



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

CHINA START

**China Start
Unicorn Camp**
03 Nov - 03 Dec, 2021

Live Online

A new way to become a unicorn

- A global authority on China knowledge from world-class faculty, industry speakers and advisors
- Networking and partnership with Chinese leading companies and investors
- Investment Pitch Opportunities

**A paradigm shift in
global startup ecosystem**

www.China-Start.org



CONTENTS

China Start Unicorn Camp is a one-month online acceleration program for fast-growing start-ups and scale-ups with disruptive technologies and products/services to learn from China's economic disruption, social innovation, and digital transformation. This program helps start-ups with great potential to gain access to one large market and more capital to develop into potential unicorns.

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China Start alumni, Magnus Arveng and Moina Tamuly, founders of Ntention, visiting the headquarter of Fosun Group in Shanghai with Mr Bo Ji



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OVERVIEW

Foreign Technology + Chinese Market + Chinese Capital = a Potential Unicorn.

The rise of China presents great opportunities for global start-ups.

China has a large and growing market and rich capital.



China has fostered more than **200** of the world's known unicorns. **35** of them were created at **CKGSB**.



China has the world's largest **middle-class population** (400 million), which is expected to reach 550 million by 2022.



China boasts one of the world's most sophisticated digital ecosystems, with nearly **1 billion** Internet active users and **930 million** social media users.



China has the largest **Venture Capital** market in the World



China has the most **incubators** and **makerspaces** in the world.



China has the most **STEM graduates** in the world

"A new way to become a unicorn"

"As the only major economy to grow during the pandemic in 2020, China's economic disruption offers an important and exciting playground for start-ups to become unicorns. Nearly 1 billion active Internet Chinese users love embracing innovative technologies, products and services. This brings tremendous opportunities for international start-ups to participate in the fast-moving Chinese start-up ecosystem.



China and the US account for 80% of the unicorns in the world. China is home to some of the largest unicorns in the world, such as Alipay, ByteDance(TikTok), Didi Chuxing, Lufax Holding, etc., many of which are founded by our CKGSB alumni. The entire Europe's economy is comparable with China and the US, but there aren't as many unicorns in Europe because the markets are more fragmented in Europe and other countries. Chinese investors and consumers desire for western disruptive technologies, products and services is increasing. However, there isn't an effective channel to bridge Chinese investors and overseas start-ups. The lack of understanding of Chinese culture, consumers and business system often hinder entrepreneurs from entering China and confuse them on how to successfully integrate their business into China.

China Start provides a new way for start-ups to become unicorns. The program offers well-rounded training for ambitious entrepreneurs who aspire to understand the Chinese market, pitch for investment to scale their business, and work with Chinese partners.

China Start provides an elite standard of China venture ecosystem knowledge that will help you better understand China and industry-specific knowledge that is essential for successful business expansion to China.

China Start's advisors along with the alumni community will help develop entrepreneurs' networks, navigate your business in China, and facilitate partnerships by identifying the most relevant potential partners. The China Start online program features investment pitching sessions with leading investment company partners, Chinese angels, VC and PE investors that can offer entrepreneurs 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,

Assistant Dean and Chief Representative for Europe, Cheung Kong Graduate School of Business

HIGHLIGHTS

- 6 China-related interactive lectures ranging from China's economic disruption to social media marketing
- 5 China Start alumni sharing their Chinese market entry experience and challenges
- 4 Online pitch events with Fosun, Cybernaut, North Summit Capital & more than 100 VC/PE/Angel investors
- 3 Chinese unicorns sharing their success experience
- 2 workshops to refine your pitch and win in China strategy with China Start experts panel
- 1 on 1 meetings with leading industry experts (such as Alibaba, Tencent, JD.com, Baidu, and Huawei) to formulate your competitive China entry strategies

Program Overall
Satisfaction Rate:

4.94
5.00

WHAT

"By 2030, China will likely overtake the United States to become the largest economy in the world. As China makes its presence felt around the world in all spheres of life, executives will need to think about doing business 'with' China, not just 'in' China." – **Dr Xiang Bing, Founding Dean of CKGSB**

China is already a formidable economic power and its influence will increase over time as China overtakes the U.S. to become the largest economy in the world. The rise of China presents great opportunities for global start-ups. China has a large and growing market and rich capital.

Foreign Technology + Chinese Market + Chinese Capital = a Potential Unicorn.

But how to access the Chinese market, navigate cross-cultural negotiations with the Chinese, and lead innovation in a world influenced by China?

In the past 6 years, we have delivered 10 batches of China Start. 199 entrepreneurs from 37 countries became China Start alumni.

Starting a business can be like sailing in the sea alone and you may encounter tremendous highs and at times, difficult lows. That's why we create this program and China Start community to become your compass to China and provide support to each other within the community. China Start is dedicated to nurturing leaders of future unicorns, empowering new value creators and expanding your business boundary to a new market.

KEY BENEFITS

- Have 1 on 1 meetings with leading industry experts (such as Alibaba, Tencent, JD.com, Baidu, and Huawei) to formulate your competitive China entry strategies
- Understand China's economic disruption & social innovation and its implications to global business
- In-depth understanding of the innovation model driven by new technologies in China
- Leverage digital economy in China and differentiate your brand through digital transformation
- Gain the best practice from the investors about how to get investment in China
- Acquire the most up to date industries information and policies of China
- Explore the commercial and cultural differences in the East and the West
- Grasp opportunities using China's retail innovation and knowledge of China's Generation Z
- Customized Wechat Article is included to circulate to 100+ Investors

WHO

This program is for ambitious entrepreneurs who desire to acquire China-specific knowledge, global network and investment to develop their businesses into unicorns. You would be a good fit for the China Start Unicorn Camp, if:

You run a fast-growing start-up with great potential.

You aspire to turn your start-up into a unicorn.

You created a disruptive technology/product/service to tackle global challenges.

You need to have access to one large market and more capital.

You are a multinational company executive who would like to strengthen or expand your businesses into the Chinese market.

You are an investor interested in the opportunities in the global landscape.



HOW

During this one-week online program, you will learn through 6 China-related interactive lectures, 2 workshops to refine your pitch and go to China strategy, as well as 4 online pitching events plus networking activities.

WEEK 1: 03 Nov & 05 Nov

Lecture 1: 3i Pitch Methodology: How to pitch to Chinese Investors?

Bo Ji, Assistant Dean

Lecture 2: Insights of Chinese Accelerators, Incubators and Coworking space

Jun GE, CEO of Tojoy Holdings, former Vice President of Apple and Intel

WEEK 2: 10 Nov & 12 Nov

Lecture 3: Cross-cultural Management: How to turn differences into advantages

Bo Ji, Assistant Dean

Pitch Event 1 - Cybernaut Investment Group

Hosted by International investment team of Cybernaut Investment Group

WEEK 3: 17 Nov & 19 Nov

Lecture 4: Social Media Marketing in China

Bo Ji, Assistant Dean

Pitch Event 2 - Fosun Group

Hosted by International investment team of Fosun Group

WEEK 4: 24 Nov & 26 Nov

Lecture 5: Unicorn or Dragon: How to tap into Chinese Market for Growth?

Bo Ji, Assistant Dean

Pitch Event 3 & Lecture 6 – North Summit Capital

Dr. MIN Wanli, CEO & Founder of North Summit Capital, former Chief Machine Intelligence Scientist of Alibaba Cloud

WEEK 5: 30 Nov - 03 Dec

Dialogue with Chinese Unicorns

Fireside Chat with China Start alumni

Pitch Event 4 – VC, PE and Angel investors

Up to 100 top-tier Chinese investors

Go to China Strategy Workshop

Present China Strategy to Expert Panel (from leading Accounting, Legal and Consulting firms such as PwC, EY, BCG, etc.)

1 on 1 meetings with leading industry experts

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

FACULTY

CHINA START

CHINA KNOWLEDGE

PARTNERS

FUNDING

GROWTH

EXIT OPTIONS



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

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.



Ge Jun

CEO of TOJOY Shared Holding Group
Former Global VP of APPLE Inc.
Former Global VP of Intel
Former Global VP of NVIDIA

Jun Ge has been CEO of TOJOY Holdings since April 2019. TOJOY is the largest privately owned business incubator and accelerator in China with around 4000 employees based in most of the major cities in China and New York, Paris, Mexico City and Belgrade etc. We connect global innovative projects with over 1 million Chinese entrepreneurial business owners across the country for collaborative operations and turn such projects to unicorns.



Steven ZHANG

Head of China Outbound & Inbound Partnerships Center
Regional Head of Global Business Solution, Central
Europe, East Europe, Israel, Korea
Bytedance (TikTok)

Steven Zhang is the Regional Head of Global Business Solution of TikTok in Central and Eastern Europe, Israel & South Korea, and he is managing the overall business development of TikTok in these markets. Steven has 20 years experiences of media business operation and management, including digital media, print media, event and database marketing. Before TikTok, Steven Zhang worked in Google China, as Head of Agency Business.

NORTH SUMMIT CHINA STAR AWARD



Most Innovative Award

Best Social Impact Award

Most Disruptive Technology Award

Sponsored by North Summit Capital, this award selects and awards game changers that have shown great growth potential and advance tech for social good.

Making technologies "actionable, accessible and affordable" is North Summit Capital's mission. It is also why China Start spares no effort to build a startup ecosystem between China and overseas entrepreneurs.

We will select and give out the following three awards in the end of the China Start online program. Each award winner will receive \$500 USD reward.

KEY INVESTMENT PARTNERS

FOSUN 复星

ABOUT FOSUN GROUP:

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



Valentina WU

Public Affairs Executive Director, Deputy Chief Representative in Brazil, Fosun Group; Executive Secretary General of Fosun Foundation; Vice President of Fosun Trade.

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.



ABOUT NORTH SUMMIT CAPITAL:

North Summit Capital was founded in 2019. Its investment model of "capital + technology" stimulates industries to embrace new technologies and create new value. The fund management scale is hundreds of millions of dollars. North Summit Capital focuses on investing in growing and mature projects in technology, medical, advanced manufacturing and other industries.



Dr. MIN Wanli

Founder and CEO of North Summit Capital; Former Vice President & Chief Machine Intelligence Scientist of Alibaba Cloud ; National Advisory and Committee Member on Next Generation of AI; "A leading technologist driving China's A.I. revolution" — Forbes

Dr. Min received a Ph.D. in statistics from The University of Chicago and B.S from the University of Science & Technology of China. His research area includes probability, stochastic process, time series analysis, machine learning, smart traffic and signal processing. He served as a researcher at IBM T.J. Watson Research Center, IBM Singapore, and Google before joining Alibaba in 2013.



ABOUT CYBERNAUT INVESTMENT GROUP:

Founded in 2005, 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 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.



Dr. 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.

PARTNERS



INVESTMENT PARTNERS



To know more: China-Start.org

CHINA START ADVISORS

1 on 1 consultation with leading industry experts



RICHARD CHIANG

Chairman of 90 Plus Group
Global Channel President of 3NOD
(Smart home, Hardware, Software, Electronics)



JASON TANG

Secretary General of Chinese FOF Association
(FOF, PE/VC)



PING XIAOLI

Vice President
Baidu
(AI, Big data, Software)



STEVEN ZHANG

Regional Head of Central Europe,
East Europe, Israel, Korea
Bytedance (TikTok)
(Social media, Entertainment, New retail, Game, VR/AR)



JASON WANG

President of ZVCA ZHONGGUANCUN
PRIVATE EQUITY & VENTURE CAPITAL
INVESTMENT ASSOCIATION (ZVCA)
(PE/VC, Consumer goods, New energy, Bank, Biotechnology, Pharmaceuticals, Blockchain, Lifestyle and fashion, Tourism, Legal & consultancy, Automotive)



DR. MIN WANLI

Former Vice President & Chief Machine
Intelligence Scientist of Alibaba Cloud
Founder and CEO of North Summit Capital
(PE/VC, Accelerators, AI, Big data, New retail, Consumer goods, E-commerce, FinTech, Supply chain, Agri-Tech)



ANGELICA ANTON

Founder & Managing Partner
SILK Ventures
(PE/VC, Healthcare, Financial services, Mobility, AI)



KEVIN LIU

General Manager France
Alipay, Ant Financial Group
Alibaba
(E-Commerce, Payment, AI, New retail, Big data, Fintech, Hardware and IoT, ICT)



SIYAN XU

TMT Researcher
Tencent
(AI, Blockchain, ICT)



QIU DAORYONG

Founder
Shenzhen Bay Science and Technology Innovation Co., Ltd.
Venture Capital Decision (reality show for investment)
(PE/VC, Accelerators, Enviro-Tech, Agri-Tech, Healthcare, Pharmaceuticals)



SAMBHAB THAPALIYA

President
ASMI (Augmented and Segmented
Media Interface Corp)
(AR/VR, Social media, Ads, Software)



VALENTINA WU

Public Affairs Executive Director, Deputy Chief
Representative in Brazil, Fosun Group; Executive
Secretary General of Fosun Foundation;
Vice President of Fosun Trade.
(PE/VC, Healthcare, Fashion, Art, Food, Lifestyle, Cosmetics, Tourism)



DR. WANG YANG

President of Cybernaut Investment Group
Former Global VP of IBM
(AI, Advanced manufacturing, IoT, Healthcare, Consumer goods)



MICHAEL WANG

President
Space Techtronic Industries Services Co., Ltd
(PE/VC, Accelerators, AI, Social media, Education, Healthcare, Biotechnology, Lifestyle and fashion, Human resources)



TINA ZHU

NVIDIA Inception Program Manager
NVIDIA
(PE/VC, Innovation center, AI, Enviro-Tech, FinTech, Biotechnology, Automotive technology)



LI QINGMIN

President
Chuangze Intelligent Robot Group
(AI, Robotics, Big data)



SUN CHUNMEI

Founder & President
China Business Center Europe (CBCE)
(PE/VC, Education, Platform economy, Shared economy, International trade, Health, Medical equipment, Tourism)



ANGEL HA

Founder & CEO
Shenzhen Oriental Investment
Management Co Ltd
(PE/VC, Enviro-Tech, New energy, FinTech, Hardware and IoT, Healthcare, Biotechnology, Medical equipment, Pharmaceuticals, ICT, Automotive technology)



TONY YU

CFO
Cosmose.AI
(PE/VC, Accelerators, AI, Big data, Software, Bank, FinTech, Game, VR/AR, Hardware and IoT, Blockchain, Supply Chain, Internet Security)



CHEN WENYANG

Deputy Secretary-General
Shenzhen Venture Capital Association (SZVCA)
(PE/VC, Enviro-Tech, Healthcare, Pharmaceuticals, Accelerators, New retail, Education, Medical equipment, Philanthropy & Social good, Agri-Tech)

APPLY: China-Start.org

TUITION	£1,680 per person (Full Price) £1,512 per person (Early Bird) 50% discount for the 2nd participant from the same company Group rate for 3 or above participants is available, please get in touch if you are interested
DEADLINE	Early Bird Application Deadline: 1 Oct, 2021 Application Deadline: 27 Oct, 2021
LOCATION	Zoom Meeting & Webinar
PROGRAM LANGUAGE	English
FUTURE BENEFITS	<ul style="list-style-type: none"> • Receive exclusive invitation to CKGSB local events • Access to CKGSB Knowledge publications • Enjoy a 10% discount for future enrolment in CKGSB European open programmes (10% for your referred participants)

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."

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



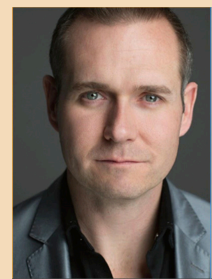
"In the pitch events of this program, lots of investors asked key questions and were open to help. Afterwards, I got a lot of contacts in WeChat, and a lot of quality invitations to chat. Lectures were interesting as well, and speakers told us how to do business in China. I am very surprised by the way that people welcome us, not only staff but also Chinese we met."

— — **Pieter De Mik**
CEO & Founder of
CooCooShop
France



"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!!"

— — **Alan Smithson**
CEO of MetaVRse
Canada



ABOUT CKGSB

14k+

Alumni, 50% of whom are at the Chairman or CEO level

25%

of China's most valuable brands are run by CKGSB alumni

35

Unicorns were created at CKGSB in the last 5 years

60

of Fortune China's 2018 Top 500 companies are run by CKGSB alumni

15

Alumni listed in HBR China's 2018 "100 Best Performing CEOs"

18

Alumni listed in Forbes China's 2019 Philanthropy List

50

CKGSB alumni organizations worldwide

Notable Alumni



CHEN Yidan
Co-Founder,
Tencent



DING Shizhong
Founder,
Chairman and
CEO, Anta Sports



GAO Yunfeng
President and
General Manager,
Han's Laser



LI Dongsheng
Chairman
and CEO, TCL



Jack MA
Founder,
Alibaba Group



Cindy MI
Founder and
CEO, VIPKID



Ralph SPETH
CEO, Jaguar
Land Rover



WANG Xiaochuan
CEO,
Sogou



ZHOU Hongyi
President,
Qihoo 360

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.

Many disruptors also choose to join CKGSB's Chuang Community - an economic disruption ecosystem that collaborates with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms - resulting in 35 unicorns created at CKGSB.

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 16,000 alumni have invested as an angel)

CHINA START Journey



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