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Jong Lee, an entrepreneur and investor based in Hong Kong, helped bring Slush to the region. “For me, the importance of bringing a Slush event to Hong Kong was to underscore the interconnectedness and global nature of the startup world and Hong Kong,” Lee says. “Like London, NYC and the Silicon Valley, the best come to work with the best and to pursue their dreams, and it’s important for Hong Kong based startups to travel and engage with the best and brightest in the world who will be at the Slush event in Finland.”

Tonight in Hong Kong the companies ranged from a “nightlife app” in beta to Nixplay (<https://www.nixplay.com/>), which offers a WiFi connected digital picture frame and has already shipped tens of thousands of units. Some pitches were delivered by a single individual, while other companies were represented by experienced teams. After each 3-minute pitch, judges were allowed one question each, and then 2-3 questions were taken from audience members. For those who may be preparing for a pitch event, there are certain questions the judges asked over and over again, including:

- How do you make money?
- What are the barriers to entry?
- What’s the marketing size?
- Why is your team qualified to run this business?
- Why did you start this business?



**Teaching Entrepreneurship To Kids In Hong Kong**  
(<http://www.forbes.com/sites/joshsteimle/2014/07/14/teaching-entrepreneurship-to-kids-in-hong-kong/>)

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Some of the companies were well-prepared and answered the questions confidently and convincingly, while others fumbled. The greatest challenge for participants was sticking to the 3 minute time limit. In some cases, the presenter wasn’t capable of even communicating the basic idea of their business within 3 minutes, although many of the companies were polished in their presentations. When the voting was done, the top three winners





**Will China's Policies Doom Entrepreneurship In Hong Kong?**

(<http://www.forbes.com/sites/joshsteimle/2014/09/15/will-chinas-policies-doom-entrepreneurship-in-hong-kong/>)



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were:

**Third place, Think Group (<http://www.thinki.ng/>).** Like CrazyEgg (<http://www.crazyegg.com/>) or other solutions that produce heat maps to track visitor behavior on websites and allow website owners to optimize, Think Group does the same in the offline world by placing cameras in retail stores and generating analytics data based on visually observable shopper behavior, combined with permission-based data obtained from shoppers via WiFi and Bluetooth.

**Second place, uHoo (<http://www.uhooinc.com/>).** Following in the steps of Internet connected smart devices like Nest (<http://www.forbes.com/sites/parmyolson/2014/06/24/google-nest-smart-home-internet-of-things/>), uHoo offers a device, about the size of a can of soda, which provides information about the air quality in your home. It records data about carbon dioxide levels, particulate matter, volatile organic compounds (or airborne chemicals), temperature and relative humidity, and allows you to access this information through a smartphone app.

**First place, BitMEX (<http://bitmex.com/>),** or the Bitcoin Mercantile Exchange. BitMEX aims to be a platform for investors to trade Bitcoin derivatives. BitMEX offers centrally cleared futures and options contracts on Bitcoin vs. fiat and other crypto currencies. By attracting additional investors to markets related to cryptocurrencies like Bitcoin, BitMEX will reduce volatility in the value of these currencies, increasing their potential for everyday use.



**Hong Kong Startup Contest Attracts 550 Entries**

(<http://www.forbes.com/sites/joshsteimle/2014/09/05/hong-kong-startup-contest-attracts-550-entries/>)



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BitMEX is putting the finishing touches on their exchange, perfecting its systems so that BitMEX will have ample liquidity on the first day of trading, which will happen within a few weeks. Just prior to attending Slush 2014 in Helsinki, BitMEX will be off to **Web Summit** (<http://websummit.net/>) in Dublin where they will exhibit their platform at the conference.

“Winning means that the startup community recognizes the contribution that BitMEX will bring to the Bitcoin ecosystem,” said Arthur Hayes, Co-Founder and CEO of BitMEX. “We are delighted to have the opportunity to attend the Slush event in Helsinki. The publicity and exposure from pitching to experienced VCs is invaluable.”



**What You Don't Know About Doing Business In Hong Kong**



(<http://www.forbes.com/sites/joshsteimle/2014/10/15/slush-brings-startup-pitch-event-to-hong-kong/>)



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There was also a community choice award, which was won by TechPacker (<http://www.techpacker.com/>), an app that allows clothing designers to quickly and easily create a “tech pack” and submit it to a manufacturer. The term tech pack is common in the manufacturing industry and is used to describe a document product designers use to tell a manufacturer all the parts necessary to create a product.

It might be of interest to future pitch event participants to know that there was quite a bit of variability in the voting amongst the judges. BitMEX and uHoo could have easily traded places with the change of a vote or two.

Slush is just one of many pitch events now being held regularly in Hong Kong. CoCoon, a cowork space in Hong Kong, has a monthly pitch event which has directly led to millions raised for Hong Kong startups (<http://www.startupshk.com/cocoon-pitch-semi-finals-x-university-of-waterloo/>). Hong Kong angel investor Simon Squibb has embraced frequent pitch days through his firm NEST (<http://nest.vc/>). The largest pitch event in Hong Kong, StartMeUp Venture Programme (<http://www.startmeup.hk/en/awards-programme/programme1/>), is hosted by the Hong Kong government and will take place this November.

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