

Press Release



Brinc and CityU partner to provide training to aspiring entrepreneurs in Hong Kong

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Brinc and the City University of Hong Kong are proud to announce a pioneering partnership. Aspiring entrepreneurs in Hong Kong can now apply for the HK Tech 300 training program. The collaboration aims to mobilize and educate aspiring entrepreneurs through an all-encompassing 8-week training program.

Through this program's innovation, 300 start-ups will come to fruition over the next three years. By

transforming research results and intellectual properties from CityU into practical application, participants will be able to ignite their entrepreneurship journey.

Brinc and the HK Tech 300 program will provide fundamental education and growth opportunities to students, alumni, research staff, and other affiliates. The HK Tech 300 Seed Fund will offer successful teams access to HK\$100,000 to make their invigorating ideas a reality and launch their start-ups.

The seed funding stage will last for 6-12 months and teams will have the opportunities to unlock their imaginations like never before. Their efforts will be assessed and eligible teams will be recommended to compete for the HK Tech 300 Angel Fund up to HK\$1M.

Program information

The program will see participating groups through 4 highly competitive stages.

The initial recruiting and training phase will facilitate team formation. Informative talks and networking opportunities will enable teams to establish themselves and each eligible team will be sponsored to attend a training program worth HK\$10,000.

After completing the training successfully, the seeding stage will commence and grant each team a further HK\$100,00 to develop their ideas into a startup. Through the incubation, startups will pitch their business plans, license IP, and establish their MVP. Selected startups will receive an angel fund investment of HK\$1,000,000.

Startups can go on to receive substantial investments from external funds to the value of up to HK\$10,000,000. This systematic progression will facilitate ideation, skills development, and business growth to maximize the success rate of the qualifying teams.

Partnership details

CityU has partnered with Brinc to deliver imperative training to the aspiring entrepreneurs among which are CityU students, alumni, research staff, and others.

Brinc operates global accelerator programs that allow startups to thrive under their guidance and mentorship. They will introduce participants to a wealth of knowledge, essential for the success of their startups in the competitive tech industry.

Program details

For the program, Brinc is implementing a flipped classroom methodology which includes 8 weeks of

intensive training. Industry experts will introduce key educational modules and provide exercises for participants to apply their knowledge through group learning sessions. Additional mentorship is also available to teams that are looking for 1-on-1 support weekly.

The below is a brief outline of the program:

8-weeks Core Curriculum Training

Orientation

Generating Startup Ideas

Startup Messaging

Vetting Business Ideas

Buyer Personas

Developing your Team

Customer Interviews

Developing a Brand Story

Pitch Deck Framework

Building an MVP

Business Plan

Fundraising

Weekly Mentorship

Founder Case Studies

Through the 8-week program, Brinc aims to provide founders with the necessary tools to kick start their entrepreneurial journeys. Their work throughout the program will culminate into a business plan and pitch to investors.

What does this mean for Brinc?

This partnership further emphasizes Brinc's commitment to both investing in and educating aspiring founders within the university and innovation ecosystem in Hong Kong. Working with early phase startups allows the experts at Brinc to guide entrepreneurs through the most treacherous phases of growing their business.

Together, Brinc & CityU are committed to fostering an environment where budding entrepreneurs can focus and grow their skills to launch their startups with the greatest chance at success.

About Brinc

Brinc is a different breed of venture capital and accelerator platform. Core to their business is the belief that some of the world's biggest challenges can be solved by entrepreneurs, who they like to call GAME CHANGERS. Brinc believes that deep technology-focused startups can fundamentally change how we move, what we eat, how we feel, and where we live for the better if they are given the right backing. That's what Brinc believes they are here for. To support and mentor founders and their teams from across the world and provide investment to help them grow. Brinc currently operates twelve multi-disciplinary accelerator programs across six countries and has made 140+ investments. Learn more at www.brinc.io.