IN 5 OR 10 YEARS
COME BACK AND TELL US HOW
TODAY CHANGED YOUR LIFE

DREAMCATCHERS
THE UNIVERSITY OF HONG KONG
DREAMCATCHERS, with its inaugural event on Sunday, May 31, 2015, is a series of initiatives at The University of Hong Kong. It began with “If I were 28…” and ended with “What Next?”. We will form a hub to inspire and nurture innovation and entrepreneurship; there will be forums, mixers, events, courses, training, marketplaces, co-workspaces, funding for programmes and an innovation commons.

DREAMCATCHERS is cross-sector and inter-generational, for alumni, students, friends old and new, everyone with passion and determination to innovate and change the world.

The University in particular provides an environment that supports a willingness to fail, and an obsession to succeed. It is all right to fail as long as we learn the lesson. It is all right to take risks and do something that is unconventional.

The speakers and participants, patrons and partners all came together to make the day happen. There was so much energy and enthusiasm, humour and hope, sincerity and warmth. People were squeezing into the lecture halls, sitting on the floor, and eagerly exchanging views over a coffee. There was appreciation and support, heated debates and candid sharing.

And in 5 or 10 years’ time, if you come back and tell us how this day changed your life, then together we have made it.

Whether you are 28 or 68, one has to keep learning. You have to keep a certain degree of curiosity and keep asking questions.

Ask yourself two questions before starting your own business. Do you really have the passion to do it? Then ask yourself whether you have the personality. You have to not be afraid of losing. The success rate of starting a business is less than 1%. Prepare to lose. You lose fast. You lose big. And you lose forward. The important thing is, after a few failures, you should not repeat the same mistake. Then you learn how to be successful.

IF I WERE 28…

This is the best time and there is no other better time to start. But if you do want to start your business and become an entrepreneur, be prepared for the following. First, the China market, which you have to enter. It is not a matter of ‘IF’; it is a matter of ‘HOW’. Second, think global. There is no Hong Kong Startup. You are starting in Hong Kong, but you are doing one market, the global market.

Jason Chiu 趙子翹
The Cherrypicks

When you have the spirit of entrepreneurship, I believe it is there wherever you are in your life stage, whatever position you are in. Whether it is a big company or a startup company, you can always apply that spirit of entrepreneurship to whatever you do. I think that is the beauty of it because it gets you excited. It is a lot of fun.

Leong Cheung 張亮
The Hong Kong Jockey Club

“lt is all right to fail – with an obsession to succeed”

Peter Mathieson
President and Vice-Chancellor

3-min highlight video
The Internet Versus Traditional Industries

The Internet is not totally a virtual economy and should be integrated with many of the traditional industries. As I have said before, the Internet is just like electricity. Where any industry, whether financial or service, will have the need for it. Our company’s thinking is to bring the Internet and traditional industries closer together to integrate them.

The problem is, you are just too old!

There are times when you have done nothing wrong at all. The problem is, you are just too old. When Tencent first came across Snapchat, something that teenage girls (from ages 13 – 18) in America are particularly fond of, our senior management installed it and after exchanging a couple of messages, we found it silly, boring and saw no value in it, therefore we made only minimal investment in it. Later on, when its value skyrocketed, Snapchat became a company with a market capitalisation amounting to billions of dollars. We came to regret and self-reflect on whether we are just too old to keep up with times, or that we simply do not understand the preferences of the kids...

The majority of people in China are using WeChat (微信) these days, but the kids are still using the mobile version of QQ. This is not a technical issue; this is an issue concerning human nature. These kids do not want to be in the same community with their parents. They want to separate while being ‘together’. Therefore, as many communities of new generations are popping up. Even though we do not understand, we have to show our respect. After all, popularity has its reasons.

Full speech and interview

YOU ARE JUST TOO OLD

錯在你太老了

The Internet Companies Versus International Companies

Chinese Companies Versus International Companies

We Chinese internet companies have always wished to be integrated with many of the traditional industries. As I have said before, the Internet is just like electricity. Where any industry, whether financial or service, will have the need for it. Our company’s thinking is to bring the Internet and traditional industries closer together to integrate them. Everyone should consider how best to utilise the Internet. If you do not use it well, your industry will be inevitably eliminated in time.
Vision and Opportunities for Technology Entrepreneurship

Four thought leaders exchanged views on the following questions: What should be the vision for technology entrepreneurship for Hong Kong, in the context of China and the Regional development? Everyone is talking about entrepreneurship as the means of moving forward for the younger generation, but what are the real opportunities in Hong Kong? What is Hong Kong’s competitive edge over our neighbours for technology startups? How should Hong Kong respond to this worldwide movement and benefit from it?

Innovative technology, design, and business models are key to successful startups. At this session, four young entrepreneurs from the fields of electronics, ICT, innovative watch design and online jewellery shared their experiences, challenges, pain and lessons learned from running their respective businesses.

**From Dream to Reality - IT & Business**

Innovative technology, design, and business models are key to successful startups. At this session, four young entrepreneurs from the fields of electronics, ICT, innovative watch design and online jewellery shared their experiences, challenges, pain and lessons learned from running their respective businesses.

* HKU Alumni
Harnessing Resources to Build in the World’s Biggest Mobile Market

The panel highlighted the resources and support that are available to startups in Greater China. Investors are looking for good projects, especially those catering to a young audience. But startups must be proactive in telling their stories to potential funders. Startups in Hong Kong must also take bold steps to enter the China market.

Mentors
Huang Xiang 胡翔
IDG Communications China
Dr David Chung 鍾偉強
Hong Kong Cyberport Management Co. Ltd
Moderator
Prof Ying Chan 陳婉瑩
Journalism and Media Studies Centre, HKU

Media Tips for Founders: Gaining Traction and Customer Exposure

This panel took an intimate look at delivering media to audiences of all kinds in an environment where mainstream media no longer holds a monopoly on news and information distribution. Social platforms and inexpensive media production software mean that startup founders must pay attention to communications with the public on all media platforms.

Mentors
May Yamaura 姚雅如
Brand Pit
Catherine Tan 陳詩雅
Notey
Ben Cheng 葉冠希
DurSky
Moderator
Douglas Crets* 亞洲創業

Entrepreneurial Spirit in Social Innovations

The social entrepreneurs talked about the challenges their startups faced in the beginning or in later phases of scaling up. As creative pioneers, they took up different community issues and ventured along different paths to success. Their sharing not only opened up new frontiers for imagination, but also provided newcomers with very practical tips on managing and sustaining social enterprises.

Mentors
Francis Ngai 楊啟星
Social Ventures Hong Kong
Clive Lee 李家俊*
Chen Yidan Foundation
Jah-Ying Chung 鍾嘉穎*
LaunchNots
Martin Fung 馮廉行*
Next City
Respondent
Dr Albert Chau 周偉立*
Dean of Student Affairs, HKU
Moderator
Hilton Lam 林柏熹*
Final Year, BBA (BGM), HKU

Social Business - Blending Social Enterprises with Traditional Businesses

The speakers discussed how they reformed traditional businesses, such as garment, catering and agriculture, to accomplish the same missions as social enterprises. These entrepreneurs transcend the dichotomy between commercial and social enterprises, and create social businesses that continue to provide financial rewards to stakeholders while bringing tremendous social benefits to everyone.

Mentors
Phoebe Tang 湯珮瑜*
Healthy Cottage
Howard Ling 凌浩雲
Bijas, Happy Veggies and Harvester Social Enterprises
Alan Cheung 張益麟*
Grandion Industrial Ltd
Respondent
Timothy Ma 馬錦華
Project Flame of The City University of Hong Kong
Moderator
Siriboe Keisha*
PhD Candidate, English Language Education, HKU

* HKU Alumni

“Relaxing time. He was delivering his message via a Monopoly game, sharing his insights into the operations of the Hong Kong Government, and also made fun of the Government’s mistakes. Cool.”

– Forum participant

Vincent Wong 黃永
Solution-On-Wheels
Zeniath Kok 瞿燕
Hong Kong-based Professional Magician
Paul Lam 林子傑
Solution-On-Wheels

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STARTUPS IN CHINA:
Creative Entrepreneurship in an Era of Great Transformation

When it comes to the China market, it is not a matter of “IF” it is a matter of “HOW.” The “Internet+” strategy, stated by the Chinese Government in a working report, will be the trend going forward on the Mainland. The panel discussed China’s changing business environment, and the keys to survive and succeed in the dynamic Mainland market, which include policies, partners and allocations of capital. Speakers shared their success and failure stories of doing business in China today.

Lo Sheung Yan 劉雙恩*  
J. Walter Thompson

Ted Chong 許陳漢  
Designer Time

Norman Sze 劉浩民主  
Deloitte China

Nicholas Tung 梁國偉  
Lewis & Paul Investment Co. Ltd

Respondent

Patrick Yeung 楊偉添  
Cathay Pacific Airways Ltd

Moderator

Raymond Chow 周學文*  
B+CR Marketing Consulting

WHAT NEXT? Hub or Pub – co-working space, incubator, accelerator and MORE

“What next?” “Where should I start?” “Where can I get help?” “What resources are available out there in Hong Kong to get me started?” These are just a few of the questions posed by the audience at the final session. Here the panel generously provided answers and pointers to what are available in town - and there are many options!

“We will be launching our Innovation Commons. We need you to keep up the entrepreneurial culture and spirit.” – Prof Paul Tam  
Vice-President and Pro-Vice-Chancellor (Research)

“I hope that this event is just the beginning. Entrepreneurship is growing rapidly in Hong Kong and entrepreneurs, big or small, need the support. With HKU’s unique vantage point, it will undoubtedly give students and alumni the competitive advantage they need to succeed.” – Forum participant

Judges

Douglas So 苏栢祥*  
Vice-President and Pro-Vice-Chancellor (Institutional Advancement), HKU

Ernest Wong 黃耀傑*  
KVB Kunlun Holdings Ltd

Joelle Woo 胡靄慈*  
Business Development & Developer Experience (DX), Microsoft HK Ltd

Ada Yip 楊麗麗  
Hong Kong Institute of Social Impact Analysts

Moderator

Terence Cheung 張德建*  
Western Rego, Deloitte Touche Tohmatsu

At the Pitch Demonstration, jointly organised by HKU Alumni Entrepreneurs Club and HKU Graduates Association, eight alumni-based startup companies pitched their business ideas and were evaluated by a panel of judges.

“The demonstration provided a great platform for young people to promote their inventions and inspire the audience to think big. I believe some of the inventions could become successful and popular. I love this kind of event and hope the University could do more of this.” – Forum participant

Organisers

Patrons

Partners

Curatorial Team

Professor Paul Cheung, Associate Vice-President (Research)

Dr Albert Chau, Dean of Student Affairs, Centre of Development & Resources for Students

Professor Ying Chan, Director, Journalism & Media Studies Centre

Professor Bernardette Tsui, Director, Development & Alumni Affairs Office (Convenor)

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Special Thanks

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Shun Hing College

Support Team

Business & Economics Assn, HKUSU

HKU Mentees

Green Gown Guides

HKU Class of 2005

* HKU Alumni
Great event! Proud to attend DreamCatchers as an HKU alumnus!

Sara Li, M.Phil in Psychology

DreamCatcher
\textit{ˈdriːmkətʃər/ Noun [C]}
A small hoop containing a horsehair mesh decorated with feathers and beads, believed by American Indians to give its owner good dreams.

Extraordinary! This professional forum offered a platform for all real dreamcatchers to share their minds, thoughts, and ideas or maybe even souls at a decent pace.

Dr Julian Fong, MBBS