



ALIBABA

ENTREPRENEURS FUND

Presents

JUMPSTARTER 2022

The Global Pitch Competition

Alibaba Hong Kong Entrepreneurs Fund



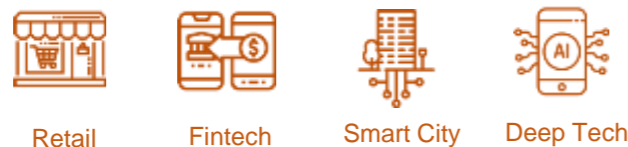
HONG KONG

A HK\$1 billion fund pledged to
invest in companies with a Hong Kong nexus

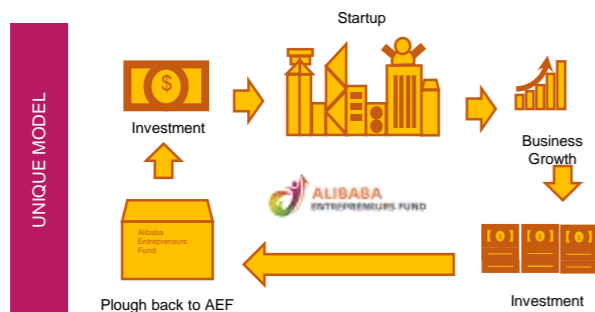
Scale up startup operations by leveraging resources
from Alibaba's vibrant ecosystem

Alibaba Hong Kong Entrepreneurs Fund

Investing in Startup



- A NOT-FOR-PROFIT initiative
- EVER-GREEN support to HK Startups
- 50+ promising startups in portfolio



Nurturing Talents



- Youth Entrepreneurship Education Program
- Open to all secondary schools and tertiary students



Supporting Innovation



- The world's leading startup pitch contest



- Advancing the frontiers of AI with cutting edge tech & expertise
- Incubating startups with AI inventions



- Meeting with the AEF's investment
- Pitching, Fundraising & Networking opportunity



- 10 industry leaders to form a team of entrepreneurial mentors
- Sharing best practice knowledge & professional advice

Board Of Directors



Joe Tsai



Allan Zeman



Bernard Chan



Sabrina Fung



Savio Kwan



Cindy Chow

JUMPSTARTER

JUMPSTARTER is a not-for-profit initiative curated by Alibaba Hong Kong Entrepreneurs Fund.

Our goal is to build, empower and jumpstart Hong Kong's startup ecosystem by bringing entrepreneurs, investors, corporates and public together, and transform Hong Kong into a leading hub for global innovation and technology.

JUMPSTARTER 2022 (jumpstarter.hk) is going to be the global pitch competition. We bring together corporates, investors and media to connect with startups in Hong Kong.



JUMPSTARTER By The Numbers

JUMPSTARTER 2017 & 2019 @ Hong Kong Hong Kong Pitch Competition & Global DEMO Day



12,000+

Attendee

730+

Startups

900+

Investors,
Corporates &
Industry Experts

120+

Media

70+

Speaker, Judges
& Experts



100+

Startup Showcase



800+

Business Matchmaking Arranged



100+

Media Coverage
Generated

JUMPSTARTER 2020 Global Pitch Competition & The World's Largest Online Pitch Contest



20,000

Fans &
Supporters

100

Regions &
Countries

400+

Online Show
Time (Mins)

115+

Supporting
Organizations

150+

Media
Coverage

JUMPSTARTER 2021 Global Pitch Competition & The World's Largest Online Pitch Contest



150,000+ Online Fans & Supporters in 186 Locations

Digital Campaign Attained **6.7M+** Reach Worldwide

220+ Online Semi-Pitch Sessions

2020 & 2021 Sponsors & Partners of JUMPSTARTER



Organizer (2020-2021)



Title Sponsor (2020)



Global Co-organizer(2020)



Co-organizers (2020-2021)



Platinum Sponsors (2020-2021)



Gold Sponsors (2020-2021)



Sponsors (2020-2021)



Global Partner (2020-2021)



Community Partner (2021)



Corporate Partners (2020-2021)



Education Partner (2021)



Social Venture Partner (2020)



Official Carrier (2020)



Robotics Solution Partner(2021)



Student Program Partner(2021)



Objective

INCUBATE FOR THE FUTURE – ENTREPRENEURSHIP & INNOVATION

- Redefine and celebrate entrepreneurship and innovation
- Provide early-stage entrepreneurs with Alibaba's resources to jump start their startup journey

GLOBAL NETWORK

- Provide connections and networking between startups and corporates, investors and other ecosystem players
- Get exposure to Hong Kong, the rest of the GBA and Asia startup ecosystem for startups from all of the world

EDUCATION

- Advocate youth entrepreneurship and educate young generation for future participation in the startup world
- Enable fun-learning experience for Hong Kong public to embrace entrepreneurship & innovation

AWARENESS and PROMOTION OF HONG KONG

- Promote public awareness of startups and their value contribution to the world
- Promote Hong Kong as a city for entrepreneurship, an innovation & technology hub and a top fund-raising market

JUMPSTARTER consists of 4 key themes

ENTREPRENEURSHIP

JUMPSTARTER celebrates entrepreneurship for the wellbeing of society – bringing everyone together and inspiring young people to become entrepreneurs.

EXPLORE GBA and ASIA

JUMPSTARTER is the portal to Asia-wide business opportunities – bringing together entrepreneurs, founders and investors to create the springboard in Hong Kong and the rest of GBA.

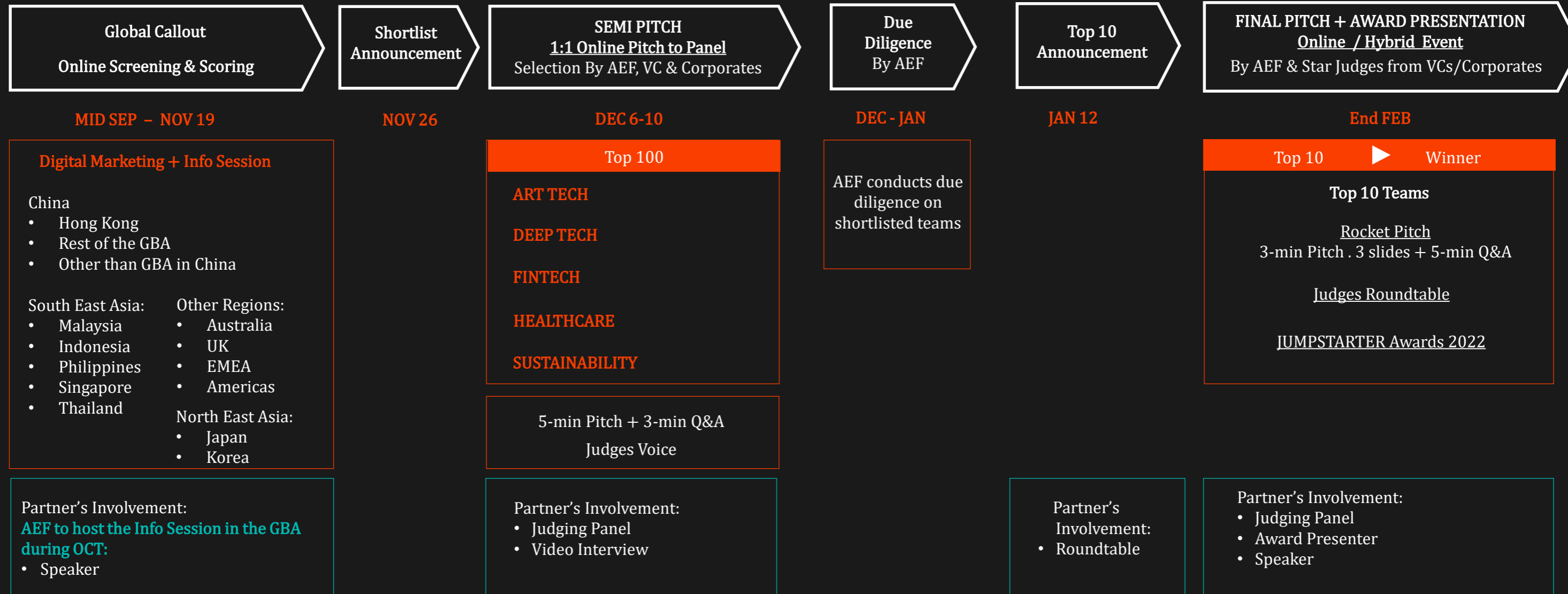
INNOVATION

JUMPSTARTER is the ultimate showcase of innovation and technology. Technology thought-leaders and groundbreakers will be on stage sharing their insights.

CONNECT ALIBABA

JUMPSTARTER facilitates opportunities through its extensive network, connecting startups with the Alibaba ecosystem through the global pitch competition and networking activity.

Global Pitch Competition Mechanism



JUMPSTARTER 2022 – All-new event experience

Info Sessions in GBA

Hybrid Live + On-demand
1 to Many

- Introduce JUMPSTARTER 2022
- Gain access to the startup community in the GBA
- Educate attendees and raise awareness about Hong Kong's role in the GBA
- Collaborate with key partners to promote Hong Kong as a springboard for the GBA startups - highlighting how to support startups to expand their businesses beyond the domestic market

Semi Pitch – Top 100

Online Live
1 to Panel

- Be a lead judge in one of the cohorts [Corporate Partner only]
- Take part in a judging panel
- Provide comments with industry insights
- Anonymous comments to be shared with semi-finalists

Roundtables

Hybrid Live + On-demand
Small Group

- Exclusive featured topics to Top 100 start-ups
 - Provide thought-provoking conversations and pressing topics that start-ups need to learn about
- Interact with Top 10 start-up founders
 - Bring 1-2 industry experts together with 2-3 start-up founders for a 30-min discussion

Final Pitch – Top 10/ Award Ceremony

Hybrid Live
1 to Many

- Take part as a judge to give out score and comments
- Take part as an award presenter
- Promote Hong Kong as a springboard for GBA startups to thrive
- Lead HK and overseas startups to explore the potential of the GBA

Award & Prize

**JUMPSTARTER
WINNER**

Up to US\$4M Investment for
2 Winners

**TOP 10
JUMPSTARTERS**

Pitch on stage
Marketing exposure
Alibaba Netpreneur
Training program

BEST JUMPSTARTER

**TOP INNOVATIVE
STARTUP AWARD**

IMPACT AWARD

**WOMEN IN
ENTREPRENEURSHIP**

Rule & Requirement: Application

ELIGIBILITY OF APPLICANTS

JUMPSTARTER is open to all startups around the world who fulfill the following requirements:

- Operating for less than 5 years
- Raised less than US\$20 million in funding to date
- Funding currently between Seed and Series C stages
- Have an innovative product or service
- Desire to make Hong Kong and/or other cities in the Greater Bay Area be part of your future plans

ONLINE APPLICATION

- Startup submits online application with pitch deck
 - PowerPoint up to 15 slides in PDF format, including but not limited to:
 1. Team Background and Story
 2. Value Proposition and Product/Services Description
 3. Market Size and Target Segment Analysis
 4. Business Model
 - Pricing, Cost and Unit Economics
 - Acquisition, Distribution and Supply Chain
 - Entry Barrier and Competitive Analysis
 - Scalability, Growth and Risk Factors
 - Historical Milestone, Operation & Financial Traction and Future Development Plan
 5. Fundraising History and Plan
 6. Hong Kong or GBA Nexus
 - Team Background and Current Operation
 - Future Plan
 - 1-2 min Video Presentation/Corporate Video

Rule & Requirement: Selection Process

ONLINE SCREENING & SCORING

- The first-round screening & scoring is processed online by AEF
- In total, 100 startups are shortlisted for Semi Pitch (1:1 online pitch)

JUDGING CRITERIA

- 20% Innovation and Industry Disruption
- 20% Market Potential and Business Model & Scalability
- 20% Traction and Further Development Plan
- 15% Team Background and Strength
- 15% Hong Kong Nexus (Founder Background + HK / GBA Plan)
- 10% Social Impact

ONLINE PITCH

Semi Pitch :

- Each shortlisted startup takes part in 1:1 online pitch
 - On-day pitch : 5-min presentation + 3-min Q&A
- Top 10 Teams are selected by a panel of judges and will go through due diligence for Final Pitch

Final Pitch:

- Each shortlisted startup takes part to pitch on stage
 - On-day pitch: 3-min presentation + 5-min Q&A
- All pitching sessions will be recorded and publicly presented online

JUMSPARTER IdeaPOP!

JUMPSTARTER IdeaPOP! is a student startup competition in Hong Kong.
We aim to engage, educate and empower young visionaries to become future entrepreneurial frontiers.

Secondary School Students

Incubate For The Future – Creativity, Innovation and Entrepreneurship

Inspire students' creative thinking.
Learn how to think out of the box,
brainstorm and frame ground-
breaking ideas.

“Gen Z are Tech-Savvy”

Gen Z can showcase their ability and forward-thinking in digital transformation.

Fun Learning

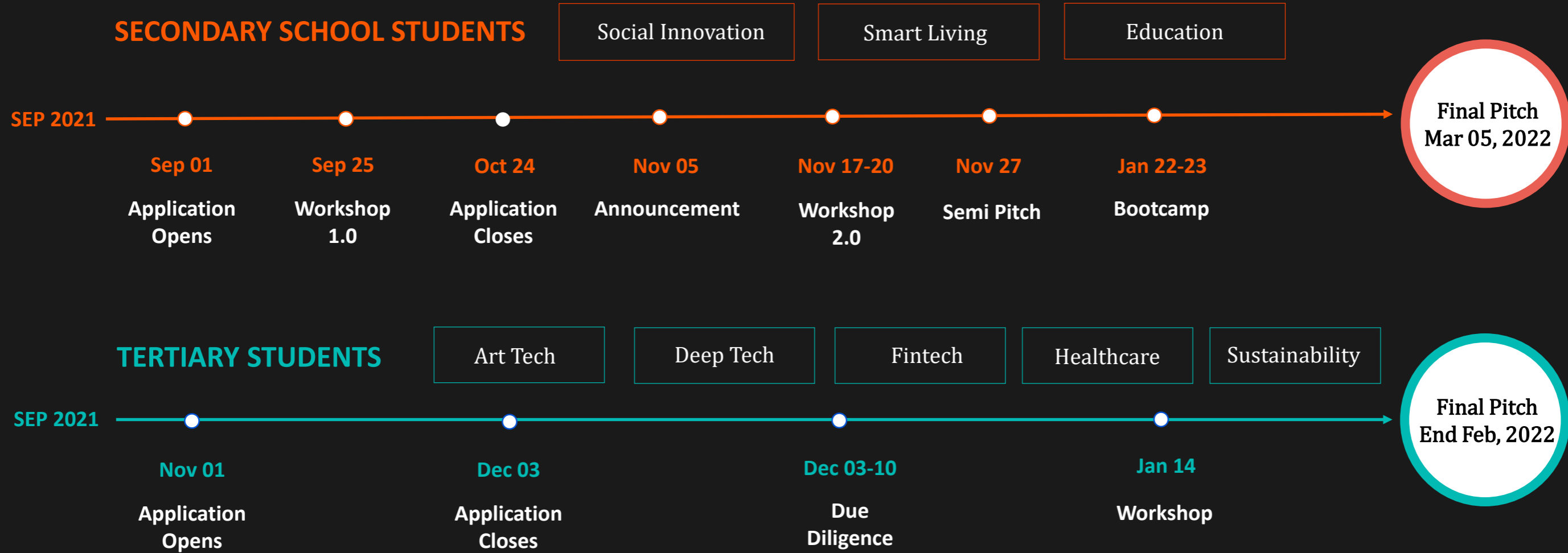
Enable fun-learning experience for the public to understand entrepreneurship and innovation.

Tertiary Students

The New Generation in Social Entrepreneurship

Empower youth to build skills and identify problems in their own communities through social innovation and social entrepreneurship.

JUMPSTARTER IdeaPOP! Timeline



Partnership

Callout For Startup Application

- Reach out to your startup community
- Encourage startups to apply for JUMPSTARTER

Promotion

- Promote JUMPSTARTER to your startup community
- Make referrals of different local/regional partners to help promoting/supporting JUMPSTARTER

*Judge | Mentor | Speaker

- Nominate/Invite a judge at Semi & Final Pitch
- Nominate/Invite a mentor
- Nominate/Invite a speaker

Event Support & Sponsorship

- Provide venue and/or on-site support
- Solicit or provide cash/in-kind sponsorship

*Vetting is required. AEF reserves the right to invite and confirm judges, mentors and speakers.



Appendix

JUMPSTARTER 2021: Channels Mix & Global Reach with Integrated Marketing Campaign

Online	Website, SEO & Email					Google AdWords						
Callout & Webcast Phase	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Online	Website, SEO & Email					Google AdWords						
Awards Phase	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Offline												
Awards Phase	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Out of Home	Billboards x 3	Mega TV x 2	Tram x 2	Bus Digital Panels x 45
Awards Phase	✓	✓	✓	✓

JUMPSTARTER Awards 2021



Albert Wong
CEO of HKSTP



Peter Yan
CEO of Cyberport



Ben Wong
Head of Open Innovation,
Eureka Nova



Lukas Petrikas,
Head of Innovation and
Data Lab, HKEX



Terence Chiu,
Head of Commercial Banking,
Hong Kong, HSBC



Austin R. Bryan,
Senior Director – Innovation,
CLP Holding Limited



Bong Chan,
Southern Region Leader,
China TMT Industry, Deloitte China



Dennis Wong, Corporate and
International Business Director,
Hutchison Telecommunications
(Hong Kong) Limited

JUMPSTARTER 2021: Semi-Pitch Event – Nov 25, 2020



JUMPSTARTER 2021: Online Media Briefing (Announcement of Award Winning Teams) – Mar 22, 2021

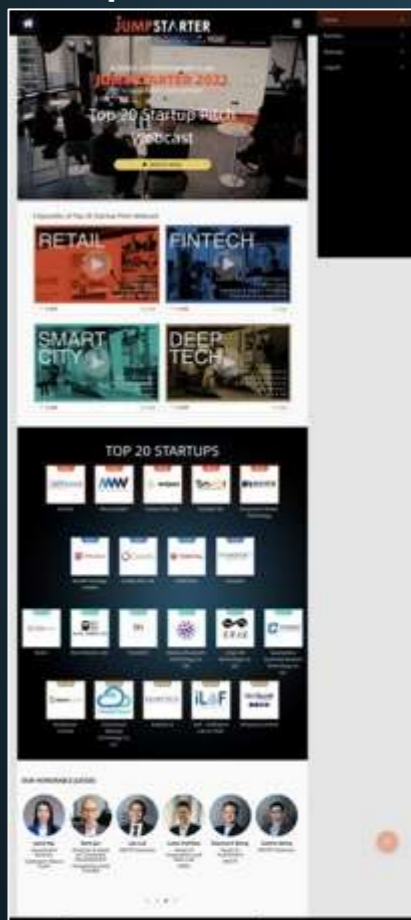


JUMPSTARTER 2021 – New Digital Format

Semi Pitch Webcast:

[Click To Watch](#)

- 4 episode
- Top 20 Online Pitch



Semi Pitch Teaser (30sec) :

[Click To Watch](#)



Award Ceremony – Full (18min):

[Click To Watch](#)



Award Ceremony – Teaser (30sec) : [Click To Watch](#)



Digital Content on CNBC:

<https://www.cnbc.com/advertorial/paving-the-way-forward-jumpstarting-dreams/>

Out of Home (OOH) Media Exposure & Media Buy

Brand Awareness & Advertising Dominance in Hong Kong

- CNBC
- The Economist
- Local Newspaper x 3
- Billboards x 3
- SOGO Mega TV x 1
- Tramcars x 2
- Bus Shelters - Digital Panels x 45



Thank You

For more information, please contact:

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