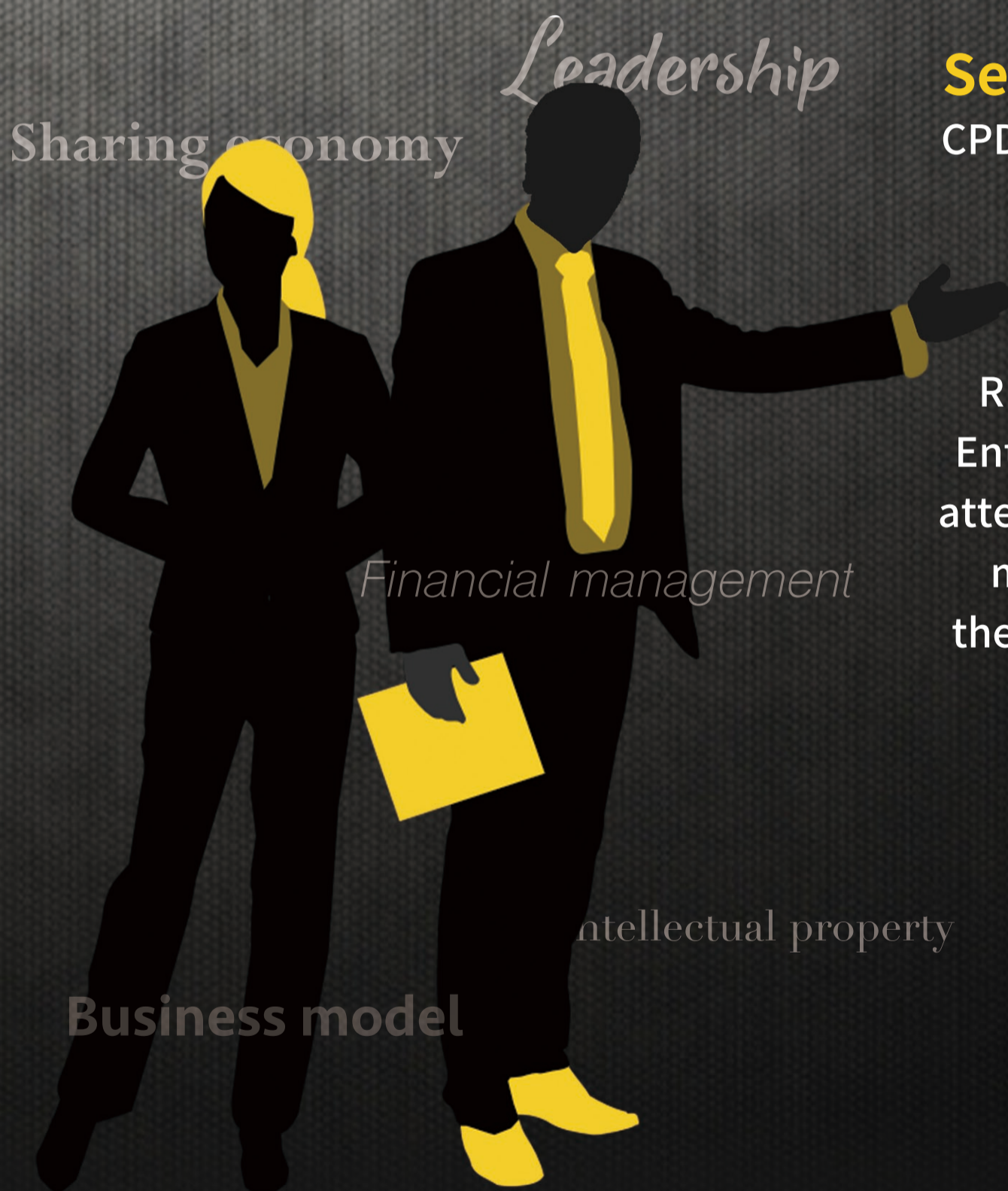


# ENTREPRENEURSHIP ACADEMY 2017

Ten-week workshop to enhance your skills  
in building your first business for your innovations



**Sept 27 – Dec 13, 2017**

CPD-LG.08, Centennial Campus

RPG students who completed  
Entrepreneurship Academy by  
attending all the core meetings  
may have this recognized on  
their transcripts depending on  
their study programmes.



Seats are limited.  
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Co-organisers:



**DREAMCATCHERS®**  
THE UNIVERSITY OF HONG KONG



# Entrepreneurship Academy 2017 - Programme Outline

Week	Topic	Speaker
<b>1</b> Feb 15, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Innovation and Entrepreneurship – Turning Ideas into Reality</b> This session introduces the concepts and tools of Entrepreneurship, and the means for researchers to turn their inventions and innovations into commercial successes.	<b>Prof Paul Cheung</b> <i>Faculty of Engineering , HKU</i>
<b>2</b> Feb 22, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>The Making of a Business – A Network Perspective</b> This session covers the basic concept of forming a business and its related issues such as company type and structure, business model and value proposition, operation and social network as a social capital for entrepreneur.	<b>Dr Gilbert Y Y Wong</b> <i>School of Business, HKU</i>
<b>3</b> Mar 1, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Creating Startup Success - Business Model Design and Entrepreneurial Leadership</b> This session covers the basic elements of business model design and the critical factors for starting and running a successful business startup.	<b>Prof Simon Lam</b> <i>School of Business, HKU</i>
<b>4</b> Mar 8, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Sharing economy</b> This session covers the concept and principles of sharing economy, its related issues such as value creation and zero sum game. Case studies on Uber, Airbnb and Carshare will be discussed.	<b>Dr Dominic Chan</b> <i>Founder and Partner, Dark Horse Investment</i>
<b>5</b> Mar 15, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>The 5 Dynamics of Entrepreneurship</b> This session studies the 5 Dynamics of Entrepreneurship which include the personal operating system of the entrepreneur, the product and/or service being offered, the garage team that drives the opportunity forward, the culture of the startup company and the set of indispensable management tools which are commonly overlooked.	<b>Dr Saimond Ip</b> <i>CEO, OnePort Limited</i>
<b>6</b> Mar 22, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Learning about intellectual property for startups</b> Intellectual property rights (IPRs) allow innovative entrepreneurs to commercialise, manage and trade their creative, inventive and innovative intellectual output. It is extremely important for startups to understand the different types of IPRs and how they fit into their business model.	<b>Dr Frank Wan</b> <i>Legal Counsel; Venture Capitalist in Biotechnology; Director of Versitech, HKU</i>
<b>7</b> Mar 29, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Transforming Technologists into Entrepreneurs</b> Do you have what it takes to become an entrepreneur? This session explores the traits that will help you.	<b>Mr K.O. Chia</b> <i>President, HK Venture Capital &amp; Private Equity Association; Director of Versitech, HKU</i>
<b>8</b> Apr 5, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Money Matters</b> This session covers the means to measure and report the financial aspect of a business, such as how to understand various kinds of financial statements, in addition to the important subject of cash flow management.	<b>Dr Sammy Fung</b> <i>School of Business, HKU</i>
<b>9</b> Apr 12, 2017 (Wed) 5:30 - 7:00 pm CPD-LG.08	<b>Startup Sharing (Optional*)</b> This session is a sharing by startups from HKU on their journey, challenges and lessons learned. <i>(Please note the change of venue)</i>	<i>Speakers to be confirmed</i>
<b>10</b> Apr 19, 2017 (Wed) 5:30 - 7:00 pm TBC	<b>Visit to Innovation and Entrepreneurship Facilities (optional*)</b> - Introduction by the Host - Sharing by HKU Alumni Entrepreneurs Club - Sharing by TSSSU@HKU Awardees	<i>To Be Confirmed</i>