



## Executive Certificate in Start-Up Formula

### 行政人員證書《初創成功方程式》(EP102A)

This course aims to nurture entrepreneurial talents with the right mindsets and skillsets in creating and sustaining successful start-up business by transforming creative ideas into innovative products. The teacher is a successful startup entrepreneur who will share his experience on critical elements in formulating a successful start-up business, assess supporting resources and available funding to build, develop, and sustain new business ventures. Industry experts will be invited as guest speakers to share their insights and to broaden the network of the students.

#### Programme Structure

- **Overview for Entrepreneur**
  - Startup Journey
  - HK Eco-System for Start-ups
  - Challenges & Opportunities
- **Elements to Start**
  - Vision + Passion + Action
  - Team Formation
- **Building Business Models**
  - Business Model
  - Exit Strategy
- **Product and Solution Design**
  - Design Thinking
  - Lean / Minimum Viable Product
- **Business Plan & Implementation**
  - Acquiring the First Customer
  - Go-To-Market Planning and Execution
- **Financial Management**
  - Sources of Funding
  - How to Work with Venture Capital

#### Entry Requirement

Applicants shall hold:

- (i) a bachelor's degree awarded by a recognized university or equivalent; or
- (ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
- (iii) relevant professional qualifications.

Applicants with other qualifications will be considered on individual merit.

#### Programme Delivery

10 sessions X 3 hours = 30 contact hours

Weekday evenings

Medium of instruction: English  
supplemented with Cantonese

#### Course Fee

- HK\$6,800 per programme



For the latest information,  
please visit our website.

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**COURSE CODE:**

EP102A

**STUDY MODE:**

Part-Time

**APPLICATION CODE:**

Please refer to our Website.

**START DATE:**

To be Advised

**LANGUAGE:**

English supplemented with Cantonese

**LOCATION:**

HK Island

**Course Fee****HK\$ 6,800**

### Application Procedure

Online application on website; or  
Complete and return the application form in person to HKU SPACE Enrolment Centre. The application must be accompanied with:

- A non-refundable application fee of HKD150
- Photocopies of ID card, relevant certificates/transcripts, or other documentary proof of the applicant's working experience (Please bring original certificates/transcripts and proof of working experience for certification at HKU SPACE Centres)

### Programme Enquiries

Telephone: 2867 8318

Email: [ice@hkuspace.hku.hk](mailto:ice@hkuspace.hku.hk)

### Lecturer: Mr Albert Au – Founder & CEO of AcesoBee Limited; Mr Billy Chung - General Manager, GoAnimated

Albert is a self-made entrepreneur in the eHealth and HealthTech industry. He is the founder of AcesoBee (Cyberport Incubation Graduate) and the creator of acesome. He started out as a Healthcare Solutions Specialist at IBM China / Hong Kong, before he successfully founded his first business venture Healthbasic.com and was acquired by Quality Healthcare in 2001. He holds a bachelor degree in Computer Science and an MBA degree from the HKUST.

Billy is currently the General Manager (Asia) of GoAnimate, a US-based company that developed a do-it-yourself (DIY) animation platform. Its technology has also won a number of industry awards, including four HK ICT awards and one AICTA award. He has over 15 years of experience running HK listed companies and emerging start-ups. He holds an MBA from the University of Toronto.

**Admiralty Learning Centre  
[ADC]**

- 📍 3/F, Admiralty Centre,  
18 Harcourt Road, Hong Kong  
(Exit A, Admiralty MTR Station)
- ☎ 3761 1111

**Fortress Tower Learning  
Centre [FTC]**

- 📍 1/F, Fortress Tower, 250 King's  
Road, North Point, Hong Kong  
(Exit B, Fortress Hill MTR Station)
- ☎ 3762 0888

**HPSHCC Campus  
[HPSHCC]**

- 📍 1/F, HPCC Campus,  
66 Leighton Road,  
Causeway Bay, Hong Kong
- ☎ 3923 7171

**Island East Campus  
[IEC]**

- 📍 2/F, 494 King's Road,  
North Point, Hong Kong  
(Exit B3, North Point MTR Station)
- ☎ 3762 0000

**HKU Campus  
[HKUC]**

- 📍 3/F, T.T.Tsui Bldg.  
The University of Hong Kong  
Pokfulam Road, Hong Kong
- ☎ 2975 5680

**Kowloon East Campus  
[KEC]**

- 📍 1/F, 28 Wang Hoi Road,  
Kowloon Bay, Kowloon  
(Exit B, Kowloon Bay MTR Station)
- ☎ 3762 2222