

Press Release
For Immediate Release

Cyberport grants HK\$1.5 million for bright ideas in information and communication technology

Awarding 15 potential start-up projects with Cyberport Creative Micro Fund to make their dreams come true

Hong Kong, 20 February 2012 – Cyberport is pleased to announce that 15 new and innovative projects have been awarded HK\$100,000 each to develop their ideas into prototypes via its latest round of Cyberport Creative Micro Fund (CCMF).

The information and communication technology (ICT) industry has been recently bolstered by the support from both the Hong Kong and mainland governments, with clear evidence in the HKSAR 2012-13 budget announcement of SMEs guarantee scheme and Premier Wen Jiabo's pledge for funding support of smaller companies in a recent statement. The launch of CCMF scheme is a farsighted initiative and in line with both the HK and Mainland Government's recent moves.

Nurturing a new Wave of ICT Entrepreneurs with the Support of the CCMF Scheme

Following the success of the CCMF pilot schemes, Cyberport is pleased to launch the first official CCMF Scheme, which was proven to be outstandingly successful, garnering an overwhelming response from the market and seeing a significant increase in applications over the pilots. Over 280 applications have been received and the vetting committee has chosen 15 projects of outstanding promise to each receive a funding of HK\$100,000, accounting a total of HK\$1,500,000 to develop their ideas into prototypes in the coming 6 months.

“Cyberport strives to encourage creativity and provide comprehensive support to creative talents in the ICT sector in Hong Kong,” says Herman Lam, CEO of Cyberport. “In the 15 selected projects you can see a real diversity in the kinds of companies and ideas chosen. Some of them are the more seasoned professional with concepts that have already won international awards while on the other hand, we have the very freshest ideas from university students that are equally promising. With proper assistance and nurturing, we believe that some of these ideas can turn into vivid businesses.”

The 15 selected projects come from a wide range of categories, including digital entertainment, mobile applications, business tools and social networking services, etc.

The Cyberport Creative Micro Fund 2011 grantees are:

Stream	Project Name
Professional	AwesomeShip <i>An application which helps online merchant and their customers to track their packages in transit.</i>
	Crazy Imagination World Digital Entertainment Development <i>A digital entertainment, online society, interactive and online shopping platform for animation characters with exclusive Intellectual Property licensing rights.</i>
	Data analytics and visualization platform on Internet based data <i>A data analytics and visualisation platform which allows businesses to understand key insights and trends.</i>
	HEPO Creative loyalty programme <i>A phone application that allows users to accumulate points, redeem & claim rewards from merchants through a customized loyalty programme.</i>
	History Content Gamification Platform <i>A solution for people to develop their own history strategy game.</i>
	Home Designer <i>A home design tool that enables users to design, decorate, re-style, replenish their homes.</i>
	Interactive System for Executive Training <i>An innovative, interactive & effective tool using smartphone / tablet PC for Executive Training.</i>
	Little White Flower <i>A solution for people to manage their online accounts in the event of their death.</i>
	Note-in <i>A tool which allows presentations to be real time synchronised on mobile devices through Internet.</i>
	Praisage <i>A social-networking platform that promotes the expression of appreciation to others.</i>
	Sustainable Service Excellence by Technology, hospitality <i>A customer satisfaction tracking tool for hospitality industry such as hotels.</i>
Tangomingo <i>A platform for people to design and share their online magazine for free.</i>	

Young Entrepreneur Programme (Hong Kong)	Qee Chain – HK Real World RPG Game <i>A mobile RPG real life phone game that people can play with their friends.</i>
	ROBO-MK-II-SYSTEM <i>A system aims to design robots and enhance robot design education and development.</i>
	The Legend of Dun Huang <i>An animation developed to bring out the cultural values of the Dun Huang relics.</i>

Apart from the grant, CCMF grantees will also be benefited from the CCMF Accelerator Programme. Designed as a monthly seminar series with an aim to accelerate the project development of the grantees, these seminars will equip grantees with knowledge on innovation, commercialisation, business plan development, etc. These are also perfect occasions to network with industry professionals for their future business growth.

Witnessing the Success of the HK-SZ CCMF Young Entrepreneur Programme 2011

Besides the encouraging response on the first official CCMF scheme, the Hong Kong-Shenzhen (HK-SZ) Cyberport Creative Micro Fund Young Entrepreneur Programme (CCMF-YEP) was successfully concluded in February 2012. After months of close cross-border collaboration, the winning joint teams were selected from more than 100 talented young entrepreneurs from Hong Kong and Shenzhen who are passionate about starting Internet businesses. Each team received a cash grant amounting to HK\$100,000 to work towards realising their business plans, and the programme’s award ceremony will take place in Shenzhen on 22nd February. The winning teams will also share their projects and learning experience with all other ICT professionals during the ceremony.

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About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit www.cyberport.hk

For more information, press only:
Waggener Edstrom Worldwide
 Vivian Chiang



Tel: (852) 2578 2863

Email: vchiang@waggeneredstrom.com

Hong Kong Cyberport Management Company Limited

Shirley Lam

Tel: (852) 3166 3819

Email: shirleylam@cyberport.hk