Cyberport University Partnership Programme (CUPP) Overview

Programme Overview

CUPP is a **FinTech** focused entrepreneurship programme with boot camp, mentorship and competition that aiming at nurturing young FinTech talents for Hong Kong since 2015.

Programme Structure

- **CUPP 2023 Co-organising Universities*** are invited to nominate teams of current students and recent graduates aged **between 18 to 30 years old**. Each team shall consist 3 to 5 team members.

- The nominated teams will be assessed by written test and interview. Up to 20 teams will be selected to join a series of FinTech pre-camp nurturing sessions and industry mentorship in Hong Kong and 7-day Entrepreneurship Boot Camp at **University of Cambridge** in July 2023.

- After the Boot Camp, the teams will pitch to a judging panel in Hong Kong. The winning teams could **win HK$100,000 Cyberport Creative Micro Fund** to continue their start-up venture.

* For list of CUPP 2023 Co-organising Universities, please refer to the last page of this document.

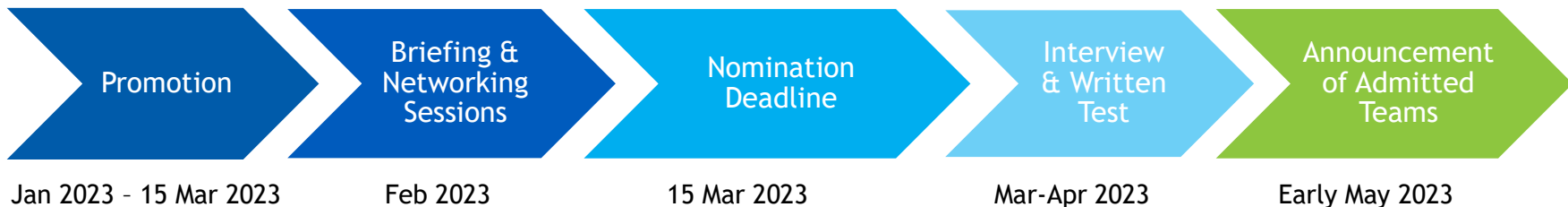# Cyberport University Partnership Programme (CUPP) Overview

Programme Offers

- A series of FinTech pre-camp nurturing sessions in Hong Kong, including the latest FinTech applications sharing, financial regulation and team building activities.

- Entrepreneurship Boot Camp at University of Cambridge, including campus tour, on-campus lectures, case studies, group work, industry guest speakers' sessions and networking, one-on-one mentoring, company visits and cultural explore.

- Valuable mentorship and insight from FinTech experts, both locally and globally.

- Pitch innovative FinTech business idea to a panel of judges.

- Win HK$100,000 grant by Cyberport Creative Micro Fund.

CUPP 2023 Timeline

Stage 1

Promotion	Briefing & Networking Sessions	Nomination Deadline	Interview & Written Test	Announcement of Admitted Teams
Jan 2023 – 15 Mar 2023	Feb 2023	15 Mar 2023	Mar-Apr 2023	Early May 2023

Stage 2 (Only applicable for admitted teams)

Opening Ceremony & Orientation	Nurturing Activities & Mentor Sessions	Boot Camp & Mentor Sessions	Demo Day	Graduation Ceremony
10 Jun 2023	10, 17, 24 Jun 2023	9 – 16 Jul 2023	Late Aug 2023	Late Aug 2023

Eligibility for CUPP 2023

- Project must be **rooted in digital tech** and focus on **FinTech** related with components, Artificial Intelligence, Blockchain and Cybersecurity etc.

- Applicants must be nominated by CUPP 2023 Co-organising Universities.

- Applicants must be **between 18 to 30 years old (inclusive)** upon the nomination deadline (i.e. 15 March 2023).

- Applicants must be undergraduate or postgraduate students nominated by the Co-organising Universities, either currently enrolled university students or recently graduated within 3 years (i.e 15 March 2020 to 15 March 2023) from the co-organising universities.

- Applicants must have good command of English.

- Team members could be a mixture of students from the CUPP 2023 Co-organising Universities.

- Each team could have **up to 5 members**. Suggested team structure:
    - 1 Team Leader (i.e. principal applicant) with Hong Kong ID Card holder
    - Up to 2 Core Team Members with technical/UIUX/FinTech knowledge, who will be joining Entrepreneurship Boot Camp;
    - Up to 2 Supporting Team Members, who will **NOT** be joining Entrepreneurship Boot Camp
    - Maximum 3 members per team can join the Entrepreneurship Boot Camp.

Admission Fee and Deposit
(paid upon successful admission to CUPP 2023 – Stage 2)

Admission Fee
Individuals are required to pay a **non-refundable HK$1,000 Admission Fee**.
(HKMA FCAS students /alumni are eligible to waive admission fee)

Deposit
A refundable deposit will be collected from Individuals admitted CUPP 2023. The deposit is refundable upon full attendance and performance of the participants in CUPP 2023, as assessed by Cyberport.
HK$6,000 deposit for individuals joining the Overseas Entrepreneurship Boot Camp; or
HK$3,000 deposit for individuals NOT joining the Entrepreneurship Boot Camp.

Notes
- The admission fee covers CUPP administrative costs, and all the fee collected would be used for Cyberport public mission startup training programmes.
- Students successfully admitted to CUPP will join CUPP 2023 with 100% subsidized by Cyberport for pre-camp nurturing sessions in Hong Kong and Entrepreneurship Boot Camp at University of Cambridge, including training fee, local accommodation, round-trip economy flight tickets and meals.
- Students are required to join all activities throughout the programme. Cyberport reserved the right to request students did not participate CUPP Demo Day, to pay back the expenses incurred for their attendance in the CUPP 2023.

How to apply for CUPP?

CUPP is a programme on nomination-based. Interested applicants should contact **CUPP 2023 Co-organising Universities** for nomination details.   Nominated teams should provide their academic performance, award received, entrepreneurial experience and proposed FinTech project to the universities for consideration.

Written test and interview will be arranged after the nomination deadline. Written test will be reviewed by Cambridge and teams will pitch their FinTech business idea to judging panel for interview. Selected students will be notified by email from Cyberport.

Nomination Deadline: 15 March 2023

Contact Your University for Nomination

CUPP 2023 Co-organising Universities	Department	Email
City University of Hong Kong	HK Tech 300	hktech300.info@cityu.edu.hk
Hong Kong Baptist University	Hong Kong Baptist University	bucareer@hkbu.edu.hk
Hong Kong Metropolitan University	HKMU Academic Support	szhang@hkmu.edu.hk
Lingnan University	Lingnan Entrepreneurship Initiative	lei@ln.edu.hk
The Chinese University of Hong Kong	PI Centre	picentre@cuhk.edu.hk
The Education University of Hong Kong	Entrepreneurship Development Unit (EDuce)	kt@eduhk.hk
The Hong Kong Polytechnic University	Knowledge Transfer and Entrepreneurship Office	inno.hub@polyu.edu.hk
Hong Kong University of Science and Technology	HKUST Entrepreneurship Center	ecenter@ust.hk
The University of Hong Kong	HKU iDendron	idendron@hku.hk

Online Briefing Sessions

Scan the QR code/ click the link to register for CUPP 2023 Online Briefing Session to find out more!

Session 1
Date: 8 Feb 2023
Time: 11am – 12nn
Format: Zoom

Session 2
Date: 10 Feb 2023
Time: 3pm – 4pm
Format: Zoom

Register: https://forms.gle/vdsWWtBDuuG2n5UW9

Networking Session

If you don't have a team yet or looking for addition team member(s). Come and join us at the networking session to meet with like-minded students!

Date: late Feb 2023
Time: tbc
Location: HKU

Register: https://forms.gle/hLfRNQNn9ad3yYL67

Interview & Written Test (Stage 1)

Interview
- Nominated teams will be invited to do interview at Cyberport
- Teams are required to prepare 5 mins pitch to present the FinTech project idea, follow by 10 mins Q&A from judges
- The Interview will be conducted in English
- Full team attendance is required
- Judging Criteria including, project idea, attitude, communications, entrepreneurial aspiration, knowledge of FinTech/ Finance/ Technologies

Written Test
- Written test will be prepared and reviewed by University of Cambridge

Demo Day – Judging Criteria
(Stage 2)

Project Management Team (30%)
The capability of the project management team is evaluated according to track record, execution ability, probability of launch, individual qualifications and roles within the team.

Business Model and Time to Market (30%)
The business model is evaluated by the short and long term objectives, apparent market need, target market and marketing strategy, and realistic assessment of the project viability. Projects that launch within three months of grant disbursement are preferred.

Creativity and Innovation of the Proposed Project, Product and Service (30%)
Innovative technology, creative solutions, disruptive ideas, emerging technology and breakthrough problem-solving will score higher.

Social Responsibility (10%)
Preference will be given to projects with socially responsible dimensions, such as open source software, creative commons IP, ethical decision making, or which contribute to solving social problems.

Useful Links

CUPP website
https://cyberport.hk/en/cyberport-university-partnership-programme

CCMF – CUPP Guides and Notes for Applicants
https://www.cyberport.hk/2021ccmf/doc/ENC.RF.015c_Oct_2022.pdf

CUPP 2019 Opening Ceremony Highlight Video
https://www.youtube.com/watch?v=3UgElI77UkI

Highlight Video of CUPP 2019 Boot Camp at University of Chicago
https://www.youtube.com/watch?v=9JpfP9L6r6o

CUPP 2023 Co-organising Universities

- City University of Hong Kong
- Hong Kong Baptist University
- Hong Kong Metropolitan University
- Lingnan University
- The Chinese University of Hong Kong
- The Education University of Hong Kong
- The Hong Kong Polytechnic University
- The Hong Kong University of Science and Technology
- The University of Hong Kong

For more information, please contact
Training@cyberport.hk