

中華人民共和國香港特別行政區
Hong Kong Special Administrative Region
of the People's Republic of China

25th ANNIVERSARY

5TH STARS PROGRAMME

DEMO DAY PROPTech + ESG

20th October 2022

Organiser

Strategic Sponsor

Strategic Partners



ABOUT STARS PROGRAMME



STARS Programme is a mentorship and partnership-centric programme on a zero-equity basis. Participating startups will receive a broad range of support covering mentorship, business and investor matchings, proof-of-concept trials, upskilling workshops, networking opportunities and market exposure, empowering their capabilities and growths on multiple fronts.

Synergies

Business and Investor Matchings

Fully backed by Federation of Hong Kong Industries, the only statutory chamber composed of thousands of members across 32 industry groups, the STARS Programme brings in a stream of one-on-one consultations, matchmaking sessions, networking activities and co-creation opportunities. Not only can startups connect with the right partners to fast-track product commercialisation cycles, enterprises can also explore value-added innovations and high-yielding investment that future-proof their businesses.

Training

Star-studded Mentors

Our board of mentors is made up of active players in the startup ecosystem, geared up with extensive experience and profound insights. Our mentors boast solid track records of business success, possessed of enormous passion to empower startups with practical guidance covering idea conceptualisation, business planning, product development, commercial validation, go-to-market strategies and fundraising plans.

Capacity Building

Participating startups can solidify their business fundamentals through workshops hosted by domain experts, significantly advancing their capacities on various frontiers.

Acceleration

Zero-equity Accelerator

With zero financial obligations to the STARS Programme, participating startups can receive a bevy of perks encompassing guidance from strategic advisors, educational resources, a vast network of industrialists, corporates, investors and a broader startup community.

Proof-of-concept Trials and Pilot Schemes

Hong Kong Startup Council serves as a facilitator to encourage corporates to sample trailblazing innovations and leading-edge solutions, with a view to leapfrogging the adoption of innovative technology across traditional and emerging industries. Throughout the Programme, participating startups are given many opportunities to take part in various proof-of-concept trials and pilot schemes, in active pursuit of the best product market-fits, target markets and commercial validations.

Relations

Demo Day

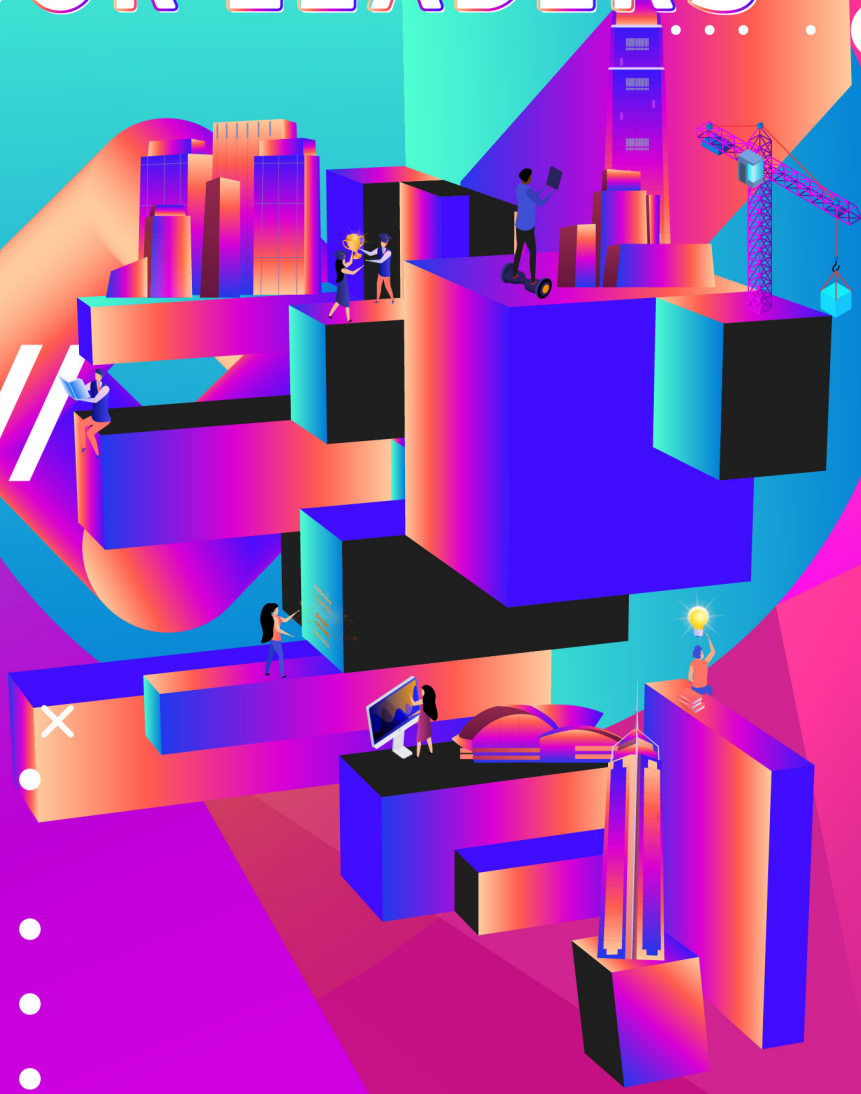
Startups would stage a row of innovative, value-added products/solutions at Demo Day, the conclusion of STARS Programme. Journalists, technopreneurs, industrialists, investors and luminous executives would be invited to commemorate their graduation. Aside from product showcases, plenary sharing, pitching sessions and networking events at Demo Day enable startups to share ground-breaking ideas and discuss the room for collaboration with like-minded professionals.

Spotlight

Stage your innovation in the spotlight. Hong Kong Startup Council actively engages our STARS in various showcases, plenary sessions and networking activities to spark awareness and increase their brand exposure. The Council champions entrepreneur extraordinaires and disruptive innovations. We've built solid rapport with leading media outlets to help our startups grow publicity and attract more businesses, partners and investors. Let your venture story be well-pictured and written, and be one-of-a-kind.



MESSAGES FROM OUR LEADERS



MESSAGE FROM OUR LEADERS



Jason Chiu

Chairman,
Hong Kong Startup Council

Chairman's Remarks

The theme of our 5th STARS Programme - “PropTech + ESG”, is a new buzz in the ecosystem. We shortlisted 13 star-grade startups (STARS) in April, ranging from low-carbon materials, housing design and management, and artificial intelligence systems to robotic applications, and offered them intensive training and impactful mentorship. Along the 7-month adventurous mentorship and growth journey, these STARS will demonstrate their remarkable outcomes with a wide range of innovative products and services on the Demo Day as a concluding event.

Real Estate is no longer a stranger in the world of innovation and technology. PropTech and ESG-oriented startups have been popping up here and there over the last decade, starting to bridge the gap between Real Estate and Technology. According to the UN Global Status Report for Buildings and Construction 2021, built environment accounts for 36% of the global final energy consumption and 37% of energy related CO₂ emissions. The use of technologies for improving ESG performance and compliance across the board in the property sector will go a long way. The STARS Programme will continue to thrill with more innovative ideas supporting startups and making significant impacts on society.

We are grateful for our strategic sponsor Citi’s unwavering support to the STARS programme and in pioneering a ESG workshop series in our cohort curriculum.



MESSAGE FROM OUR LEADERS



Mingles Tsoi

Vice Chairman,
Hong Kong Startup Council

Lead of Cohort's Insights

In the current marketplace, ESG is gaining traction and is no longer a want but a need. Through the 5th cohort of the STARS Programme, startups can embrace ESG practices to be sustainable in the long run. The Demo Day can showcase the best of corporate Hong Kong's ESG efforts in property and technology, hopefully, spur more companies and investors to engage positively with their own ESG initiatives.

According to the Hong Kong Financial Services Development Council (FSDC), Hong Kong has entered the growth stage as an ESG investment hub. The ecosystem, which includes startups and established businesses, should keep increasing our effort and drive continuous improvement in pushing forward the ESG agenda. The next to expect is to expand the scope of the ESG journey, and it is hoped that the STARS Programme will encourage more businesses, entrepreneurs, and related talents to collaborate for a cleaner and greener environment.



MESSAGE FROM OUR LEADERS



Prof Andrew Young

Chief Mentor,
5th STARS Programme

Chief Mentor's Note

The 5th STARS Programme brought together talents with highly innovative ideas in the PropTech and ESG sectors. I am honoured to be this cohort's chief mentor and cultivate a diverse range of trailblazing innovations brought by 13 star-grade startups.

Customers and investors increasingly demand transparency and sustainable development from property developers, so ESG has been a key driver when people discuss smart building. As global warming has already caused the extinction of numerous species on our planet, it is crucial to make buildings intelligent to reduce excessive carbon emissions. Society needs more talents like them to integrate sustainability into commercial properties for the foreseeable future.





MESSAGE FROM OUR LEADERS



Anson Kwok
Head of Commercial Bank,
Citi Hong Kong

Citibank Congratulatory Message

Citi Hong Kong is pleased to continue our support for the 5th STARS Programme and delighted to see the innovative PropTech solutions developed by the participating startups. Most importantly, we are thrilled to know that the startups are ready to take up the opportunities and challenges to reinvent the industry and chart a path to industry upgrades and transformation for the future development of Hong Kong. My warmest congratulations to all our star-grade startups!

Citi Hong Kong is celebrating our 120th anniversary this year, and our support for this programme recognises Citi's deep roots in Hong Kong and our ongoing commitment to driving growth and economic progress for the city we love - now, and in the future. As we embark upon this momentous journey on Demo Day, I wish to underline Citi's continued support for the Hong Kong Startup Council and the Federation of Hong Kong Industries and our ongoing joint contribution to the betterment of Hong Kong.

My best wishes to the participating startups for every success ahead! We look forward to working with you to revolutionise the industry, develop sustainable business models and achieve greater social and environmental success.





STARTUP PROFILE



Startup Profile

1



澤浩高純金屬有限公司
Achelous Pure Metal Co. Ltd

Founder

Mr Alan Wong

Co-Founder

& Business Director

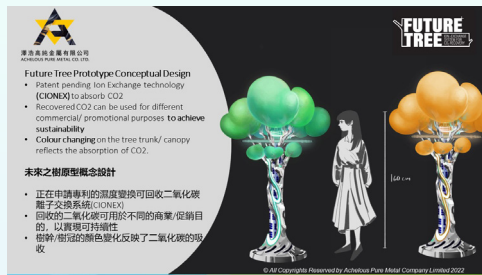
Mr Shawn Cheng

www.apuremetals.com



Achelous Pure Metal Company Limited

Advanced ion-exchange technology, Future Tree



Year of Establishment 2020

Achelous Pure Metal (APM) is an incubatee of Hong Kong Science Park's Incu-Tech Incubation Programme. We seek to provide future-oriented and greener solutions in waste treatment to improve the environment and achieve sustainability. Future Tree is our answer to achieving carbon neutrality - with our self-developed ion-exchange technology, our Future Tree possesses a supreme ability, absorbing 1,000kg of carbon dioxide a day - or the intake of roughly 10,000 trees. Digitalising and magnificent, its design also serves as an art installation, attracting visitors and creating cinematographic moments and interactive experiences.

Startup Profile **2**




CEO

Mr Lester Chan

Technical Lead

Mr Alex Tang

 www.seer.so

Aura Labs Limited

Building and facility management software



Year of Establishment 2017

Aura Labs is working on SeerOS, a digital integration platform for the built environment. Our goal is to become the single technology stack to manage and operate modern buildings. Seer provides scalable software tools to help property operators become more efficient. It also powers modular solutions to enhance tenant experiences across various verticals. We are enabling the Generational Leap in out-come driven properties.



Cb Asiabots

Asiabots Limited

Enterprise-graded AI solutions

CFO

Mr Chris Shum

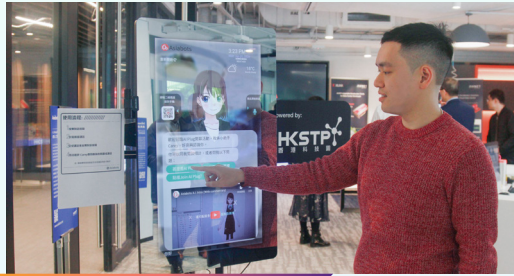
COO

Mr Issac Wong

CTO

Mr Ryan Lam

 www.asiabots.com



Year of Establishment 2017

Asiabots was founded in 2017 and focuses on developing artificial intelligence technologies. Owing our self developed Natural Language Processing (NLP) and Text-to-Speech Engine (TTS), Asiabots has launched various creative products for business situation, for example A.I. Ambassador, Voicebot and Chatbot. Based in Hong Kong, Asiabots is specially good in teaching A.I. to understand multi-languages, Cantonese, English and Mandarin. Aiming at visualising artificial intelligence and applying A.I. in business environment, Asiabots is a rapidly developing enterprises with decent team and product.



BONBON-X

CEO

**Mr Wong Man Chun
Matthew**

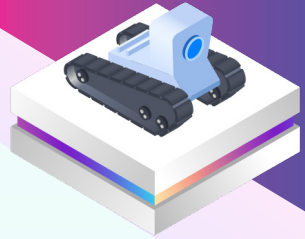
CTO

Mr Johnny Sze

COO

Mr Leo Kwan

 www.bonbon-x.com



Bonbon-X Limited

Underground pipeline robot



Year of Establishment 2021

Bonbon-X specialise in underground inspection robotics technology. Based on Hong Kong underground environment, we are in cooperation with the Hong Kong Polytechnic University Department of Land Surveying and Geo-Informatics. The biggest difficulty we are facing right now is lack of robotics talents and capitals. Sometimes there may not be sufficient budget to purchase better tool and equipment for development. The biggest problem we face in our application is how to make the robot more reliable and more compact in size.

In the past, constructor need to enter the pipeline for inspection, it was necessary to send workers to work underground to collect data. There are often many industrial accidents in this type of scenarios, causing many families to lose a Breadwinner of their family. This time, we will be making a robot, hoping to use the robot to enter dangerous places to help humans collect important data and reduce the risk of accidents.

Our underground robot Pioneer can also be applied to other scenarios in the future, such as search and rescue of collapse environment, fire disaster, confined space inspection, suspend false ceiling detection and other disaster site application etc. In addition, we will adhere to our company's original intention and tailor-made some functions for customers to suit their special needs. These services are our cutting-edge advantages to other companies.



D2 Bros Technology Engineering Limited

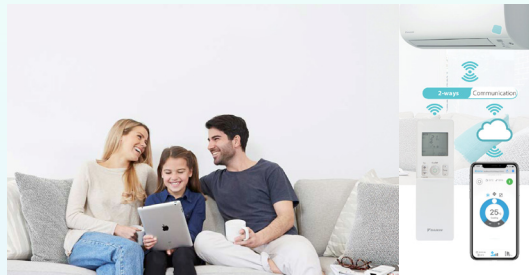
Two-way air conditioner controller

**Director/
Product Manager**

Mr Ray Au

**Technical Lead
Mr Lau Hung Fai**

 www.d2bros.com

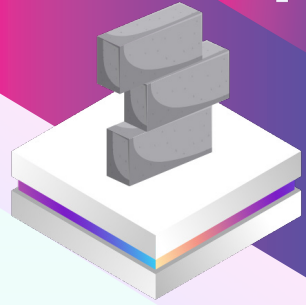


Year of Establishment 2019

D2bros is a technology company mainly focusing on smart air conditioning product development and solutions. Our mission and vision is to let our products achieve a sustainable, energy-efficient green building concept, thereby bringing a safe and comfortable indoor air environment to the end user.

Our patent product, Two-way air conditioner (AC) controller adopts the unique technology to enable one or multiple users to control their air-conditioners both locally via conventional remote controller and remotely via mobile application or web application. The system provides the real-time air-conditioners operation status to let users monitor and manage their air-conditioners irrespective of the users' location or their line of sight. Users can remotely operate air conditioners at or away from home according to their lifestyle, and check the temperature of the room and AC status.

Startup Profile 6




FORMWORK IO

Formwork IO Limited

Carbon negative paving block

Founder

Mr Antonio Ng

 www.formworkio.com



Year of Establishment 2020

Formwork IO is a startup in the climate tech space with a mission to accelerate the transition towards carbon neutrality targeting the buildings and construction sector. We are developing carbon neutral building products such as paving blocks, bricks and panels through a new set of carbon removal technologies while upcycling CO₂ during the production process. This will allow our customers to future proof their projects when it comes to climate change, to decarbonise and earn carbon credits during construction or renovation, and to reduce their scope 3 emissions under Environmental, Social & Governance (ESG).



GrinBean

GrinBean Hong Kong Limited

One-stop waste and recycling management solutions

Co-Founder

Software Development Lead

Mr Archie Loong

Co-Founder

Project Development Lead

Mr Ivan Lee

Co-Founder

Software Development Lead

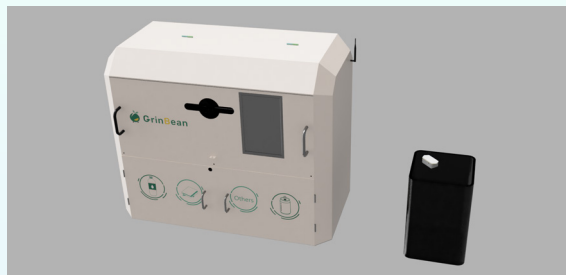
Mr James Lam

Co-Founder

Business Development Lead

Mr Tom Leung

 <https://grinbean.hk/>



Year of Establishment 2020

GrinBean is a waste and recycling technology company powered by IoT, robotics and AI. Our solutions are supported by an extensively trained computer vision algorithms and sensor-fusion method that can recognise, classify and sort various types of waste and recyclables, utilising robotic hardware.

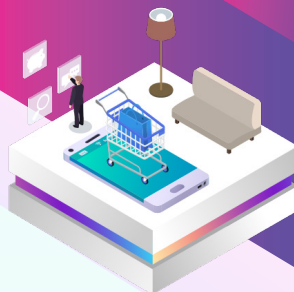
Our suite of products include: Auto-sorting AI Recycling Machine with customer-facing features to engage and reward recycling; Plug-and-play Waste Audit Module to upgrade existing bins into IoT-enabled data collection point for ESG reporting and operational planning; Industrial-grade AI-aided Recyclable Sorting Facility to maintain clean stream of recycling materials and reduce municipal waste charging cost.

Startup Profile 8



HOMIE LIVING

靈感+購物 香港線上家居平台



Co-Founder
Miss Stephanie Lam
Miss Lydia Lau

 <https://homieliv.com/>

Homie Living Limited

Home styling e-commerce platform



Year of Establishment 2020

Founded in 2020, Homie Living is a platform inspired by the struggling personal experience of the 2 post-90s founders in their very first homeware and furniture purchasing journey. The platform believes in the importance of getting sufficient inspiration in the home styling journey, and aims to become the top-of-mind home e-commerce platform in Hong Kong, offering an efficient, one-stop online destination for Hong Kong new homeowners.

Homie Living delivers over 2,500 interior design inspirations offered by more than 100 Hong Kong local interior designers, as well as 6,000+ options of furniture, homeware and smart home products with high price-to-value ratio. Homie Living is a member of the Hong Kong Science Park Incubation Programme. In the upcoming stage of development, Homie Living aims to develop AI and machine learning models to generate personalised furniture mix-and-match recommendations. The product to be developed would be an “AI-Enabled Virtual Interior Stylist” that leverages on interior styling experts’ knowledge and technology to further aid Newly Formed Households’ home purchasing journey.



I2Cool Limited

Passive radiative cooling paint for energy-saving and decarbonisation

Co-Founder

Dr Lee Hau Him

Mr Lin Kaixin

Dr Tso Chi Yan

www.i2coolhk.com



Year of Establishment 2021

i2Cool is an innovative startup developing passive radiative cooling technology, smart window, and AI control of air conditioning systems with the support of HK Tech 300, CityU. i2Cool aims to promote a novel energy-free and environment-friendly passive radiative cooling paint for energy-saving and decarbonisation, achieving net-zero buildings. iPaint is a unique building material that can spontaneously provide a cooling effect for the applied objects by blocking incoming thermal radiation and radiatively dissipating heat to cold outer space through the mid-infrared wavelength range. According to the data collected from real-life iPaint projects, around 5-6°C indoor air temperature reduction can be achieved. i2Cool will collaborate with different parties and organisations in the building, energy, and paint industries to effectively demonstrate and promote iPaint product. Continuous product and business upgrades will also be conducted to maintain technical competence and business sustainability. The goals of i2Cool are achieving remarkable environmental and social impacts, mitigating the energy shortage and climate change, while facilitating overall sustainable development and economic growth in China and the world.



Founder & CEO
Mr Ronald Ng

 https://moveitmoveit.io/zh_TW/



MOVE IT MOVE IT Limited

Innovative logistics platform with AI furniture recognition technology



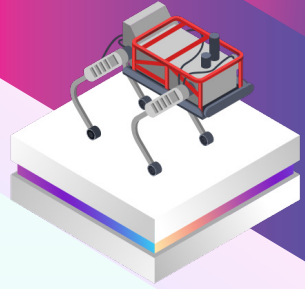
Year of Establishment 2021

MOVE IT MOVE IT is an AI logistics platform powered by big data and AI furniture detection technology. Advocating for tech-innovation of green logistics and a comprehensive property ecosystem.

We provide services as SaaS platform for B2B clients to streamline fleet management for delivery & relocation progress. With building a centre logistics management control system for enterprise customers through mobile app and the web. With our data visualisation, tailor features to meet the needs of different business, such as order scheduling, real-time data display and performance management.

For B2C, we provide the comprehensive relocation services. We have over 50+ trucks, 2+ storage partners, 2+ recycling firms, and 2+ insurance coverages to provide relocation, pack & unpack, dismantle & assemble, storage and disposal services.

Through providing hands-on services to our customers, our service integrates interior design recommendations visually before relocation with the AI method and post-moving, including cleaning services, home insurance, and electronics & furniture purchase discount channels. Converge to become an all-in-one service.



Founder & CEO
Mr San Wong

www.r2c2.ai/

R2C2 Limited

Universal robot management system



Year of Establishment 2020

R2C2 is the leading innovator of robot automation and mission collaboration platform to make the construction and inspection industry safer and more secure.

R2C2 develops an ARC platform (AI-ROBOT-COLLABORATION) to connect robots of different brands and different form factors. Our intuitive user interface requires no special training for user to tele-operate robots, collect data, deploy AI application and manage the robot ROI (Return of Investment) with a couple clicks.

R2C2 ARC platform has been deployed in construction sites, remote work sites, commercial and residential premises to perform patrol, inspection and predictive maintenance. R2C2 ARC platform will expand into manufacturing and transportation industries in the future.



spare-it

Spare-it Limited

Smart waste monitoring technology for waste reduction

CEO

Mr Laurent Canneva

COO/ CTO

Mr Laurent Meunier

 www.spare-it.com/



Year of Establishment 2021

Spare-it is a Boston-based cleantech startup that offers unique solutions for the real-time tracking of waste streams and sustainability education in workplaces through proprietary technology. Spare-it has partnered with renowned organisations such as Swire Property, Harvard Medical School, the Massachusetts Institute of Technology and Moderna, and has recently been extending its smart waste reduction solutions into Asia.

Spare-it envisions to help our clients to set up the ideal sustainable office. With the people centric software platform, Spare-it collects work-place live data, displaying it to the employees, and gamify waste reduction to act as a catalyst for the sustainability culture. Spare-it is a catalyst for sustainability. Grounded in the philosophy that awareness and behavior change can not happen without data. Spare-it helps businesses, office owners and universities quantify all kinds of workspace waste (general waste, energy, water, travel...) and encourage employees and students to reduce!



Super Bamboo Limited

Advanced augmented bamboo material

Technical Adviser

Prof Lu Yang

CEO

Mr Andy Ong

CTO

Dr Fan Rong

Lead Engineer

Dr James Utama
Surjadi

 www.thesuperbamboo.com



Year of Establishment 2021

Super Bamboo is a green material science startup that designs advanced augmented bamboo materials to help save the earth. We combine nature's friendliest resource with innovative engineering to push it to do what was previously considered impossible.

Our current core technology, Super Bamboo™, is an award-winning material 350% stronger than normal bamboo. It is even stronger than industrial steel and titanium alloys. Super Bamboo™ uses a breakthrough manufacturing method utilising no formaldehyde, toxic glue, or other toxic chemicals. Super Bamboo™ can be used in applications such as furnishings, construction, automobile interiors, and even the aerospace industry in the future.

We hope to contribute an ecosystem of augmented bamboo materials to help build a greener and healthier world.



HIGHLIGHTS OF 5TH STARS PROGRAMME



2022
APRIL

Vetting Day

Shortlisted 13 star-grade startups by PropTech and ESG experts



- Credit to below vetting committee members:
1. Mr Jason Chiu, Chairman of Hong Kong Startup Council
 2. Mr Mingles Tsoi, Cohort Lead of 5th STARs Programme & Vice Chairman of Hong Kong Startup Council
 3. Prof Andrew Young, Chief Mentor of 5th STARs Programme & Co-Chair of Hong Kong PropTech Alliance
 4. Mr Andy Wong, Managing Director of Citi Commercial Banking
 5. Ms Alice So, Head of Entrepreneurship, Entrepreneurship Team of Hong Kong Cyberport Management Company Limited
 6. Mr Leo Luk, Senior Manager HKSTP Ventures of Hong Kong Science and Technology Parks
 7. Mr Kent Jan, Director & Head of Digital Transformation & Innovation of Hongkong Land Limited
 8. Ms Akina Ho, Head of Digital Transformation & Innovation of Great Eagle Holdings Limited

2022
MAY

Upskilling Workshop

"Government Funding Scheme Intellectual Property & Q-Mark Schemes"



2022
MAY

Upskilling Workshop

Pitching and Fundraising



2022
MAY

STARS Parade

Startups showcased their innovation in two-week long video marathon on social media channels



2022
MAY - OCTOBER

Mentoring and Coaching

Professional advices and profound insights provided by the experts in the startup ecosystem

2022
JUNE

Upskilling Workshop

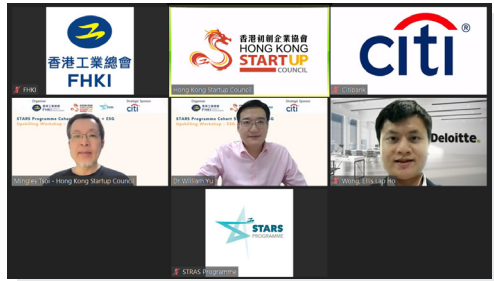
ESG Series (1) "ESG Investing and Social Criteria for Today's Business"



2022
JUNE

Upskilling Workshop

ESG Series (2) "Demystifying ESG:
Environmental Factors and
Corporate Governance"



2022
JULY

Matching Day

Matchmaking event
between startups and
potential investors



ACKNOWLEDGEMENT

Organiser



香港工業總會轄下  A HKI Council

Strategic Sponsor



Strategic Partners



Supporting Organisations

Public Organisations



Property Developers



Supporting Organisations

Investor Network



Academia



ABOUT

HONG KONG STARTUP COUNCIL



Established under the Federation of Hong Kong Industries in 2016, Hong Kong Startup Council is devoted to serve as a platform to accelerate the growth of local startups by connecting them with entrepreneurs, investors, R&D and educational institutions, with the purpose of creating synergies between Hong Kong's traditional and new economies, as well as facilitating startup ecosystem in Hong Kong.

FEDERATION OF HONG KONG INDUSTRIES



Federation of Hong Kong Industries (FHKI) was established in 1960 to promote and foster the interests of Hong Kong's industrial and business communities. Representing manufacturing and associated businesses from 32 industry groups, FHKI brings together like-minded entrepreneurs to spearhead the advancement of Hong Kong's industry. Through policy advocacy, professional business support services and cross-sector collaboration, FHKI strives to build a dynamic industrial ecosystem to take forward transformation and re-industrialisation of Hong Kong's economy, sparking new business opportunities and charting diverse paths for the younger generation.

Connect with us



www.startup.org.hk



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8 Cheung Yue Street,
Cheung Sha Wan,
Kowloon, Hong Kong



Hong Kong Startup Council



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Hong Kong Startup Council



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**5TH
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DEMO DAY
PROPTech + ESG

