INNOVATION & ENTREPRENEURSHIP

HKUSPACE 香港大學專業進修學院 HKU School of Professional and Continuing Education

Inspiring Your Future
Business Education@HKUSPACE

Growing ICE Talents

***I**nnovation*C**reativity*E**ntrepreneurship*

Executive Certificate in

Start-Up Formula

行政人員證書《初創成功方程式》EP102A

This course aims to nurture entrepreneurial talents with the right mindsets and skillsets in creating and sustaining successful start-up business by transforming creative ideas into innovative products, enable students to understand critical elements in formulating a successful start-up business and assess supporting resources and available funding to build, develop, and sustain new business ventures.

Programme Structure

Main topics:

- **Overview for Entrepreneur**
  - Startup Journey
  - HK Eco-System for Start-ups
  - Challenges & Opportunities
- **Elements to Start**
  - Vision + Passion + Action
  - Team Formation
- **Building Business Models**
  - Business Model
  - Exit Strategy
- **Product and Solution Design**
  - Design Thinking
  - Lean / Minimum Viable Product
- **Business Plan & Implementation**
  - Acquiring the First Customer
  - Go-To-Market Planning and Execution
- **Financial Management**
  - Sources of Funding
  - How to Work with Venture Capital

Course Fee

- HK$6,800 per programme

Entry Requirement

Applicants shall hold:
(i) a bachelor's degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(iii) relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

Programme Delivery

10 sessions X 3 hours = 30 contact hours

Medium of Instruction
English supplemented with Cantonese

https://hkuspace.hku.hk/business/ie

Enquiry T: +852 2867 8318 F: +852 2861 0278 E: samuel.chu@hkuspace.hku.hk; ice@hkuspace.hku.hk

Executive Certificate in Start-Up Formula

COURSE CODE
EP102A

APPLICATION CODE
1575-EP102A

STUDY MODE
Part-time

START DATE
26 June 2018 (Tuesday)

LANGUAGE
English supplemented with Cantonese

LOCATION
HK Island:
(Specific Location To Be Confirmed)

Course Fee
HK$6,800

Application Procedure

Complete and return the application form in person to HKU SPACE Enrolment Centre. The application must be accompanied with:

- A non-refundable application fee of HKD150
- Photocopies of ID card, relevant certificates/transcripts, or other documentary proof of the applicant's working experience (Please bring original certificates/transcripts and proof of working experience for certification at HKU SPACE Centres)

Programme Enquiries

Tel: 2867 8318
Email: samuel.chu@hkuspace.hku.hk
ice@hkuspace.hku.hk
Application deadline: 12 June 2018

Speaker: Mr. Albert Au, CEO and Founder of AcesoBee Ltd, MBA (HKUST)

Albert is the founder of AcesoBee (Cyberport Incubation Graduate), the creator of acesome, a portable and affordable personal Personal Care Plan (PCP) and Point of Care (POC) system transform from the bedside nursing care plan used in Hospital.

A self-made entrepreneur in the eHealth and HealthTech industry, Albert started out as a Healthcare Solutions Specialist at IBM China / Hong Kong., he successfully founded his first business venture Healthbasic.com and was acquired by Quality Healthcare in 2001.

Albert holds a bachelor degree in Computer Science and an MBA degree from the Hong Kong University of Science and Technology.

Enrolment Centres

Admiralty Learning Centre [ADC]
3/F., Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]
14/F., Fortress Tower, 250 King's Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]
1/F, HPCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]
2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]
3/F., T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]
1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222

Kowloon West Campus [KWC]
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 4000