



## Business Startup Series (September – November 2018)

Many people today are looking to leave the daily grind for something that feeds their passion. Well, it takes courage and dedication to start one's own business.

Consider starting your own business? Start here where our experts will give you some insights and hints to help you get your plan off the ground!

Topic/ Programme code	Date and time	Format	Language	Speakers
Financing your Startups (SCPD18092801)	Fri., 28 Sep. 2018 7:00 p.m. – 8:30 p.m.	Seminar	Cantonese	<b>Mr. Leroy Yau</b> Co-founder, 43 Ventures
Startup and Venture Capital: Challenges for Investors and Companies (SCPD18101201)	Fri., 12 Oct. 2018 7:00 p.m. – 8:30 p.m.	Seminar	English	<b>Mr. Thian Chew</b> Managing Partner, Polar Ventures
Sustainable Business for Entrepreneurs (SCPD18102401)	Wed., 24 Oct. 2018 7:00 p.m. – 8:30 p.m.	Seminar	Cantonese	<b>Mr. Allan Lee</b> Head, Family Governance Center, Legacy Academy; Visiting Lecturer, Institute for Entrepreneurship, Hong Kong Polytechnic University
Legal Implications of Business Startup (SCPD18103101)	Wed., 31 Oct. 2018 7:00 p.m. – 8:30 p.m.	Seminar	Cantonese	<b>Mr. Lawrence Yeung</b> Partner, ONC Lawyers
Entrepreneurs Sharing Forum (FCPD18111501)	Thu., 15 Nov. 2018 7:00 p.m. – 8:30 p.m.  (Networking session: 6:30 p.m. – 7:00 p.m.)	Forum	Cantonese	Chairman: <b>Mr. Vincent Teng</b> Chief Editor, Hong Kong Economic Journal Monthly  Moderator: <b>Mr. Mickey Fong</b> Technology Editor, Hong Kong Economic Journal; Author of "初創起義"  Panelists: <b>Ms. Jennifer Liu</b> Founder, The Coffee Academics (Coffee chain)  <b>Mr. Thomas Hung</b> Founder, Oopsie (Online ordering platform for food takeaway)



<b>Venue</b>	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong	
<b>Fee (for each)</b>	HKICPA member or student:	HK\$150
	IA/ HKIAAT member or student:	HK\$150
	Non-member:	HK\$330
<b>Participants</b>	Entrepreneurs; Management executives; Persons who are charged with governance; Persons who are planning to start their own business or interested in learning more about startup investments or already involved in the Venture Capital and Private Equity industry	
<b>Competency*</b>	Corporate finance; Corporate governance; Ethics and regulations; Industry knowledge; Risk management	
<b>Rating*</b>	Foundation to intermediate level	
<b>CPD hours (for each)</b>	1.5	

\* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.

## About the programme

### Financing your startups (SCPD18092801)

#### Course outline

Startup is one of the hottest topics in the business and financial world these days. With seemingly more and more interest and capital going into this emerging field, especially in Asia, how should startups prepare themselves for fundraising? How should potential investors get into this alternative investment? This seminar provides an overview of the startup investment ecosystem as well as the key terminologies and players in this field.

After joining this seminar, participants will understand:

- Different types of startups and their fundraising needs
- Typical financing alternatives for startups
- Key players in the startup investment
- Overview of startup fundraising process
- Typical questions from early stage startups investors
- Do's and don'ts in startup fundraising

#### Speaker

**Mr. Leroy Yau**, Co-founder, 43 Ventures

Mr. Yau has over 20 years of professional experiences in business and IT advisory services. He is a co-founder of 43 Ventures, a private investment and advisory firm that focuses on early-stage business ventures. He is also a co-founder of Taiwan Startup Stadium, one of the largest startup incubation/ hub of Asia. Prior to building his businesses, he was an Advisory Partner at EY and has extensive experiences in business operations, risk management, cybersecurity, and financial and internal controls.



## Startup and Venture Capital: Challenges for Investors and Companies (SCPD18101201)

### Course outline

This seminar covers the challenges in the startup and venture capital (VC) community from the perspectives of both the entrepreneurs looking for capital partners as well as the venture capital/ early stage investors looking to fund such businesses. Topics include:

- The emergence of early stage investment and how the ecosystem has changed
- Startup and early stage entrepreneurs looking for capital and support for growth
- VC and early stage investors looking for the right companies to invest in
- Barriers in taking business from startup to successful high growth

After joining this seminar, participants will gain knowledge about:

- What entrepreneurs of early stage companies need to know in raising capital
- Factors that startup/ early stage investors consider when looking for investments in early stage companies
- Challenges faced in taking businesses beyond the startup phase

### Speaker

**Mr. Thian Chew**, Managing Partner, Polar Ventures

Mr. Chew is a Managing Partner at Polar Ventures, a private equity firm that focuses on small-medium sized enterprises in Asia. Mr. Chew was previously an Executive Director at Goldman Sachs, both in Hong Kong and New York, where he made proprietary investments in growth capital, distressed and special situations.

Prior to Goldman Sachs, Mr. Chew worked at Morgan Stanley (New York), was a Director at KPMG Consulting (Singapore, Sydney) focused on managing large-scale operational restructuring, post-merger integration and business performance improvement programs; and Senior Manager at KPMG (Taipei, Melbourne) performing financial and information technology audit and assurance.

Mr. Chew graduated with an MBA from the Wharton School as a Palmer Scholar; an MA from the Lauder Institute, University of Pennsylvania; a Bachelor of Information Systems from Monash University; and qualified as a Chartered Accountant. Mr. Chew is an Adjunct Associate Professor at the Hong Kong University of Science and Technology's MBA program.



## Sustainable Business for Entrepreneurs (SCPD18102401)

### Course outline

Statistics shows that only 5% of the business can be sustainable for 10 years, 0.39% for 20 years and 0.025% for 30 years. Therefore, it would be one of the biggest challenges for entrepreneurs and management executives to sustain their business for longevity. Japan has the most number of centennial enterprises in the world. Important factors for success include the preservation of the great corporate philosophy and culture of the enterprises, and also the innovation to cope with the changing world. In this seminar, the speaker will share the key elements of sustainable business for entrepreneurs with case studies.

Topics include:

- Statistics sharing of sustainable business
- Key elements of sustainable business
- Case studies on enterprises with longevity

After joining this seminar, participants will:

- Become aware of the challenges for sustainability of business
- Understand the key elements of sustainable business
- Learn from cases of successful enterprises with longevity

### Speaker

**Mr. Allan Lee**, Head, Family Governance Center, Legacy Academy; Visiting Lecturer, Institute for Entrepreneurship, Hong Kong Polytechnic University

Mr. Lee is a Master Family Legacy Planner who is responsible for family legacy consultancy and training services. He specialises in family governance and research on success factors of Japanese enterprises with longevity. He aims at establishing family business governance system for family enterprises.

Since the year of 2018, Mr. Lee has been appointed as visiting lecturer at the Institute for Entrepreneurship conducting Family Legacy Facilitator Courses at Hong Kong Polytechnic University.



## Legal Implications of Business Startup (SCPD18103101)

### Course outline

This seminar will mainly focus on the registration procedures, intellectual property (IP) rights and the risks of ignoring them. Topics include:

- Business and company registrations
- Trademark registration
- Handling of disputes with clients
- Overview of the related IP
- IP protection systems in both Hong Kong and China

After joining this seminar, participants will gain knowledge about:

- Registration process and requirements of startup
- Foundational understanding on IP rights
- The importance of IP to start ups in different industry

### Speaker

**Mr. Lawrence Yeung**, Partner, ONC Lawyers

Mr. Yeung is a practicing solicitor in Hong Kong with an LLM and a PhD in Laws. He has over 15 years of experience in handling commercial and IP disputes and non-contentious matters.

Mr. Yeung's professional IP practice covers overseas regions such as Europe, the United States and Asia. His expertise includes reviewing IP portfolio for enterprises to identify any structural defects and giving advice thereon; assisting enterprises in setting up IP projects/ asset management and global brand protection strategies; protection of IPR in investment agreements; trademark clearance, maintenance and applications; copyright protection; PCT filing; design applications and protection; IPR capitalization; licensing agreements; analysis and search; dispute resolution; IPR protection, due diligence, transactions and licensing negotiations, etc. Mr. Yeung often represents the Law Society of Hong Kong and his law firm to speak at various conferences on the latest IP cases and the importance of proper IPR management for enterprises and key points to note.

Mr. Yeung has been appointed as expert in the Center for Enterprise Legal Rights Protection and Resolution of Complex Cases of Liaoning Province, Advisor of Hong Kong Intellectual Property Department IP Consultation Service and as part-time tutor and lecturer of master degree courses in Intellectual Property offered by universities in Hong Kong. He has more than 10 years of teaching experience and also published a number of essays on both the practical and academic aspects of various legal areas.

## Entrepreneurs Sharing Forum (FCPD18111501)

### Course outline

Every business runs the risks of success and failure. At this sharing forum, a panel of successful entrepreneurs will share insights and stories to add to your knowledge about building a business. Come and get inspirations from experienced entrepreneurs! Whether you are considering a business startup or not, learn what you should do and shouldn't do in a business, and get motivated as to how one should strategically move towards a business.



**To confirm your CPD booking,  
 just log on to "My CPA" at  
<http://www.hkicpa.org.hk>**

**HKICPA Event Enrolment Form (For Support Programme)**

Finance & Operations Department,  
 Hong Kong Institute of CPAs,  
**37/F, Wu Chung House, 213 Queen's Road East, Hong Kong**

Payment & Enrolment Status Enquiry: 2287 7381  
 e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
 Fax : 2893 9853

Course Information Enquiry:  
 2287 7386 / 2287 7230  
 e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

**FOR OFFICE USE**

**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
<b>Total (HK\$)</b>							

I am unemployed and not working. I am planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_  
*Contact information is used solely for communication of this particular event, without update to your member profile.*

**Payment Method** (Please tick the appropriate box)

Cheque (no. \_\_\_\_\_) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(7)</sup>

BOC HKICPA VISA     BOC HKICPA UnionPay card     Other VISA / MasterCard

Card Number:																			Card Expiry Date (MM/YY):				
Cardholder's Name (block letters):	Cardholder's Signature:												Date:										

*Payment receipt will be sent to your email address provided above once the payment is confirmed.*

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified with full refund.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
  - Please issue SEPARATE CHEQUE for each event.
  - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - No unauthorized audio or video recording is allowed at CPD events.

**Personal Data:** Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

For non-member and firm payment by cheque, please fill-in your postal address for refund.

Name:	Name:
Address:	Address: