



HKBAN Investment Matching Gathering with TEN - Information Pack

Thank you for your participation at the HKBAN Investment Matching Gathering with TEN 2018!

This is an invaluable occasion to make your business known to a group of experienced angel investors which may potentially lead to a funding opportunity for your business. These investors are particularly interested in funding companies at the early stage with ticket within the range of HK\$ 500,000 to HK\$ 5,000,000.

Timeline and Required Elements

- On or before **May 15th**, please send your business plan presentation materials to TEN via email Contact@ten.org.hk.
 - 8-minute business plan presentation (PPT/PDF)
 - 2-page brief business introduction / teaser (PDF/Word)
 - the teaser template is attached; you are encouraged to submit as much relevant information as possible
- On or before May 25th, you will be informed if you will be invited to a pre-screening presentation for the TEN Capital Committee on **May 29th**.
- On **May 29th, 6pm-9pm**, the short-listed participants will present their 8-min business plan to the TEN Capital Committee and be informed if they are qualified for the presentation to the members of HKBAN on June 13th. If you are qualified and selected;
 - TEN will inform you of the venue and your 15-min appointment time for June 13th
 - you will need to pay HK\$ 200 to TEN.
 - TEN will share your business plan materials with HKBAN on or before June 5th.
- On **June 13th, 1pm-4:30pm**, maximum 8 qualified participants will present their business to the panel of investors from HKBAN; the presentation is expected to be 15 minutes.
 - You will need to arrive at a specific time to make an 8-min presentation followed by 7-min Q&A session – 15 minutes in total at a venue to be confirmed.
 - You are welcome to print out your presentation and bring along your prototype/ product for this presentation

Some pointers for consideration when preparing your presentation...

1. How do you introduce your business in one sentence?
2. What problem are you solving?
3. How does your product solve the problem? Please bring your prototype / product if available.
4. How will you make money? Describe the business model.
5. Who is the target market? What is the market potential?
6. What/who is the competition? Consider to demonstrate in a matrix graph.
7. What are the barriers of entry? Especially IP, patents, secrets or data analysis.
8. What are your projected financials? Simple cash forecast showing revenue and cost drivers, EBITDA, Capex, working capital, tax and required investment. Bottom line is cash-in-the-bank.
9. How much fund do you need? For how much equity? Valuation justification if available. What will you use the funds for? Consider to use a chart.
10. What is the exit strategy for investors?
11. Who is in your team? And who will deliver the solution? Skills, experience, strengths.
12. Conclusion to take away in a few bullet points.

TEN-The Entrepreneurs' Network

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Some helpful courses to your business plan preparation...

Professor Frederick Yung, previously headed the Business Incubation Programme of HK Science and Technology Parks Corporation (“HKSTP”) and had incubated more than 300 technology and design start-ups and reviewed over 1,000 business plans, will host **an event specially for TEN members on April 17th** focusing on the advice on elevator pitching. RSVP via the announcement to be sent later in March.

April 17th, special TEN member-only event at Levels 6:30-8:30pm
Workshop on angel investor business pitching

Professor Yung will also conduct a condensed version of the MBA course developed and taught in the CUHK MBA programme with Hong Kong Productivity Council Academy as below: The Startup “Make or Break” series of workshops, details on <https://www.hkpcacademy.org/en/programme.jspx>

April 27th, course ref: 10005843-12
How to prepare Entrepreneurial Mind-set and systematically work on market identification and business modeling

May 4th, course ref: 10005843-13
How to do Elevator Pitch and a PowerPoint pitch deck for Investment

May 18th, course ref: 10005843-14
How to prepare a full Business Plan and due diligence for VCs

Best of luck with seeking funding for your business!

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~ Supporting entrepreneurship since 2005 ~