, 6-9pm

What? Namecard Required - Free



TusParkHK Music IoT Fest – A night with founders

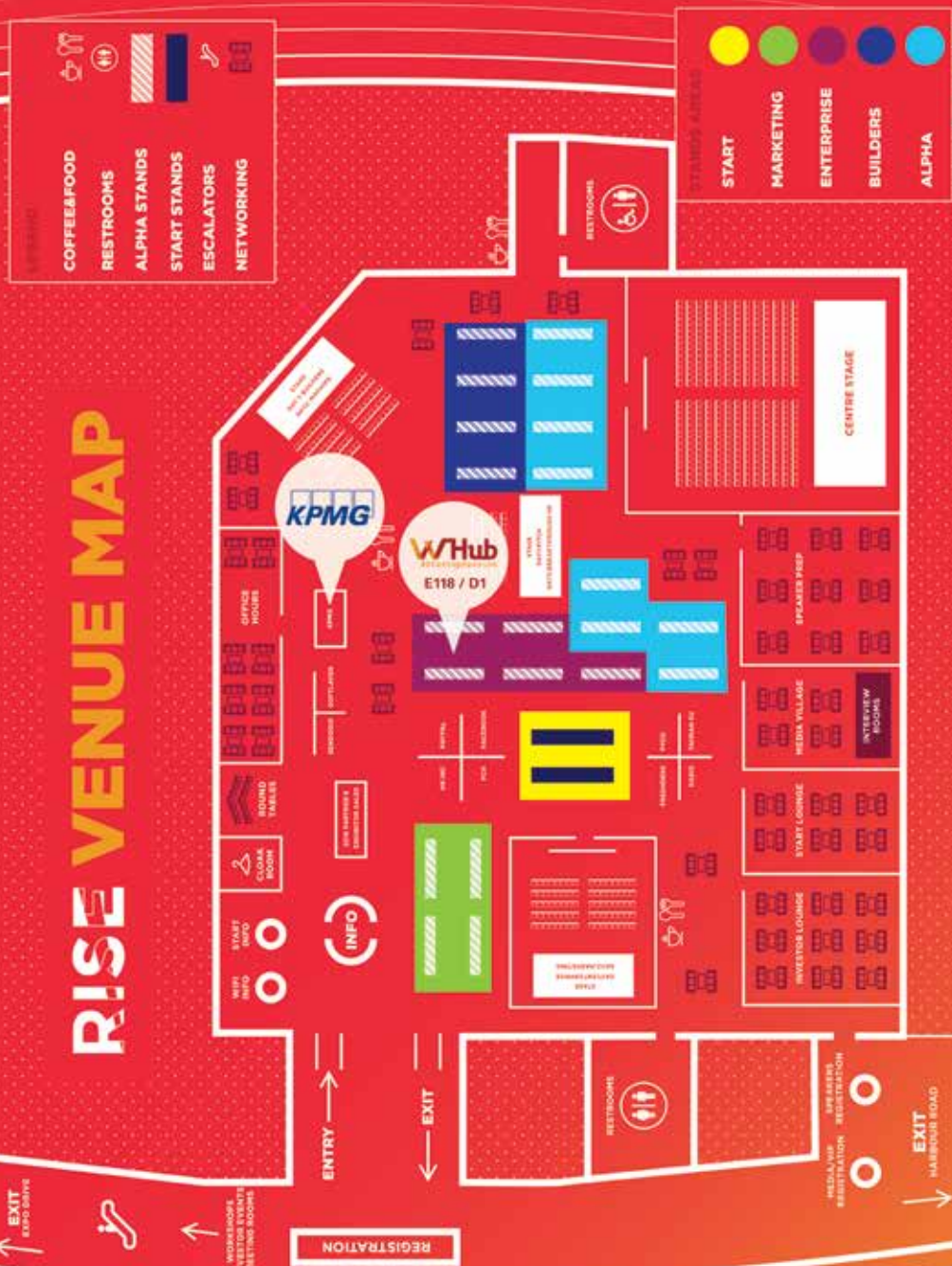
Enjoy a night of demos, networking, celebrating and solid beats with TusParkHK's inaugural tech, music demo and IoT party. Where? Fly Hong Kong, G/F, 24-30 Ice House St, Central

When? Friday 31st July, 5-9pm

What? Adult: HK \$250 HKD / VIP & Media: HK\$200 HKD

Get HKD\$50 off with this discount code: TUSPARKWHUB

RISE VENUE MAP





TRANSPORTATION

Hong Kong has a great public transport network that is convenient and easy to use. Subway and buses are on both sides of the harbour. If you have some difficulties you can easily find a taxi day and night.

Octopus cards are an easy and convenient method of payment in Hong Kong. They are available for purchase in MTR stations. You can use an Octopus Card to pay for all kinds of public transport (trains, buses, taxis) as well as paying in convenience stores, supermarkets, and even certain shops and restaurants.

- Tourist Octopus: HK\$39
(No initial store value - No deposit - You can't be on negative value)

- Standard Octopus: HK\$50 (deposit)
(Initial store value HK\$100 - You can be on negative value up HK\$35)

- MTR Tourist Day Pass: HK\$55
Enjoy any one day₁ of unlimited travel on the MTR₂

1. 24 consecutive hours beginning from the recorded entry time of the first journey.

2. Except the Airport Express, the MTR bus, East Rail Line First Class, Lo Wu Station and Lok Ma Chau Station.



PHONE BOOK

Emergency services
(police, fire, ambulance)

999

Police Hotline

+852 2527 7177

Hong Kong Observatory
(for weather information)

+852 1878 200



CANTONESE 101

english	pronunciation	characters
hello	nei hou	你好
good morning	zou san	早晨
how are you?	nei hou maa	你好嗎?
good/fine	hou/gei hou	好/幾好
excuse me	m hou ji si	唔好意思
please	qing	請
thanks (for a service)	m goi	唔該
thanks (for a gift)	do ze	多謝
you're welcome	m sai hak hei	唔使客氣
subway	dei teet	地鐵
bus	ba sih	巴士
telephone	din wah	電話
bus stop please	jao lok m goi	有落唔該
bill please	mai dan m goi	埋單唔該

BE A SMARTER START-UP

A guide to growing your business in Hong Kong

www.kpmg.com/cn/start-up

Raising capital, finding talent, establishing a corporate governance framework, and other management initiatives take time and are important to maximise business success.



KPMG are able to bring a range of perspectives.

We work with a variety of clients, which includes start-ups, family owned businesses, NGOs, private equity funds, state-owned enterprises and governments, as well as some of the largest companies in the world.

Feel free to reach out any of our HGTIG members at www.kpmg.com/cn/start-up

#startupPassion

*Discover creative Hong Kong Startups
at the RISE Conference*



DRAGON LAW
Legal Services | Intellectual Property | Technology



EventXtra

TAPevents



NOTEY nanoleaf



VenueHub.hk



rem@ilder

WHub
#StartupPassion

whub.hk

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