

Cyberport University Partnership Programme (CUPP) 2021-22

Co-organising Universities



Supporting Regulators



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Cyberport University Partnership Programme ('CUPP') Overview



Programme Overview

CUPP is a 6-month mentored training with competition aiming at nurturing young FinTech talents for Hong Kong.

Programme Structure

- CUPP is a nomination-based programme. Interested applicants should contact CUPP co-organising university representatives for nomination.
- The nominated teams will be assessed by written test and interview from Cyberport and the overseas hosting university.
- The selected teams will join a series of FinTech pre-camp nurturing sessions on FinTech development, learn about the latest industry trends and industry mentorship in October to December 2021 and Online Entrepreneurship Boot Camp hosted by overseas university in January 2022. The Boot Camp will focus on entrepreneurship for young talents with lectures, case studies, group work, guest speaker sessions, one-on-one mentoring.
- After the Boot Camp, the teams will pitch to a judging panel in Hong Kong. The winning teams could win HK\$100,000 Cyberport Creative Micro Fund to continue their start-up venture.

Cyberport University Partnership Programme ('CUPP') Overview



The Programme Offers

- Online Entrepreneurship Boot Camp by prestigious overseas university.
- Mentorship and insight from FinTech industry elite
- Pitch your FinTech business idea to investors

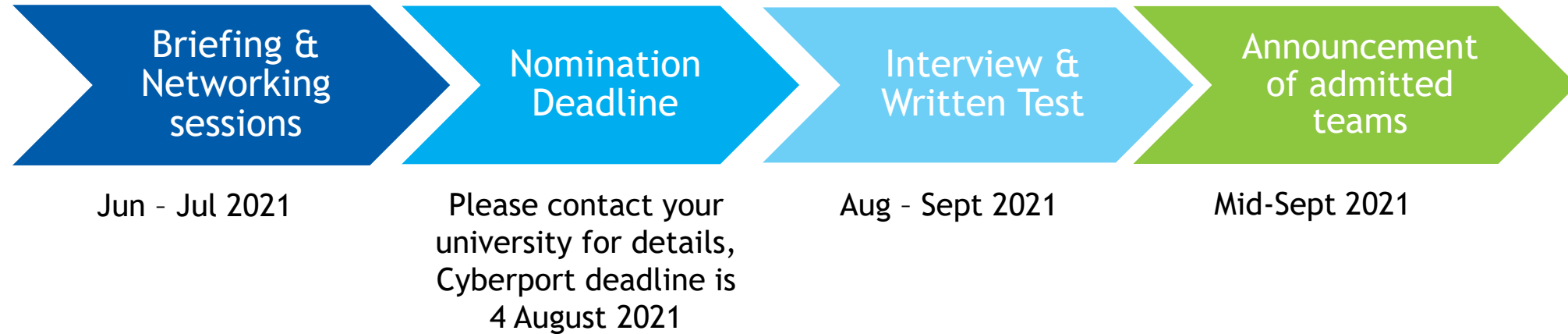
Prize

- Winning teams will receive HK\$100,000 grant of Cyberport Creative Micro Fund (CCMF).

CUPP 2021-22 Timeline



Stage 1



Stage 2



Useful links

Register for Briefing Session on 2 June (3pm - 4pm) or 30 June (11am - 12nn)



Link:

<https://forms.gle/FNE3LzC6SmrvuLhF9>

Register for Networking Session on 15 June (6:30pm - 7:30pm)



Link:

<https://forms.gle/ZQC2mWmtU34V7S4R9>

Eligibility



- CUPP teams would be expected to build **FinTech** projects with components in AI, Blockchain and Cybersecurity.
- Applicants must be nominated by CUPP co-organising university partners (i.e. CityU, HKBU, LingU, CUHK, PolyU, HKUST, OpenU, HKU).
- Applicants must be between 18 to 30 years old (inclusive) upon the application deadline (i.e. 4 August 2021).
- Applicants must be undergraduate or postgraduate students from the CUPP co-organising university partners, either currently enrolled university students or graduated within 3 years from the co-organising universities.
- Applicants must have a good command of English.
- CUPP team formation could be a mixture of students from the CUPP co-organising universities.
- Each CUPP team could have up to 5 team members with below combination:
 - 1 team leader (i.e. principal applicant) must be a Hong Kong ID Card holder;
 - Up to 2 core team members with technical/UIUX/FinTech knowledge are highly preferred; and they could join the Online Entrepreneurship Boot Camp;
 - Up to 2 supporting team members playing supporting role in the team and they would not join the Online Entrepreneurship Boot Camp; and
 - Only 3 members in each team could join the Online Entrepreneurship Boot Camp overseas.

Demo Day - Judging Criteria



Project Management Team (30%)

The capability of the project management team is evaluated according to track record, execution ability, probability of launch, individual qualifications and roles within the team.

Business Model and Time to Market (30%)

The business model is evaluated by the short and long term objectives, apparent market need, target market and marketing strategy, and realistic assessment of the project viability. Projects that launch within three months of grant disbursement are preferred.

Creativity and Innovation of the Proposed Project, Product and Service (30%)

Innovative technology, creative solutions, disruptive ideas, emerging technology and breakthrough problem-solving will score higher.

Social Responsibility (10%)

Preference will be given to projects with socially responsible dimensions, such as open source software, creative commons IP, ethical decision making, or which contribute to solving social problems.

How to apply for CUPP?



CUPP is a programme on nomination-based. Interested applicants should contact CUPP 2021-22 Co-organising universities for nomination details. Nominated teams should provide their academic performance, award received, entrepreneurial experience and proposed FinTech project to the universities for consideration.

Written test and interview will be arranged after the nomination. Selected students will be notified by email from Cyberport.

Nomination Deadline: Please contact your university for details, Cyberport deadline is 4 August 2021

CUPP Co-organising University	Contact Person/Department	Email
City University of Hong Kong	Ir. Thomas Chan, Knowledge Transfer Office	Thomas.chan@cityu.edu.hk
Hong Kong Baptist University	Knowledge Transfer Office	best-hkbu@hkbu.edu.hk
Lingnan University	Lingnan Entrepreneurship Initiative	lei@ln.edu.hk
The Chinese University of Hong Kong	Ms. Esther Cheng, PI Centre	picentre@cuhk.edu.hk
The Hong Kong Polytechnic University	Institute for Entrepreneurship	inno.hub@polyu.edu.hk
Hong Kong University of Science and Technology	HKUST Entrepreneurship Center	ecenter@ust.hk
The Open University of Hong Kong	OpenU Academic Support	kymwong@ouhk.edu.hk
The University of Hong Kong	HKU iDendron	idendron@hku.hk

Nominated applicant's participation fee

CUPP Admission Fee (paid upon successful admission)

- Successful applicants ('CUPPers') are required to pay a **non-refundable HK\$1,000 Admission Fee**.
- The admission fee covers CUPP administrative costs, and all the fee collected would be used for CUPP.

Notes

- CUPPers will join CUPP 2021-22 with 100% subsidy by Cyberport for joining pre-camp nurturing sessions, Online Entrepreneurship Boot Camp and all CUPP events.
- **Refundable HK\$2,000 Deposit** will be collected from CUPPers. The deposit is refundable upon full attendance and performance of the participants in CUPP 2021-22, as assessed by Cyberport.
- CUPP teams shall join all activities (i.e. including Demo Day) throughout CUPP programme period. Cyberport reserved the right to request CUPPers and/or CUPP Teams, to pay back all the fees incurred in the CUPP programme (e.g. CUPP Online Entrepreneurship Boot Camp fee).





CUPP official website:
<http://cupp.cyberport.hk>

For more information, please contact
training@cyberport.hk

www.cyberport.hk

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