



Minor in Science Entrepreneurship

for UG students from ALL faculties

Dr. Terry Lo
Program Director
terrylo0@hku.hk

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WHAT IS ENTREPRENEURSHIP?

Entrepreneurship is the process of **identifying opportunities, taking calculated risks, and creating value** by starting, organizing, and managing a new venture—often a business—with the goal of solving problems or meeting needs in **innovative ways**. It is about **turning ideas into action**.

- ❖ **Opportunity recognition** – spotting unmet needs or better ways to do things
- ❖ **Innovation** – creating new products, services, or processes (or improving existing ones)
- ❖ **Risk-taking** – investing time, money, and effort despite uncertainty
- ❖ **Value creation** – generating economic, social, or personal value
- ❖ **Ownership and responsibility** – being accountable for decisions and outcomes

WHY ENTREPRENEURSHIP MATTERS?

- ☐ Creates **jobs**
- ☐ Drives **economic growth**
- ☐ Encourages **innovation and competition**
- ☐ Solves real-world problems
- ☐ Empowers individuals to be independent and creative

Example:

- Starting a food delivery app to serve local restaurants; or
- Launching a tutoring service to help students; or
- Creating eco-friendly gift packaging...

WHY ENTREPRENEURSHIP IMPORTANT TO STUDENTS?

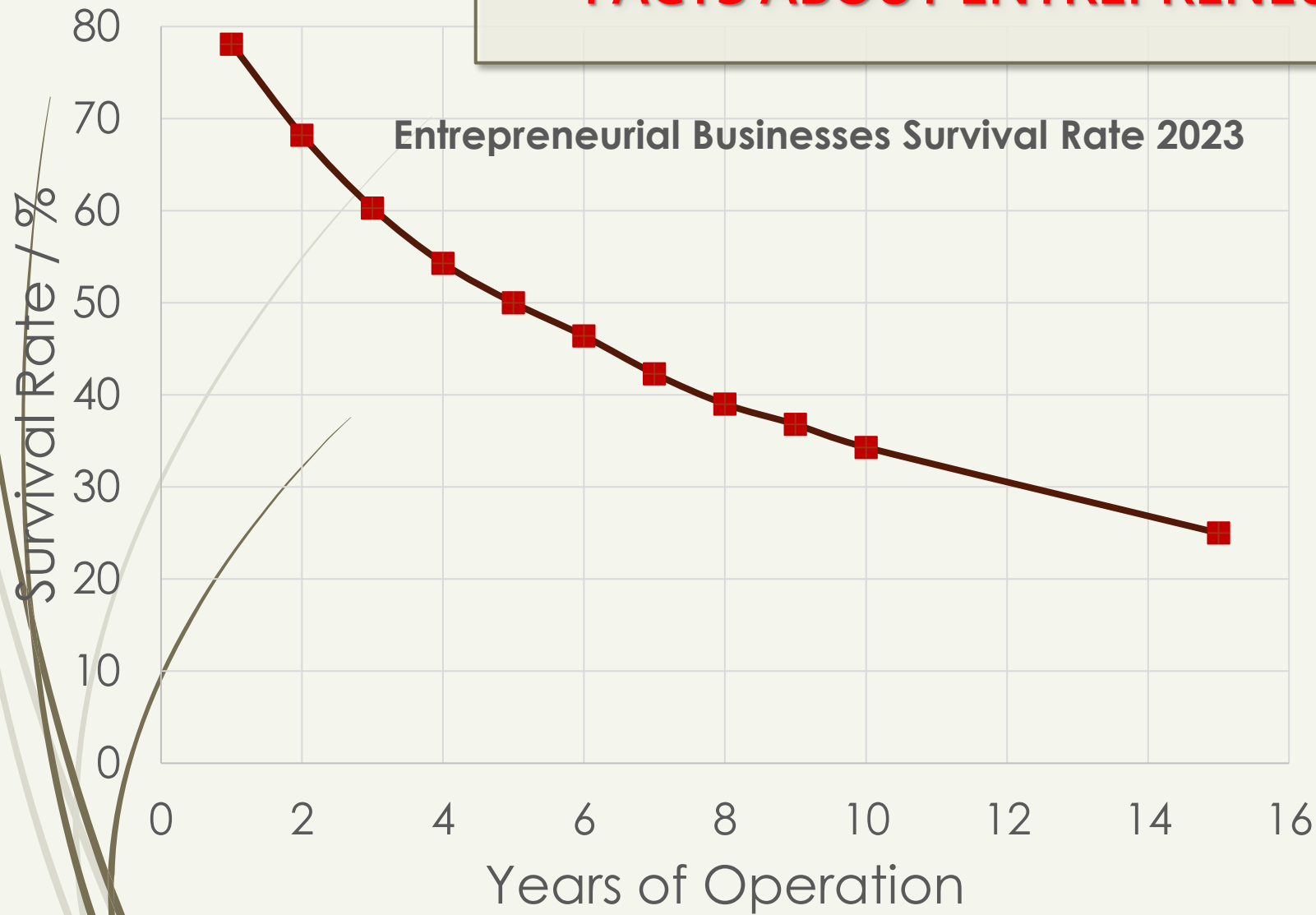
IF **YOU** WANT
TO BE AN ENTREPRENEUR...

BUT YOU LACK KNOWLEDGE AND SKILLS IN...

- Ideas / Products
- Teammates / Mentors
- Soft Skill Sets
- Business networks
- Practice Opportunities
- Business & Marketing
- Company Operation
- Management
- Writing Business Proposal
- Pitching & Fundraising

FACTS ABOUT ENTREPRENEURS

Entrepreneurial Businesses Survival Rate 2023



It is important to bear in mind that

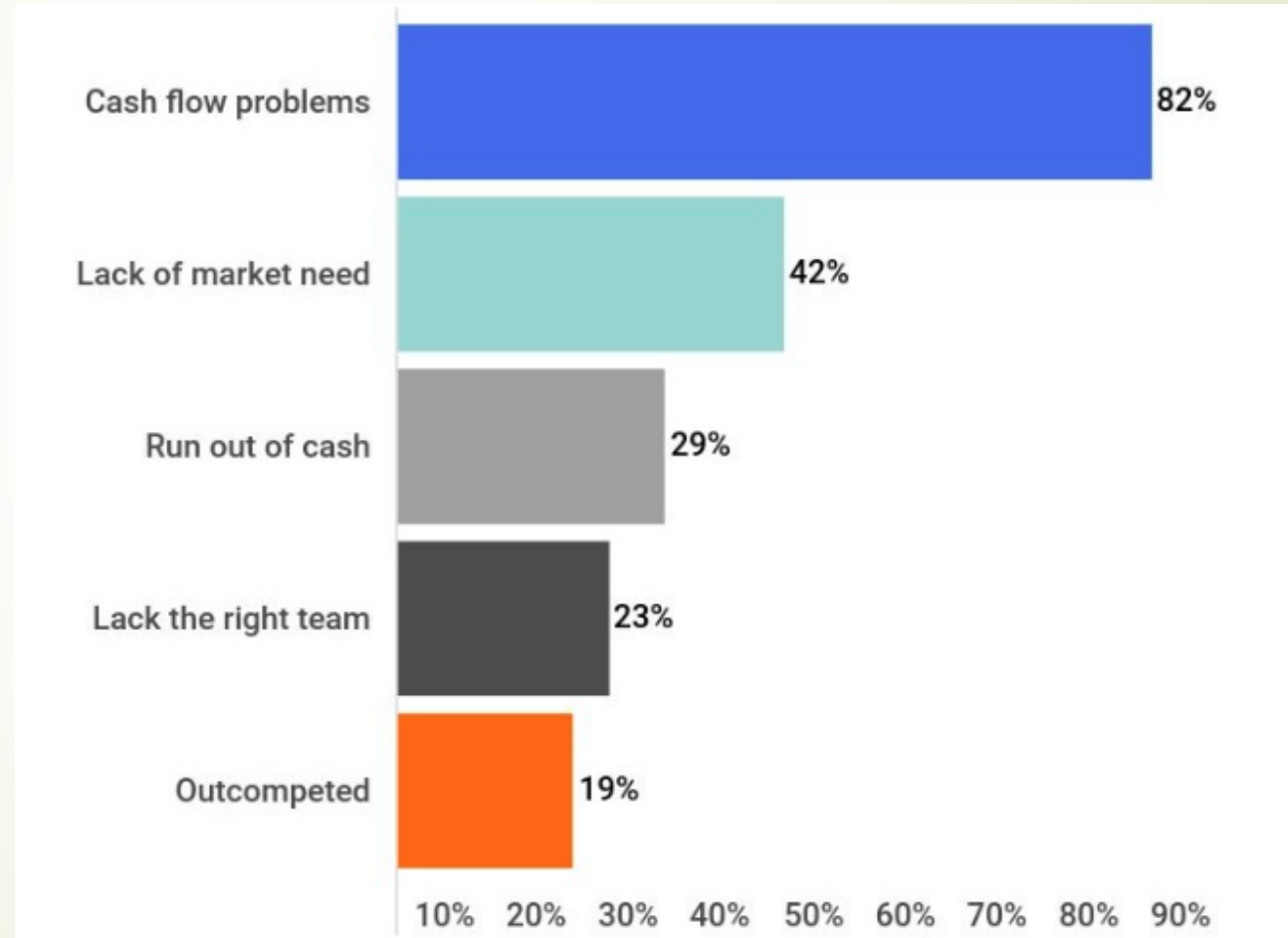
- failure is a part of the entrepreneurial process; and
- many successful entrepreneurs have failed multiple times before achieving success.



FACTS ABOUT ENTREPRENEURS

- ❑ One of the key reasons for the failure of most of the startups from local universities in Hong Kong is the **lack of entrepreneurial skillset and mindset**.
- ❑ Graduates (MSc and PhD) form startups with their technologies but
 - ❖ With not much knowledge of market situation
 - ❖ Without customers' needs /preferences; and
 - ❖ Most importantly, **having no well-structured founding team**.
- ❑ This Minor program in Science Entrepreneurship is to fill this gap for students.

Why Entrepreneurial Businesses Failed?



PURPOSES OF SCIENCE ENTREPRENEURSHIP PROGRAM

- ❑ Prepare students for **diverse career paths** and equips them with the skillset needed
- ❑ Be valuable not only for starting a business but also in various **professional and personal contexts**.
- ❑ Give them the tools and confidence to develop their careers and **pursue their passions**

Innovation & Creativity

Encourage innovative thinking, new ideas, breakthroughs in various fields and drive progress

Skillset Development

Problem-solving, creativity, leadership, resilience. sense of agency and self-reliance

Interdisciplinary Knowledge

Finance, business, marketing, science, technology, and management

PURPOSES OF SCIENCE ENTREPRENEURSHIP PROGRAM

- ❑ Arouse their awareness and interest in entrepreneurship and train them the entrepreneurial skills and mindset.
- ❑ Equip students systematically with practical, hands-on experiences in starting a business, developing a product, validating a market and working on real-world projects.
- ❑ For our students to understand and apply what they learnt in science, engineering and business subjects that
 - (a) are relevant to the real world and business venture
 - (b) can help to generate business insights via critical analysis of the technology trend, market need and customer behavior.



LEARNING OUTCOMES



Knowledge of entrepreneurship



Insights into forming business from technological innovation & customer need



How to produce investment and business proposals



Pitching skills for fundraising

By the end of this Program, students should be able to:

- ❑ apprehend basic skillsets of a typical entrepreneur, the entrepreneurial process and the principles/models relevant to its different key stages
- ❑ gain insights into how a broad range of disciplines contribute to the success of the entrepreneurial process
- ❑ evaluate how scientific knowledge can cause impact to the society via entrepreneurship
- ❑ develop feasible business plans for transforming viable ideas into start-up companies
- ❑ effectively collaborate with teammates with different internal and/or external expertise to build their business ventures from their substantially filtered ideas during the entrepreneurial process



STRUCTURE OF THE MINOR PROGRAM

Phase 1

Learning the fundamentals

Course 1

IIMT1611 Principles of
Technology
Entrepreneurship

Fundamentals of
Entrepreneurship

Course 2

ENTR2001 Professional
and Leadership
Development

Soft skills of
Entrepreneurship

Target achievement:

- ☐ Get familiar with entrepreneurship
- ☐ Equip with essential soft skills for running a startup

Phase 2

Forming the business

Course 3

ENTR3001 Science-based
Innovation Development

Form business with
innovation & technology

Course 4

ENTR3002 Customer
Analysis and Strategic
Marketing

Innovation and Product
commercialization

Target achievement:

- ☐ Identify business potential
- ☐ Write business plan, investment proposal & fundraising

Phase 3

Practice with a real startup

Course 5

ENTR4966
Entrepreneurship
Internship

Practice with a
real startup

Target achievement:

- ☐ Work on a specific project in a startup

Phase 4

Prepare own startup

Course 6

ENTR4999
Entrepreneurship
Project

Set up a startup
venture

Target achievement:

- ☐ Prepare a business plan and investment proposal that are ready for fundraising

PROGRAM COMPOSITION

Introductory Level Courses (12 credits)

Disciplinary Core Courses (12 credits)

(Resource, and Management and Basic Entrepreneurship)

ENTR2001 Professional and Leadership Development (6 credits)

IIMT1611 Principles of Technology Entrepreneurship (6 credits)

Advanced Level Courses (24 credits)

Disciplinary Core Courses (24 credits)

(Creativity and Innovation)

ENTR3001 Science-based Innovation Development (6 credits)

ENTR3002 Customer Analysis and Strategic Marketing (6 credits)

(Practical Experience)

ENTR4966 Entrepreneurship Internship (6 credits)

ENTR4999 Entrepreneurship Project (6 credits)

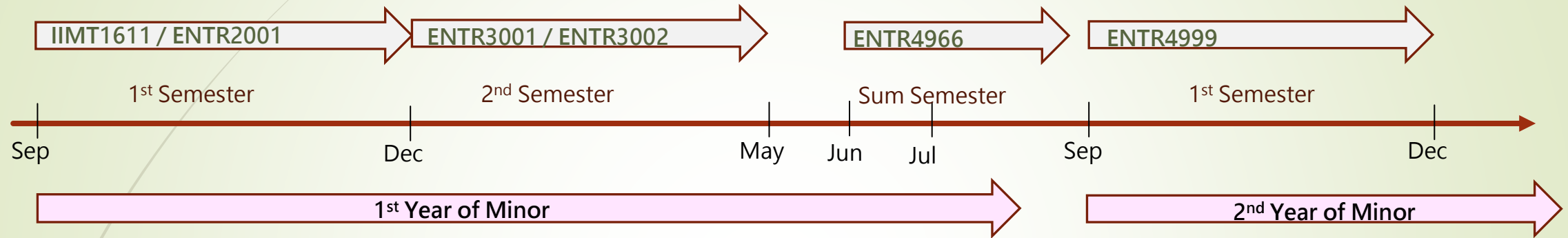
Program Level: Minor

Required: 36-credit

Number of courses: 6

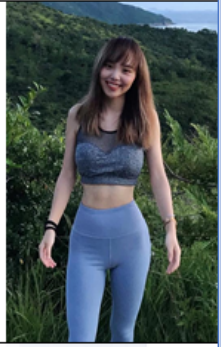
IIMT 1611	Graded
ENTR 2001	P/F
ENTR 3001	Graded
ENTR 3002	Graded
ENTR 4966	P/F
ENTR 4999	Graded

PROGRAM TIMELINE



ACHIEVEMENTS OF THE MINOR --- STARTUPS BY STUDENTS

1 st Cohort		
	Hollo Co-founder: Mr. Cameron Xavier van Breda (BSc) Major: Molecular Biology and Biotechnology Minor: Science Entrepreneurship https://www.hollo.hk/	
	Foundation Biotech Co-founder: Mr. Harry Chu (BSc) 1st Major: Chemistry 2nd Major: Finance Minor: Science Entrepreneurship	
	Tamee Co-founder: Mr. Hon Kiu Edwin Yau (BSc) Major: Environmental Science Minor: Science Entrepreneurship https://tamee.cc/	

2 nd Cohort		
	OppServe Founder: Ms. Juliana Yuk Wai Leung Major: Environmental Science 1 st Minor: Science Entrepreneurship 2 nd Minor: Kinesiology https://www.youtube.com/c/Oppserve/featured	
	Sweet On Founder: Mr. Jason Pak Hei Luk Major: Environmental Science Minor: Science Entrepreneurship http://sweeton.hk/	
3 rd Cohort		
	Metalympics Co-founder: Mr. Christopher Lee 1 st Major: Information Systems 2 nd Major: Computer Science Minor: Science Entrepreneurship https://metalympics.org/	

ACHIEVEMENTS OF THE MINOR --- STARTUPS BY STUDENTS



Team

Cofounders:

Cameron van Breda (Biotechnology)
Ajit Krishna Namakkal Raghavendran
(Computer Science)

Data Science Lead:

Saranya Prakash (Masters Data Sci)

Psychology Assistant:

Su Hyun Cho (Bachelors Psych)

Achievements:

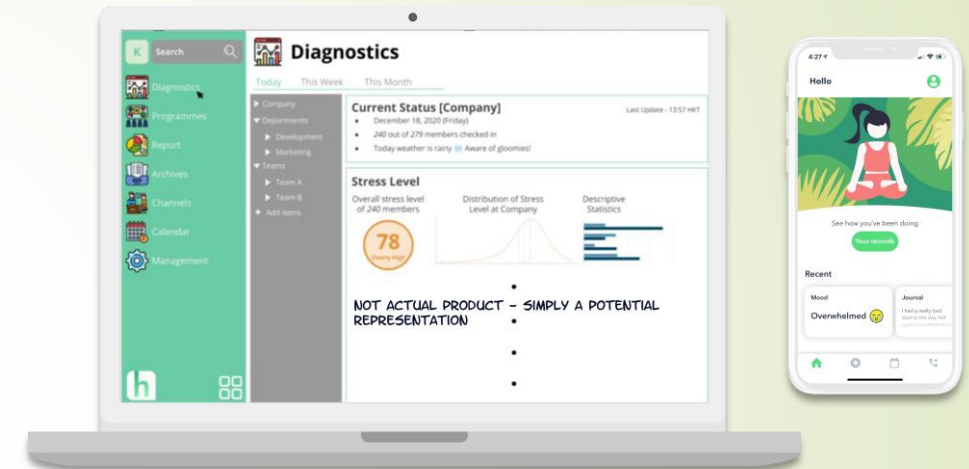
- iDendron Seed Program
- iDendron Incubation Cohort 2
- Cyberport CCMF
- HKU Entrepreneurship Society Ideation (2nd Runner Up)
- Microsoft Imagine Cup Asian Champion (8k USD)
- HKSEC Semi-Finalist
- Microsoft Imagine Cup Global Champion (100k Usd, 50k usd credits)
- Good Seed SIE Fund (200k HKD)
- AMCHAM 7th Startup Award Winner
- 2021-2022 TSSSU (HKU recommended, awaiting ITC)
- Cyberport Incubation (waiting acceptance)
- Fundraising USD\$ 1 Million 2021

www.hollo.hk | fb.com/hollohk | info@hollo.hk

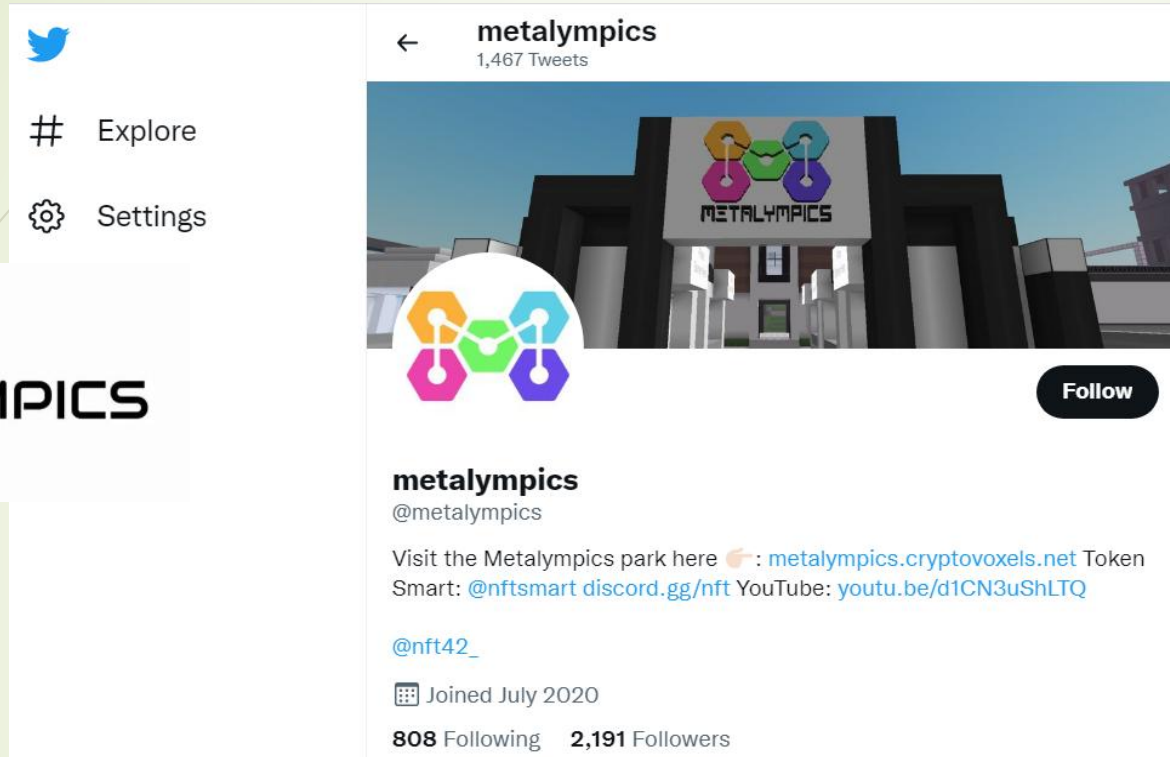
Product:

Hollo Integrated Care Platform:

Simplifies the detection and management of mental well-being for provider's clients.



ACHIEVEMENTS OF THE MINOR --- STARTUPS BY STUDENTS



Introduction:

With Web3 and the metaverse gaining popularity around the world, Cyberport incubatee [Metalympics](#) has been developing curricula and educational resources to help students, individuals, and brands amass the practical skills necessary to find success in these new frontiers.

Products:

Metaverse Education is aimed at schools. Students with no prior coding experience or design knowledge can learn to create avatars, AR assets, NFT art, and even their own virtual campus on The Sandbox. They can enjoy an immersive educational experience that is gamified and geared to their learning interests.

Christopher Lee

Co-Founder & CEO
BBA Information Systems
Minor in Science
Entrepreneurship



Anthony Ho

Head of NFT Strategy
and Design
HKU BASc in Design+

Atilla Kaan ERISIR

Head of Metaverse
Education
HKU BSc Graduate



ACHIEVEMENTS OF THE MINOR --- STARTUPS BY STUDENTS



PayPhone enables users to access their **funds with their digital identity** anywhere and anytime without using their cards or phone through **Vacuum Payments**.

- Offline Payments
- Facial Recognition



Incubated in Cyberport and iDendron.

Received the Cyberport Creative Micro Fund (HKD 100,000)



PRADYUT BHATNAGAR

HKU, Economics & Finance
CFO & Co-Founder



AMAN SELARKA

HKU, IS and Finance
CEO & Co-Founder



SIDDHARTH AGARWAL

HKU, Computer Science
CTO & Co-Founder

ACHIEVEMENTS OF THE MINOR --- STARTUPS BY STUDENTS

Our Team



Suyash Lohia

Data Engineer, 4th Year HKU



Siddharth Agarwal

Software Engineer, 4th Year HKU



Aayush Batwara

ENVEST

Invest in the Environment, for the Environment



- ❑ Envest is a company incubated at Cyberport.
- ❑ Envest is focused on developing a marketplace for alternative investments, specifically using fractional NFTs and blockchain technology to enable individual investors to access and invest in private companies and assets with a focus on impact. They have created a platform that allows investors to support and trade in private companies and assets that align with their values, with a pilot asset being Digital Carbon Credits.

**Cyberport
University Partnership
Programme**

is a life-changing experience

SELECTION PROCEDURE

- ❑ This Minor program is opened for UG *students from **ALL** faculties*
- ❑ To help students to build a better team, it is recommended for each student to write and submit a one-page proposal to **Dr. Terry Lo** via email to terrylo0@hku.hk.
- ❑ Interview will be arranged after receiving an enquiry email from students.
- ❑ Students will be notified the result in **late August**

1-Page Proposal

- ❖ Your info: Full Name, Student No., Faculty, Major, Year of Study, email address, mobile
- ❖ How special you are (any Bonus points?)
- ❖ Why you should be chosen, e.g. because you have:
 - Excellent team (preferably a mix of science, engineering, business students...etc.)
 - Excellent idea
 - Excellent experience...etc

SELECTION CRITERIA

❑ General expectation

- ❖ Students have strong desire to form their own companies

❑ Bonus points

- ❖ Students have entrepreneurial experiences, e.g. forming startup or attending business competitions...etc.
- ❖ Students have already partnered with other students to form a very strong team
- ❖ Students come with an excellent idea/product

Preferred students

❑ Year 3 students

- Students will complete the Minor in the 1st semester of Year 4, start fundraising in the 2nd semester, and then graduate and go on their entrepreneurial journey.

❑ Year 2 students

- They need to show their specialties, e.g. any of the bonus points mentioned above.

❑ Year 4 students

- Students need to take the ENTR4999 with their own project or join another team from previous cohort for training purpose in the 1st semester of Year 4. Then they can complete the Minor in one year and graduate.
- They will still be assisted in building their business ventures such as business plan writing and fund raising activities after their graduation.

WHAT'S NEXT?

- Go to tell your friends whom you think have potential to be your future business partners as CEO, CTO, COO or CCO
- Convince him/her to join you to take this Minor
- **Submit the ONE-page Proposal**
- And start your entrepreneurial journey

Entrepreneurship

Steps to Start Your Entrepreneurial Journey



CONTACT

THANKS

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terrylo0@hku.hk
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Hui Oi Chow Science Building

See you in the Minor Program.
Contact me for queries.



Terry K Lo
WhatsApp 聯絡人



COURSE INFORMATION

IIMT1611 Principles of Technology Entrepreneurship

The entrepreneurial process of the technology industry will be introduced to students in general in IIMT1611. Students will learn:

- ❑ the fundamental aspects of launching a technology entrepreneurial venture to complement the research and development activities in science and technology
- ❑ common practices in venture development process such as opportunity identification and verification, to technology transfer and commercialization
- ❑ topics on legal subjects, e.g. intellectual properties & patent laws, and simple financing & strategic approach in the business plan...etc.

Teachers:
Dr. LEUNG Chun Kai and
Dr LI Cheuk Shuen
from Business School

COURSE INFORMATION

ENTR2001 Professional and Leadership Development

ENTR2001 is designed for training students who would like to setup their own business venture to:

- ❖ Learn how to build their founding team
- ❖ Some basic skill sets that entrepreneurs should acquire
- ❖ Some entrepreneur's mindset training

Part 1: Team building

- ❖ Entrepreneurship's Personalities and skills
- ❖ Selection of best matched co-founders

Part 2: Entrepreneurship basic skills

- ❖ Presentation Skills & Impromptu Talk & Impromptu Talk Practice
- ❖ Networking Skills
- ❖ Professional PowerPoint Presentation

Part 3: Entrepreneurship essentials

- ❖ Meet the Insiders
- ❖ Creativity & Innovation at Work
- ❖ Communication, Teamwork & Leadership
- ❖ Case Analysis & Presentation

Pre-requisites

- ❑ Any Level 1 UG course

Teachers:
Dr. Terry Lo and
Invited teachers

COURSE INFORMATION

ENTR3001 Science-based Innovation Development

Most of the startups that investors would like to invest are those technology-based with strong Intellectual Property protection. ENTR3001 will introduce the “technology to market” approach to students so that students will learn:

- ☐ how business opportunities can be generated from science and technology
- ☐ the process of translating scientific ideas to commercial products and/or services and the challenges therein
- ☐ the different regulatory requirements for science and technology-based business opportunities, including the different stages of clinical trial required for biomedical-related products/ services
- ☐ how to identify potential business ideas from science and technology research and to synthesize a feasible action plan for a start-up company

Pre-requisites

- ☐ Pass in IIMT1611 and ENTR2001
- ☐ Or already enrolled in these courses

Teacher: Mr. Fred Yung



COURSE INFORMATION

ENTR3002 Customer Analysis and Strategic Marketing

Knowing the market needs, customer preferences and business pain points are crucial for startup particularly in its early stage. The course instructor will try to hand-in-hand go through the company formation process with students from the market segment identification to business model generation. Students will learn how to:

- ☐ identify customers' needs and market situations
- ☐ define strategies to satisfy customers' needs and to capture market shares
- ☐ develop systematic approaches for developing a solution from the result of analyzing the current market condition and customers' need
- ☐ develop a business plan to commercialize such a solution for the need
- ☐ develop an investment proposal for pitching to angel investor

Pre-requisites

- ☐ Pass in IIMT1611 and ENTR2001
- ☐ Or already enrolled in these courses

Teacher: Dr. Terry K. LO



COURSE INFORMATION

ENTR4966 Entrepreneurship Internship

Gaining the essential knowledge of entrepreneurship within the classroom only provides students the materials to build a business venture. Without the opportunity to actually practice what is learnt in classroom, students will not be well equipped for the challenge from the real world. Therefore, ENTR4966 is designed for providing students to work in a startup company that is selected according to student's preference and capability.

The course instructor will provide a bi-weekly training and coaching to students during internship period. Students group themselves into a 4-6 member team (preferably from different faculties) and focus on specific projects from these startups. The course instructor will provide training and coaching to students during the internship period.

Pre-requisites

- ☐ Pass in ENTR3001 and ENTR3002
- ☐ Students must be in their Year 3 study or beyond
- ☐ Registered Minor in Science Entrepreneurship.

Teacher: Dr. Terry K. LO



COURSE INFORMATION

ENTR4999 Entrepreneurship Project

ENTR4999 is the last course in the Minor that is designed for students to apply what they have learnt from the last 5 courses for the creation of their own business venture. The course instructor will assist students to:

- ❑ Solicit 2-3 business opportunities for their own business venture
 - ❖ Market needs
 - ❖ HKU and other Universities
- ❑ Screen all business opportunities by elevating its
 - ❖ Market size
 - ❖ Currently market players
 - ❖ Product niche
 - ❖ Technology protection
 - ❖ ...etc.
- ❑ Produce a detailed business plan and an investment proposal that are ready for
 - ❖ Business plan competition
 - ❖ Investor for fund raising purpose

Pre-requisites

- ❑ Pass in ENTR3001 and ENTR3002
- ❑ Students must be in their Year 3 study or beyond
- ❑ Registered Minor in Science Entrepreneurship.

Teacher: Dr. Terry K. LO

