



CKGSB
长|江|商|学|院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

CHINA START

For global start-ups
and scale-ups to

Learn, Network and Pitch

A global authority on China
knowledge, network and funding

A paradigm shift in global startup
ecosystem



2 October - 4 December, 2020
www.China-Start.org

Program Overview



"With the Chinese consumers' ever-increasing desire for western technologies, products and services, CKGSB has identified the abundance and diversity of innovation and entrepreneurship, but equally, the lack of understanding about how to

s u c c e s s f u l l y integrate their business into China. China Start offers a solution for those who want to understand the Chinese market, grow their business, receive funding and partner with businesses and investors in the Chinese venture ecosystem. China Start provides an elite standard of China venture ecosystem knowledge that will help participants to understand China and industry specific knowledge that is essential for successful integration into China. CKGSB's influential Chinese alumni base will develop participants' networks and partnerships with Chinese industry leaders, helping your business to meet the most relevant players.

The China start online program features investment pitching sessions with Chinese angels, VC and PE investors that can offer participants the possibility to acquire a substantial investment. Setting up a business in China has never been so easy with China Start!"

JI Bo

Founder of China Start,
Author of "5G Changes the World",
Assistant Dean and Chief Representative for Europe,
Cheung Kong Graduate School of Business



WHAT

China Start Online Program is an online program spanning over a period of 3 months for start-ups and scale-ups to learn China-specific knowledge, network with potential local partners and pitch for Chinese investment.

AN OVERVIEW OF BENEFITS

CHINA KNOWLEDGE

- Develop China-specific knowledge
- Identify unique opportunities for your business with China
- Explore the commercial and cultural differences
- Formulate your competitive China entry strategies

CHINA PARTNERSHIP

- Build relationship with potential local partners and investors
- Share and learn with your talented peer entrepreneurs
- Explore and network with CKGSB's most successful entrepreneurs in the world

CHINA LANDING

- Virtual pitching to Fosun Group, Investment Fund and top-tier investors to have business insight of China. Lower the barriers for international expansion.
- Participate in global challenge and get access to Chinese investors and funds.
- Pitching for global exposure and develop cross-border networks to present your business.
- Pitching for potential investment and funding opportunities at good valuations

KEY BENEFITS

- Gain the knowledge and best practise from the investors about how to get investment in China
- Grasp the in-depth knowledge of market entry in China and winning in China strategy
- Broaden your horizons and learn to view corporate culture in both East and West
- Master Eastern culture of business and management
- Succeed in diverse cultural settings within business
- Apply global perspectives to the most important business issues of the 21st century, explore the implications of the rise of China on the global stage and identify the opportunities and challenges which are presented to you in the West
- Acquire the most up to date and relevant Industries information and policies of China
- Develop business skills and capabilities to work effectively with China
- Customized Wechat Article is included to circulate to more than 100+ Investors

WHO

A COMMITMENT TO CAPTURE THE CHINA OPPORTUNITY

China Start Program has been designed for high-potential, globally minded executives, entrepreneurs and investors, who see their team or organisation's future strategy closely aligned with the growing opportunities presented by China. This program is for individuals who have the hunger to acquire China's specific knowledge, global network and investment that will aid them in successfully delivering their China market entry strategies.

Program Overall
Satisfaction Rate:
4.94
5



HOW

You will learn through 6 online lectures with interactive class discussions, as well as 3 online pitching events plus networking activities. This online program spans over a period of 3 months.

Month 1

Investment Pitch Workshop: How to pitch to Chinese Investors

Mr. Ji Bo, Assistant Dean

Cross-cultural Management in Chinese Context: How to turn differences into advantages

Mr. Ji Bo, Assistant Dean

Investment Pitch (1) - Fosun Group

Hosted by International Investment Team of Fosun Group

Month 2

Winning strategies in China: Alliances & Acquisitions & China entry strategy

Prof. TENG Bingsheng, Associate Dean

How to get Investment & Capital in China

Mr. Gary YANG, Founding Partner of Sky Saga Capital

Investment Pitch (2) - Cybernaut Investment Group

Hosted by Dr. Matthew WANG, President of Cybernaut Investment Group

Month 3

Social Media Marketing in China

Mr. Ji Bo, Assistant Dean

Globalization & China's model of economic development: an historical and global perspective

Prof. XIANG Bing, Founding Dean

Investment Pitch (3) - VC and PE investors

Up to 100+ top-tier investors Presence

(Including China's Leading VCs and PE investors: Zhongguancun Equity Investment Association (ZVCA), Shenzhen Venture Capital Association (SZVCA), Shenzhen Stock Exchange North Summit Capital, China FOF Association, Sky Saga Capital, Hongtai)

Note: The program is subject to the availability of the faculty and investors.



FACULTY

..... CHINA START

..... CHINA KNOWLEDGE

..... PARTNERS

..... FUNDING

..... GROWTH

..... EXIT OPTIONS



XIANG Bing

Founding Dean;
Professor of China Business and Globalisation;
Director of the Centre on China and Globalisation;
PhD, University of Alberta

Prior to joining CKGSB, Dr. Xiang was a Professor of Accounting at Peking University's Guanghua School of Management, where he pioneered the school's Executive MBA program. He was also one of the seven founding faculty members of China Europe International Business School (CEIBS) in Shanghai. Dr. Xiang also served on the faculty of the Hong Kong University of Science and Technology.



TENG Bingsheng

Associate Dean for Asia and Europe;
Professor of Strategic Management;
PhD, City University of New York

TENG Bingsheng is a Professor of Strategic Management at CKGSB and the Associate Dean for CKGSB Europe and Asia. He formerly served as a tenured Professor of Strategic Management at George Washington University (GWU), where he was a doctoral advisor and lead professor of the departmental doctoral program.



JI Bo

Founder of China Start;
Author of *"5G Changes the World"*;
Assistant Dean and Chief Representative for Europe

Bo Ji is an inspiring TEDx speaker and had an over-20-year successful corporate career in Global Business Development, Supply Chain Management, Innovation, Strategy, M&A, etc. He served as the senior executive at the headquarters of many fortune 500 companies such as Monsanto, Cargill, Pfizer, Wrigley and Mars. He created a paradigm shift "China start" program for global startups and scaleups to expand to China instead of Silicon Valley.



Gary YANG

Top 30 investors in China;
Founding Partner of Sky Saga Capital;
2018 Outstanding Investor under 40;
2018 Most Popular Investor;
Director of China Venture Capital Association

Mr. YANG has engaged in the private equity investment industry since 2011, serving as mentor or lecturer at more than 100 startup platforms and institutions. He has published hundreds of articles about industry analysis, investment logic, and portfolio management frameworks, to guide the market transformation and upgradation.

FOSUN 复星

ABOUT FOSUN GROUP:

Fosun was founded in 1992. Fosun International Limited is an innovation-driven consumer group that has been listed on the main board of the Hong Kong Stock Exchange (00656.HK) since 2007, with total assets of RMB715.7 billion (c.US\$102.6 billion) as of 31 December 2019 and total revenue of RMB143.0 billion (c.US\$20.7 billion) in 2019. Fosun's mission is to provide high-quality products and services for families around the world in health, happiness and wealth businesses. Fosun International ranks No.371 on the 2020 Forbes Global 2000 List.

MISSION: Creating happier lives for families worldwide.

VISION: Rooted in China, creating a global happiness ecosystem fulfilling the needs of one billion families in health, happiness and wealth.

STRATEGY: Centered around family customers.

C2M MODEL: Led by technology and innovation / Industry operations + investments / Glocalization (Global + Local).



Valentina WU

Executive Secretary General
& Senior Director of
Fosun Foundation

Valentina is also Deputy Chief Representative of Fosun's European Headquarter in Lisbon and Brazil office. Valentina is responsible of branding communication and corporate social responsibility for Fosun, especially for overseas market. In 2016, Valentina founded the Fosun Global CSR Community in collaboration with Club Med, Fidelidade and other overseas companies and launched Protechtig Start-up Acceleration Program. Prior to Fosun, she has worked in several Fortune 500 companies for branding, marketing and corporate social responsibility. Valentina graduated from Shanghai International Studies University and Fudan University. She also studied at Yale University as an exchange student.



ABOUT CYBERNAUT INVESTMENT GROUP:

Cybernaut was founded in 2005. Upholding the spirit of innovation and entrepreneurship, leveraging technology, capital and internationalization, Cybernaut provides comprehensive services to the development of regional emerging industries in China. As one of China's leading private equity fund, Cybernaut focuses on emerging industries with strong potential of integration and value as a platform. It gathers supply-side factors to support the development of emerging industries through the open platform of our "co-creation" investment model, nurtures the vitality of regional innovation and entrepreneurship through our nationwide "city co-creation" program, and dedicates to helping with the "internet plus" transformation and upgrading of traditional industries, fostering world-leading forerunners of emerging industries, and empowering businesses with internet and capital.



Matthew WANG

President of Cybernaut
Investment Group;
Chairman of Cybernaut
International;
The former Global VP of IBM;

Currently as President of Cybernaut Investment Group and Chairman of Cybernaut International, Dr. WANG is in charge of managing 60-billion Global M&A funds and 60-billion Technology & Innovation funds. He is also responsible for the investment and management of cloud computing & big data platforms, and their applications in the industries like education, health, finance, entertainment and e-commerce etc.

INVESTMENT GROUP

APPLY

UPCOMING SESSION	www.China-Start.org
TUITION	£1,200 per person (Full price) £1,080 per person (10% off for Early Bird discount) £1,080 per person (10% off for Group Discount more than 3ppls)
DEADLINE	Early Bird Application Deadline: 15 August, 2020 Application Deadline: 15 September, 2020
LOCATION	Online Program
PROGRAM LANGUAGE	English

SUCCESS STORY



MANFEN EDTECH

- Met 600+ Investors
- Resulted in 10 Million RMB investment via China start program from the investors four months after the program



MERGE VR

- Resulted in successful follow-up meetings with Tencent and Fosun immediately after China Start week
- The NDA will be signed with Tencent and Fosun to enter into next phase of potential investment and partnership



CONNECT4GLOBAL

- Met with 3nord
- Result: '90+ Sport' as an accelerator to help bridge and connect sports companies across Europe, China and South America



EUROPASS

- Met with WeChat Pay at Tencent
- Resulted in first partnership to develop WeChat Pay for retailers in Europe
- EuroPass is now developing with Tencent a unique "WeChat refund solution" for Global Blue Tax — free shopping business



"The program is filled with very interesting and practical lectures, delivered by some of the world's top authorities on Chinese business; but what sets it apart is the really high-level networking. We had direct access to some of the best and most dynamic Chinese companies today."

"I think this program is fantastic, we've learnt a lot about the Chinese market, entrepreneurship here, a lot of understanding about how this market works and normal potential of it. So, it has been a fantastic trip. We've got a lot of connections here, we just need to manage small percentage of it then this market's potential is absolutely extraordinary."

"The program is ABSOLUTELY ESSENTIAL for any western company looking to do business or raise capital in China. More than half of alumni from my cohort have offers of investment or partnership, including my 13 year old daughter who not only found a manufacturer, distributor and marketing partner, but also 2 investors for over \$1M USD!!"

— — Jorge Cortell
 Founder and CEO of
 Kaneron System S.L.U
 Spain



— — Johan Staël von
 Holstein
 Advisor of Starflow
 Sweden
 (serial entrepreneur,
 created 3 unicorn companies)



— — Alan Smithson
 CEO of MetaVRse
 Canada



ABOUT CKGSB

CKGSB aims to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is an independent, non-profit business school. CKGSB pioneered the integration of the humanities into its curricula and CKGSB was the first Chinese business school to develop a philanthropy program.

CHINA KNOWLEDGE

- 40+ full-time faculty members recruited from the world's leading business school
- More than 400 case studies of both China-specific and global issues

CHINA NETWORK

- More than 50% of CKGSB's alumni are at the CEO or Chairman level and, together, their companies accounted for 1/5 of China's GDP
- 1,000+ active angels (more than 50% of CKGSB's 14,000 alumni have invested as an angel)

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