



賽馬會「知情達意育優才」計劃
Jockey Club "Gifted in Bloom-Harmony in Heart & Mind" Programme

What Aspires that Matters: The secret of success: Establish a startup company (JC3T-S021)

Introduction

Over decades, the world's start-up scene has continued to be very vibrant. The rising of crowdfunding platforms sparked worldwide governments to foster start-up business. Many of successful case of 'start-up unicorns' in Hong Kong are nurtured by the government support in all levels, such as in policy making, funding scheme and infrastructure, as well as different corporates, investors and funds in organizing various start-up competitions. Many young talents in the generation devote in start-up business, hoping to build their success from scratch.

In reality, 99% of start-up ended up in failure, only a few can sustain for 3 years or above, let alone becoming a 'start-up unicorn'. After all, is 'setting a start-up' equal to 'entrepreneur'? How to escape from the 99% of start-up failure? Is 'start from scratch' the only objective of setting start-up? How can a start-up face the challenges and hurdles ahead? Our alumni, Alex Choi, would be glad to share in the seminar and tackle difficulties for you.

Programme Type / Level

Talk in Personal Growth and Social Development

Instructor

Mr. Choi Tak Lai, Alex, entrepreneurial youth, one of the alumni of HKAGE
Born to a low-income family, I am fortunate and grateful to grown up with support by different organizations. As giving back to society, I actively participate in community service by applying what I learnt in education sector for nurturing better next generation Therefore, I establish the " PrePnK1 Express Group " and " Little scientists "

" PrePnK1 Express Group " is the first and largest organization in Hong Kong which provides parents with all-round consultation services assisting children in transiting from kindergarten or primary school. It conducts nearly 30 workshops at different schools and institutions every year. The "Little Scientists" provides different courses, activities and establishing forest laboratories in different cities with a mission to let children can lead the society for 20 years through science and moral education and finally contribute to the society.

Target Participants



- S1 to S6 HKAGE student members
- Class size: 50
- First come, first served

Medium of Instruction



Cantonese

Certificate



Student members who completed the talk will be awarded an electronic certificate issued by the HKAGE. Student members could download the certificate from "Student Learning Profile" (<https://hkage.org.hk/b5/student/SLR/SLR.php>) 3 weeks after the workshop.

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Outcomes

Upon completion of the programme, participants should be able to:

- Describe the intention and purpose of establishing a startup.
- Distinguish between "established" startups vs. "sustainable development" companies
- Explain how to deal with the difficulties and challenges of establishing a startup company
- Define "entrepreneur" thinking
- Explain the reasons of failing a startup

Screening



➤ No selection needed. First-come-first-served

Application Deadline **24 February 2020 (12 n.n.)**

Schedule	Session	Date	Time	Venue
	1	18 April 2020 (Saturday) 27 June 2020 (Saturday)	10:00 a.m. to 12:00 n.n. (please arrive 15 minutes earlier)	Room 403, Hong Kong Academy for Gifted Education Shatin (TBC)

Enquiries

For enquiries, please contact us at 3940 0514 / 3940 0512 or jc@hkage.org.hk.