Course Overview

This course is designed for students who are interested in understanding the dynamics of entrepreneurship and the start-up ecosystem in Hong Kong. It is designed with a project-based learning methodology to take you through the journey of being a real entrepreneur, from coming up with their own start-up idea to incepting the idea, taking it to the market, selling it to customers pitching for funding and finally, growing own start-up until reaching the exit stage. At the end of the course, you will be familiarized with the skills and knowledge necessary to plan your next move as an entrepreneur. Or more importantly, be familiarized with the essentials of an entrepreneur: Critical thinking, creative mindset and above all, resiliency. All critical elements of career of the next generation.

Speakers with relevant expertise are invited to share with you their experience throughout the course. Topics covered will give you a broad overview of entrepreneurship, including the competition landscape, identifying a business opportunity, gathering funding for and launching a business, developing skills and insights for evaluating, articulating, refining, and pitching your new product or service, and at the end harvesting the fruits of your efforts.

Learning Outcomes

This course will support the following learning goals and objectives of the Global Business program:

- To be critical and creative thinkers who make effective decisions supported by analytical techniques
- To be effective communicators in oral and written English for general business applications
- To have broad understanding of core business functions and practices, those not typically covered by academic curriculum
- To understand your professional and ethical responsibility
- To be resilient, to be able to handle objection and rejection
Course Structure

You will be led through the journey of establishing a start-up with 10 classroom sessions, each providing an overview to a key aspect of the start-up.

We will start with the preparation, examine the macro and the micro of the start-up ecosystems through 2 sessions:

- Current landscape, challenges and opportunities of technology start up in Hong Kong
- Essence of the start-up journey – facing the realities

The next 8 sessions will get down to the work, examining the various operational aspects of your start-up venture:

- Product Design: Managing your creations – from drawing board to board room
- Sales Pitch: Your first success story – selling to strategic customers
- Partnering Strategy: Scaling up your start-up – building a channel business model
- Talent Management: Building a successful team – from garage hobbyist to becoming a CEO
- Branding & Position: Building a brand for your start-up
- Legal: Protecting your business – legal must knows
- Investor Pitch: Are you ready to pitch - your first business plan that matters
- Regional Expansion: Going beyond HK – the regional strategy

About Your Instructor

https://www.linkedin.com/in/joseph-koc-aa48332/

Course Materials

There will not be required textbook. All course material will be distributed online through CANVAS

Assessment

You will be evaluated on the basis of how well you understand and subsequently apply the various skill sets. Such will be demonstrated by you through 3 commentaries to be submitted throughout the semester.

Meaningful in-class participation and contribution is naturally expected. The course operates on a discovery learning principle and your active participation in class is crucial. Your course grade will be determined by the following components:

I. Knowledge-based
   1. Analytic write-up I 15.0%
   2. Analytic write-up II 15.0%
   3. Start-up project 50.0%
   SUB-TOTAL 80.0%

II. In-class engagement
   4. Class Preparation 10.0%
5. Class Participation

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<tr>
<td><strong>SUBTOTAL</strong></td>
<td><strong>20.0%</strong></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100.0%</strong></td>
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Analytical Write-up (30%)

Two analytic commentary write-ups is to be submitted on the following two topics:

- Shared Economy – Boom or Bust?  [Submission deadline – April 10, 2020]
- Purpose of Start-up [Submission deadline – May 1, 2020]

Your submission should be no longer than 1,000 words, to be made via CANVAS by 11:59am on the respective deadlines. Your commentary write-up be evaluated based on the following:

<table>
<thead>
<tr>
<th>Clarity of argument</th>
<th>Analytics</th>
<th>Structure of write-up</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>15%</td>
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</table>

Late pieces of work will receive a penalty of up to 10 points per 24-hour period. For clarity, a piece of work that would have been graded as a 100% but was submitted two days late would receive a grade of 80%.

Course Project – Analysing To Advice Of A Start-up (50%)

All start-up founders are of the opinion that their solutions are unique. That they have identified pain points that are of importance. Above all, pain points that there are important enough that people would care. They are also, in most cases, the founders are of the opinion that they know where they should be taking their start-up companies, how and when, both in the geographical and strategic senses. But do they really?

Your Course Project give you the chance to validate. Working as group of 3, you will examine and study a start-up company from the Hong Kong Science and Technology Park (“HKSTP”) that is in the midst of a growth path. Your will be validating various aspects of the business model established by the founder, including but not limiting to the following

1. Pain Point(s)
2. Product Market Fit
3. Growth and Expansion Strategies

You will develop a report with no more than 1,500 words, presenting your findings and conclusions to the founder of the start-up as to the validity of his / her business model. Your report should include any recommendations to the founder you see as critical to ensure successful implementation of the various strategies e.g. organisation and structure, go-to-market strategies, pricing models, or even a new business model in case you do not agree with the existing one.
On the last class session, you will present to the founder of the company and representative(s) from HKSTP for 5-minute on your findings and recommendations. Your presentation deck should not be more than 10 pages. You will be evaluated based on the following:

<table>
<thead>
<tr>
<th>Evaluation Report</th>
<th>Clarity of argument</th>
<th>10%</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Analytics</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Recommendations</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Structure of Report</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommendation Deck</th>
<th>Structure of Presentation</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Feasibility of your</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>recommendations</td>
<td></td>
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</table>

**TOTAL** 50%

You will be meeting the founder of the start-up company during one of the earlier classes. One project consultation session after the class session will be held to allow progress check as well as for you to clarify understandings.

**Class Preparation (10%)**

To encourage pre-class preparation, input from students will be gathered prior to most class sessions as a graded assignment. Prior to each class sessions (L1 – L4, L6 – L10), you should research on the subject matter, prepare and submit one questions that is relevant to the topic to be covered by the class session.

- **Submission deadline:** Wednesday 11:59am of the same week before respective classes
- **Submission method:** Canvas assignment
- **Submission details:** Excel template will be provided
  - One question that you would like to be to be covered in the following class session
  - Brief explanation on why you find the question intriguing
  - The title and link (if any) of reference material related to your question

- **Assessment criteria:** 9% (1% per class)
  - 1% for on time submission
  - 0% for late submission
  - 1%: bonus for students with all class preparation questions submitted on time

Your submission will be summarized and shared with the guest speakers and the whole class. While not all the questions could be covered given the time constraint, it will form a good basis for in class discussion and beyond. Additional non-graded class preparation may be assigned.

**Class Participation (10%)**
Your participation assessment will reflect the quality of your contribution to the collective learning environment. You can contribute by participating in class discussions, asking probing questions that move the discussion forward, integrating and building on others’ comments, and taking class exercises seriously. You are not expected to speak up in every class session. Some of the best contributors participate less often than the most active speakers, the issue is one primarily of subjective perception of quality, not a count on the objective number of times you have spoken up.

As we will have many guest speakers in the course, please remember to bring your name plates. The guest speakers will not be able to attribute your contribution to you if they cannot identify you.

Attendance policy: Attendance will be counted towards your participation grade. If you need to miss a class, arrive late, or leave early, please email to inform the TA 24 hours prior to class.

**Class norm**

It will take our collective efforts – yours and mine – to make this course useful and rewarding. All class members including myself are to adhere to the following norms based on the principles of respect, fairness, and fostering a good learning environment:

- Classes start and end on time. You are expected to arrive by the start time and remain till the class ends.
- Periodic breaks will be given and you are expected to return from the breaks before the specified time.
- Turn off the ringer of mobile phones and other electronic devices. Refrain from using your electronic devices for non-class related activities.
- Come to class well prepared, listen attentively, and actively participate to contribute to the learning in the class.

**Student Feedback**

Your feedback is welcomed and valued. Your course coordinators are committed to deliver course materials in clear and organized ways, lead and facilitate meaningful class discussions, treat each student with respect, and evaluate your performance fairly. You are encouraged to contact me any time you have questions, concerns, or suggestions.

**Academic Integrity**

Academic integrity is a critical value of the university community and the GBUS program. You are expected to uphold the HKUST Academic Honor Code and show the highest level of integrity and honesty in the work you do.

**COURSE SCHEDULE**
<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Date</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>1</td>
<td>L1</td>
<td>Feb 21</td>
<td>Current landscape, challenges and opportunities of technology start up in Hong Kong</td>
<td>Mr. Peter Mok, Head of Incubation Hong Kong Science and Technology Parks Corporation</td>
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<tr>
<td>2</td>
<td>L42</td>
<td>Feb 28</td>
<td>Essence of the start-up journey – facing the realities</td>
<td>Ms. Wendy Wai, Director Atom Xquare</td>
</tr>
<tr>
<td>3</td>
<td>L3</td>
<td>Mar 6</td>
<td>Managing your creations – from drawing board to board room</td>
<td>Mr. Antonio Wong, Founder &amp; CEO Greensafety Technology Limited</td>
</tr>
<tr>
<td>4</td>
<td>L4</td>
<td>Mar 13</td>
<td>Your first success story – selling to strategic customers</td>
<td>Mr. Andy Wong, General Manager Digital G</td>
</tr>
<tr>
<td>5</td>
<td>L5</td>
<td>Mar 20</td>
<td>Project Consultation Session</td>
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<tr>
<td>6</td>
<td>L6</td>
<td>Mar 27</td>
<td>Scaling up your start-up – building a channel business model</td>
<td>Mr. Ronald Wong, General Manager Lenovo</td>
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<tr>
<td>7</td>
<td>L7</td>
<td>Apr 3</td>
<td>Building a successful team – from garage hobbyist to becoming a CEO</td>
<td>Jack Kong, Investment Director Hong Kong X Technology Fund</td>
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<td>8</td>
<td>L8</td>
<td>Apr 17</td>
<td>Protecting your business – legal must knows</td>
<td>Mr. Dillan Sum, Partner Wong Heung Sum &amp; Lawyers</td>
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<tr>
<td>9</td>
<td>L9</td>
<td>Apr 24</td>
<td>Are you ready to pitch - your first business plan that matters</td>
<td>Mr. Michael Au, Senior Manager Hong Kong Science and Technology Parks</td>
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<td>10</td>
<td>L10</td>
<td>May 8</td>
<td>Going beyond HK – the regional strategy</td>
<td>TBC</td>
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<tr>
<td>11</td>
<td>L20</td>
<td>May 15</td>
<td>Incubation admission assessment</td>
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