A Briefing Session for the application of TSSSU@HKU 2021/22
Technology Startup Support Scheme for Universities at HKU

- HK$8 million per year from ITC

Purpose – to encourage technology start-up, especially among young people

Based on “ITC Guidelines on Technology Start-up Support Scheme for Universities”
HKU Start up Community
(~200 @ June 2020)

TTO TSSSU Companies: ~60 companies

Incubation Partners: ~70 companies

iDendron seed program: ~45 companies

Pipeline

TSSSU@HKU

DreamCatchers 100K: $1m/yr

Funding:
TSSSU: $8m/yr
DreamCatchers 100K: $1m/yr

iDendron Incubation program: 21 companies

The University of Hong Kong
Technology Transfer Office

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TSSSU@HKU statistics

- Total number of companies supported: 59
- Total TSSSU funding awarded: HK$ 36 million
- Total private investment raised: > HK$ 125 million
- Average number of years supported: 1.88 years
- Largest cumulated amount awarded: HK$ 1.79 million
- Smallest one-time award issued: HK$ 50,000
- Biggest one-time award issued: HK$ 820,000
Success Case:

- 2014/15 and 2015/16 awardee
- Snapask is a e-learning and virtual tutorial platform
- Founded by Mr Timothy Yu, BSc (Risk Management & Finance) 2012 Graduate and Mr Philip Hong, MSc (Statistics) 2012 Graduate
- Already raised over US$ 8 million and its business expanded to Australia, New Zealand, Taiwan, Singapore, Malaysia, Indonesia, Thailand, Japan and Korea
- More than 350,000 Asian students as users as of Sep 2017
Success Case:

• 2014/15 and 2015/16 awardee
• A stem-cell company to develop bio-artificial human heart prototypes for drug development
• Founded by Professor Ronald Li, he was the Founding Director of the Stem Cell & Regenerative Medicine Consortium (SCRMC) at HKU
• In September 2017, Novoheart was listed in Toronto Stock Exchange Venture Exchange (Symbol: NVH)
• Market Cap: CAD$ ~42 million (HK$ 251 million) as of July 2019
Success Case: FANO Labs

- 2015/16, 2016/17 and 2017/18 awardee
- An AI startup specializing in speech and natural language processing (NLP) technologies
- Founded by Dr Miles Wen and Prof Victor Li of the Department of Electrical and Electronic Engineering, HKU
- Horizon Ventures, the VC firm founded by HK’s richest man Mr Li Ka Shing, is one of the investors
- Grand Award winner at HK ICT Awards 2018
- Grand Award winner at the 18th Asia Pacific ICT Alliance (APICTA) Awards 2018
Success Case: Lifespans

• 2017/18, 2018/19 and 2019/20 awardee
• A medical device company that develops innovative orthopedic implants
• Founded by Dr Sloan Kupler and Prof William Lu of the Department of Orthopedics and Traumatology, HKU
• Already raised multi-million dollars of investment funding
• Grand Prize winner at the Hello Tomorrow ASEAN Final in December 2018
• On Target to file its US FDA 510(k) in 2021

The Fang-Kupler Anti-Migration Tip designed to help elderly people to recover from broken hips, shoulders and spinal fractures quicker and safer

Grand Prize Winner at Hello Tomorrow ASEAN Regional Final 2018
Silver Medal Winner at Inventions Geneva 2018
TSSSU@HKU 2021-22
Brave Your Entrepreneurial Journey with TTO
Technology Startup Support Scheme for Universities at HKU
Up to HK$1.5M per year
Total funding of HK$8M will be awarded

Focus and Priorities

(a) Start-up using inventions and technologies developed by HKU.

(b) Start-up using inventions and technologies developed jointly between HKU and its collaborators.

(c) Start-up based on technology developed by students or alumni (within 3 years of graduation) during their course of study at the University as part of their curriculum (e.g. Final Year projects, research projects). The application team must have the right to commercialize the relevant technology.

(d) Technology innovations by staff or students resulting from employment or studies at HKU, with a significant ‘knowledge’ and ‘technology’ component.
Intellectual Property Rights

• The awardee company shall own all the intellectual property rights it creates using the TSSSU@HKU funding unless otherwise specified by alternative agreements.

• Use of any inventions or technologies of HKU should be governed by pre-agreed licenses with HKU.

• If you do NOT use any background intellectual property of HKU, you must declare that in your application.

• Consult TTO if in doubt.
Funding Scope & Duration (1)

1. Essential items for setting up and operating the technology start-ups (e.g. furniture and equipment, legal and accounting services, rental of necessary and suitable premises, manpower etc.).

2. R&D expenditure (e.g. manpower, equipment, other direct costs, etc.).

3. Promotion of the technology start-ups and marketing of their project deliverables.

4. 50% can be spent outside Hong Kong
Funding Scope & Duration (2)

6. HKU will not take any equity unless otherwise agreed (e.g. equity as part of the consideration for licensing HKU technologies)

7. Awardee must be a start-up (within 2 years) company by Eligible Applicant

8. Manpower remuneration limits (max):
   - HK$12,000/month – non-degree
   - HK$18,000/month – Bachelor
   - HK$24,000/month – Master or above

9. Award MUST be spent within each financial year

10. Continued funding for the 2nd or the 3rd year requires application again each year
Eligibility

An Eligible Applicant must be from one of the following:

a) current full-time professoriate staff of HKU;
b) current full-time or part-time students of HKU;
c) graduate of HKU for no more than 3 years as of the announced Cut-off Date of each application year (1 February 2021).

The application for TSSSU@HKU must be made by a team ("the Team") (i.e. more than one person), comprising at least one Eligible Applicant. The Team forming the technology start-up may have any mix of the following members of the University –

a) undergraduate / graduate / postgraduate students;
b) professor(s) to serve as consultant(s), providing technical expertise and direction of the R&D work; and/or
c) business savvy university alumni, giving business and management advice, etc.

The Team should collectively hold more than 50% of the shares in the company. For the avoidance of doubt, any person not associated with HKU cannot be part of the Team (but of course can be shareholders, investors or even founders of the company).
The Team required a member as the **person-in-charge**

- who should preferably be an Eligible Applicant
- significantly engaged in the technology start-up’s business and be responsible for:
  
a) overseeing the operations of the technology start-up;

b) liaising with HKU on matters relating to the funding support under TSSSU@HKU.

Note: the appointed person-in-charge cannot concurrently join other active teams funded by TSSSU
Application Procedures

1. Register the company before **November 25, 2020**
2. Complete the Application Form (available from tto.hku.hk) with the following for assessment
   a) supporting documents
   b) business plan
   c) financial plan
   d) A presentation video of around 3-5 minutes introducing the technology and business of the company
3. Make sure **appropriate IP licenses** are being arranged
4. Make sure you have clear budget, and if **additional funding available**, this will be an advantage
5. Submit proposal/application to TTO by **November 25, 2020, 5:00 pm**
6. Finalists will be invited to present at the Pitching Day to be held in **early January, 2021**
# Assessment and Selection

A Selection Panel from HKU will be set up to assess the applications using the following criteria:

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<thead>
<tr>
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<th>TEAM</th>
<th>Capability of the start-up and its team to undertake the R&amp;D proposed and manage the company</th>
<th>25%</th>
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<tbody>
<tr>
<td>2</td>
<td>FUNDING</td>
<td>Existence of private investment and the potential of attracting additional investment funding</td>
<td>25%</td>
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<td>3</td>
<td>HKU-TECH</td>
<td>Commercialization of HKU Technologies</td>
<td>20%</td>
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<td>4</td>
<td>MARKET</td>
<td>Commercial viability of the business</td>
<td>15%</td>
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<td>5</td>
<td>TECHNOLOGY INNOVATION</td>
<td>Innovation and technology content of the business</td>
<td>10%</td>
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<td>6</td>
<td>SOCIAL</td>
<td>Social and/or community impact of the business and R&amp;D work</td>
<td>5%</td>
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Disbursement, Reimbursement and Audit

1. As TSSSU@HKU award is reimbursement by Government, the award is a “Cash Advancement” to Awardees.

2. The Advancement is considered fully paid by government once we obtain the reimbursement.

3. Awardees have to agree with the terms of the Government, provide the necessary interim and annual reports, and conduct the audit according to the requirements of the Government.
Monitoring and Review

1. The University is required to provide mentorship and monitoring of all TSSSU@HKU Awardees (we need to provide comments on the report).

2. Half-year progress report, and annual report would be needed.

3. The University is required to comment on whether the milestones are reached as part of the review.
Change in Business Plan

Substantial change in business plan or the financial plan:

- Key members
- Deliverables
- Milestones
- Budget spending ..., etc

require prior written approval (otherwise you would have problems during audit)
Important Timeline

Call for Applications TSSSU@HKU
Sharing with TSSSU Founders
Closing (internal – 5:00 pm)
Pitching
Recommended List to ITC (cut-off date)
Announcement of Results
Spending Period
Interim Report
Annual Report
Audit Report

September 7, 2020
September 23, 2020
November 25, 2020
Early January, 2021
February 1, 2021
~ May 16, 2021
March 31, 2022
October 15, 2021
May 31, 2022
June 30, 2022
HKU Technology Startup Guide

Booklets for download

HKU Technology Startup Guide
2019/20

A Guide to Industry - University Collaboration
2019/20
Entrepreneurship Academy

Entrepreneurship Academy 2020
Free 10-week workshop
Kick-starting your entrepreneurship venture
Sept – Nov 2020
(Every Wednesday)

Register for ZOOM Webinar
Q&A