

**AGIT**



**ARTRO Digital**



**Contact Beverage**



**CYC Motor**



**Doki Technology**



**Incus**



**MedEXO**



**Miscato**



**Quikec**



**Raspect**



**Start-up Express 2019**  
**Profile of 10 Winners**


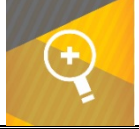
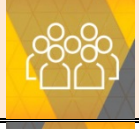
## OVERVIEW

Start-up Express is a programme like no other - tailored for start-ups with unique products or services ready for markets. The programme aims to help them penetrate the Mainland China and international markets through a series of capability building, networking, experience sharing and top-notch marketing initiatives.

## OBJECTIVES

- To identify needs of start-ups through intensive engagement with multipliers in Hong Kong
- To help start-ups build connections with high-level business leaders
- To provide a platform for start-ups to present their ideas to potential partners and investors
- To promote start-ups through comprehensive “Go-to-Market” marketing activities

## A JOURNEY TO SUCCESS

|   |  |
|---|--|
|  | <p><b>Workshop</b></p> <p><i>Learning essential business skills and market intelligence.</i></p>   |
|  | <p><b>Power Meet-ups</b></p> <p><i>Meeting with the successful leaders in small, private settings or personal counselling sessions.</i></p>                      |
|  | <p><b>Exploratory Mission to Start-up Hub</b></p> <p><i>Visiting high potential development Start-up Hub.</i></p>  |
|  | <p><b>Local and Overseas Trade Promotion</b></p> <p><i>Participate in HKTDC's relevant trade promotion events overseas.</i></p>                                  |
|  | <p><b>Extensive Media Coverage</b></p> <p><i>Media coverage for the winners to enhance the brand awareness of the start-ups.</i></p>                             |
|  | <p><b>Business Matching and Building Connections</b></p> <p><i>Meeting and building network with potential investors or partners for future cooperation.</i></p> |
|  | <p><b>Becoming Alumni of HK Startup Society</b></p> <p><i>Benefit from resourceful platform for the elite Start-up founders / co-founders.</i></p>               |

## Profile of the Winners

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Affluent Growth & Innovation Technology Limited | <http://www.agittld.com/>

Electronic Nose System

David Kuo (Co-founder & CTO)



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ARTRO Digital Limited | <https://www.artrodigital.com/>

Patented holographic imaging system

Wiva Wei (Director)



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Contact Beverage Limited | <https://www.lifywellness.com/>

Beverage machine with IoT applications

Mazing Lee (Founder & CEO)



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CYC Motor Limited | <http://www.cycmotor.com>

Mechatronic e-bike technologies

Jon Chan (CEO & Founder)



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Incus Company Limited | [www.incus.com.cn](http://www.incus.com.cn)

Patented smart hearing aid

Calvin Chang (CEO & Director)



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MedEXO Robotics (Hong Kong) Company Limited | <http://www.medexorobotics.com>

Medical wearable device (Parkinson)

Denis Huen (CEO)



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Miscato Limited | <https://aromeodiffuser.com/>

Proprietary aromatherapy technology

Michelle FNO (CEO)



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Quikec International Limited | <http://www.quikec.com/>

Smart quality and inspection platform

Peter Li (President)



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RaSpect Intelligence Inspection Limited | <https://raspect.co/>

Inspection AI platform

Harris Sun (CEO & Founder)





## Company Introduction

Hong Kong based Start-up company which develops innovative electronic nose systems which features such as multi-gas recognition using self-developed Nano-sensor, software-as-a-service (SaaS) for the recognition of smells.

### Company Overview

|                       |   |
|-----------------------|---|
| <b>Founded</b>        | 2018  |
| <b>Employees</b>      | 2   |
| <b>Industry</b>       | Agriculture   Environment Monitoring   F&B   Health Care  |
| <b>Target Market</b>  | Hong Kong, China  |
| <b>Business Model</b> | HaaS for multipurpose Electronic Nose device   SaaS annually subscription model for data analytics software                               |
| <b>Funding Stage</b>  | Angel Stage   |
| <b>Funding Need</b>   | Seed fund investment   Manpower   Research & Development   Production of the sensors with Manufacturer with CMOS fabrication capabilities |



**David Kuo, Co-Founder & CTO**

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### Core Products & Service



The sensor could operate without heating, detects at least 10 times faster and 10 times more sensitive than those commercially available in the market. It contains Nano-sensor array sensors chips that can detect any gas, especially gases which are colourless, toxic and explosive.

With Affluent Growth & Innovation Technology Limited (AGIT)'s developed software algorithms, all the smells detected will be processed into a digital gas signature onto their database and distinguish by pattern recognition.

### Competitive Advantages

AGIT's sensor replaces ineffective, obsolete and unreliable gas safety monitors. Human life could be monitored and protected digitally by accurate gas sensors within seconds.

### Future Development Plan

- Increase the accuracy of smell recognition functionality by continuously calibrate database.
- Preparing technology for go-to-market product launch in the safety and security market.
- Replacing obsolete or non-existent gas sensor systems.

### Achievement

2019 Top 10, HKTDC Start-up Express 2019



## Company Introduction

ARTRO Digital is a digital expert that powers our corporate clients & partners with the best cutting-edge digital solutions in Asia. ARTRO is positioned as an innovation lab that keeps doing R&D and provides our client partners with the newest ROI driven digital solutions.

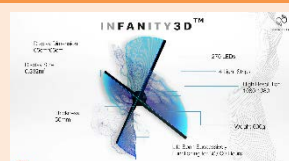
### Company Overview

|                |  |
|----------------|--|
| Founded        | 2016   |
| Employees      | 15   |
| Industry       | Innovative technology  |
| Target Market  | Luxury brands   Brands which are actively using online social medias for promotions.   Stage 1: USA, Europe and Dubai   Stage 2: SE Asia and China |
| Business Model | Global Trading Model   Corporate Client Service Model   Exhibitions Model   Outdoor Ads Model  |
| Funding Stage  | Pre-A  |
| Funding Need   | US\$1.5M   |



**Mr. Wiva Wei, Director**  
Email: [wiva.wei@artrodigital.com](mailto:wiva.wei@artrodigital.com)

## Core Products & Service



Infanitiy3D™ is a new 3D holographic imaging system using POV technology and high-intensity LED technology after 12 months of R&D. Together with our proprietary programming, Infanitiy3D™ can display SHARP and DETAIL 3D images in mid-air without wearing physical headsets. Infanitiy3D™ is perfect for display in any offline occasion to create the crowd and boost the sales. Not only does Infanitiy3D™ display stunning 3D images, it can also perform interactive application with our API portal. Since its launch in 2018 Dec, it has already been trust by MNC clients like Dior, L'Oréal, Pandora, Aston Martin, Porsche, Lexus, AIA, CLP, China Telecom, HGC, WTT HK, SmarTone, Hyat Regency, Hysan Place, BrandHK, HKTDC, etc.

### Competitive Advantages

- Highest quality in the market: 1080p resolution, highest image sharpness, brightness, colour calibration
- Sole R&D capability and own algorithm
- Sole development of Interactive SDK & API for audience engagement
- Target market: high-end brands and high-end market
- Focus on brand building - an international brand
- Global distribution network

### Future Development Plan

- International Brand building: An International 3D Holographic Imagine System
- Global Expansion: Continue expansion of global distribution to 20 countries
- Consumer Market 3D Display Product
- Advanced R&D on 3D Holographic Imagine System
- B2B 3D Live Video Conference R&D

### Achievement

2019 Top 10, HKTDC Start-up Express 2019  
2019 Cyberport Incubation Programme  
2019 Hong Kong Retail Innovation Award  
Strategic Partnership with China Telecom Global, Messe Frankfurt, JCDecaux



## Company Introduction

Lify smart beverage device is combining user experiences, technical applications and platform creatures. With the applications of IoT, smart mobile device and big data, Lify aims to provide natural remedies and beverages in the simplest and most effective way.

### Company Overview

|                       |  |
|-----------------------|--|
| <b>Founded</b>        | 2016   |
| <b>Employees</b>      | 6  |
| <b>Industry</b>       | Internet of Things (IoT), Health Tech & Wellness   |
| <b>Target Market</b>  | Overseas market: Japan, South East Asia (Year 1 & 2), Europe and USA (Year 3 & 4)  |
| <b>Business Model</b> | B2B2C + "Razor and Blade" model   Channels: five-star hotels, corporate offices and wellness centres, overseas distributors and lifestyle retailers   Online-to-Offline strategy: Lify community through social media, pop-up tea bar and wellness workshops |
| <b>Funding Stage</b>  | Pre-A round fund   |
| <b>Funding Need</b>   | HK\$8M (US\$1M)  |



**Mazing Lee, CEO & Founder**  
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## Core Products & Service



We reinvent traditional East-meets-West herbal wisdom with technology to provide a convenient, sustainable and smart solution for modern day consumers to pursue wellness every day. Lify is a global wellness platform and we partner with leading beverage companies and local farmers to create sustainability in the supply chain of herbs and tea leaves. So far, we have received multiple international design awards including Good Design Award, European Product Design Award, A'Design Awards, IDA Awards and A&D Trophy Awards.

## Competitive Advantages

Inspired from the Chinese Herbal tea shops, we provide herbal drinks to our customers in a more convenient and informative approach. The Lify app can provide personalized tea recommendations to our users based on their body conditions and weather. We emphasize on safety, quality and sustainability.

## Future Development Plan

- Penetrate to Asia Pacific, USA, Europe market each year and reach 120000 units global sales in 2022.
- Participating in Smart Kitchen Summit Japan 2019, IFA Berlin 2019, 16th World Summit of Chinese Entrepreneurs in Macau, CES 2020 in Las Vegas

## Achievement

2019 Top 10, HKTDC Start-up Express 2019  
2019 Top 3 Startup in Global Sources Launchpad SLIC Pitching Competition  
2018 Most Desired Product Award in HKSTP IDM2 Programme  
Multiple international design awards received:

- German Design Awards (Excellent Product Design – Kitchen) 2020
- European Product Design Award 2019
- Good Design Award (Chicago) 2018
- A&D Trophy Award (Hong Kong and China) Winner 2018
- International Design Awards (Design for Society) and (Kitchen Appliances) 2017
- A' Design Award Bronze Prize 2017



**CYC Motor Limited**  
(Mechatronic e-Bike Technologies)  
<http://www.cycmotor.com/>



## Company Introduction

CYC MOTOR LTD. is devoted in research and development of electric bike products, including core technologies of motor system, batteries, controller system, gearbox and bike frame.

### Company Overview

|                |   |
|----------------|---|
| Founded        | 2017  |
| Employees      | 6   |
| Industry       | Electric Bike   |
| Target Market  | Bike lovers, especially mountain bike users that acquire more powerful motor.   Target Markets: North America, Europe and Oceania |
| Business Model | Product   |
| Funding Stage  | Pre-A   |
| Funding Need   | N.A.  |



**Jon Chan, CEO & Founder**

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### Core Products & Service



Offering mobile App and cycle computer that connect to electric bikes, users can use advanced functions like virtual racing, configuration, data logging, and analysis.

Providing different versions of mid drive motors with extreme torque but with a very compact and lightweight design.

With connecting provided accessories, including high quality batteries, headlight, tail light, throttles and other related parts, users can enhance the electric mountain biking experience.

### Competitive Advantages

Containing 6 years of successful experience in developing and selling electric mountain bike conversion kits worldwide.

### Future Development Plan

- Enhancing performances from hardware and software, such as adding wireless peripheral sensors in coming motor models.

### Achievement

2019 Top 10, HKTDC Start-up Express 2019

2019 Outstanding award – The 5th Hong Kong University Student Innovation and Entrepreneurship Competition

Organiser 主辦機構



Official Partner 合作夥伴



Strategic Partner 策略夥伴





## Company Introduction

Incus Company Limited is a world leading audio technology company, with its disruptive source separation technology which is able to separate different human voices from complicated environment in real-time processing.

### Company Overview

|                |  |
|----------------|--|
| Founded        | 2016   |
| Employees      | 14   |
| Industry       | Hearing aids and audio technology  |
| Target Market  | Elderly who suffer from hearing-loss   Companies that provide speech recognition solutions   Hong Kong and China |
| Business Model | B2B; B2B2C; B2C  |
| Funding Stage  | Series A   |
| Funding Need   | US\$ 4M  |



**Sigurd Anders Berg**, Product Manager | Software Engineer  
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## Core Products & Service



Incus is developing hearing aids featuring its patented technology, which is capable of automatically reducing the background noise and amplifying human speech. This makes them comfortable to wear, and makes it easier to hear even in noisy environments.

## Competitive Advantages

Patented source separation technology, which automatically reduces background noise and enhances the target signal.

## Future Development Plan

- Mass production from Q3 2019.
- Presentation of jewellery-style hearing aid to the Queen at St. James' Palace in Q4 2019

## Achievement

2019 Top 10, HKTDC Start-up Express 2019  
2019 Pitch@Palace China 3.0 in 2019 (The winner of the Audience vote)  
2018 1st Prize, Global Ningbo Healthcare competition, 2018



## Company Introduction

We believe our product can stand out among existing products and developing ideas. Our device can assist end users with day-to-day activities, regardless of scenarios. Most consumer products on the market now are either restricted to certain activities.

### Company Overview

|                |  |
|----------------|--|
| Founded        | 2017   |
| Employees      | 4  |
| Industry       | Healthtech   Robotics  |
| Target Market  | Parkinson's Disease patients, who find it difficult to start walking, turning and crossing narrow spaces   Hong Kong, UK, Europe, US, Canada, Australia, China |
| Business Model | B2C, B2B, B2B2C  |
| Funding Stage  | Angel  |
| Funding Need   | USD \$1M   |



**Denis Huen, CEO**

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## Core Products & Service



### ExoBeam - Wearable Assistive Walking Device

A walking aid system especially targeting Parkinson's disease. Patients suffering from freezing gait may find it difficult to start walking, turning and crossing narrow spaces. The device helps the users maintain stable gait and balance by 3 types of cues (visual, vibration and sound) to strengthen assistive signals. It can be clipped on the pant or installed on a cane or walker. Motion Data Tracking System will use Bluetooth to receive patient's walking data at ExoBeam, and use the accumulated data to analyse the progress of the patient's health.

### ExoSTEADY - Tremor Suppression Glove

A textile-based wearable gloves for patients with Parkinson's disease or Essential Tremor (ET) to regain stable motor function in hands by giving resistance and reducing involuntary tremors. Tremor can be measured and the data can be provided to caregivers and medical professionals for monitoring.

## Competitive Advantages

Innovative wearable device for Parkinson's disease. Applied for china patent and PCT patent.

## Future Development Plan

- Encouraging more patients, who gained different level of injuries, to live actively.
- Product development is not only focusing on the side of medical issue, but also can be brought from convenience stores.
- Developing a wearable exoskeleton robotics platform and relative ecosystem.

## Achievement

2019 Top 10, HKTDC Start-up Express 2019  
 2017 Audience Award in Oxford University Innovation Idea Idol 2017  
 2017 Champion Winner in Harvard Business School Association of Hong Kong  
 2017 Startup Competition 2017



## Company Introduction

We offer proprietary aromatherapy technology that is able to 1) diffuse essential oil using pressure, without requiring water or heat, 2) choose more than one essential oil in one diffuser, 3) wireless control of the diffuser using a user interface hardware, and data collection structure of it.

### Company Overview

|                |   |
|----------------|---|
| Founded        | 2015 for company   2017 for Aromeo Diffuser   |
| Employees      | 4   |
| Industry       | Aromeo Diffuser's essential oil selection and app design especially addresses sleep and meditation industries.                |
| Target Market  | The company is targeting wellness in workplace, hospitality, spa & clubhouses.   B2B   US, Australia, Canada, Japan and China |
| Business Model | We sell our diffuser and app as a bundle, and sometimes with 100% organic essential oil as part of the set too.               |
| Funding Stage  | Series A  |
| Funding Need   | TBC   |



**Michelle Fno, CEO**

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## Core Products & Service



**Pure Diffusion Technology:** we are the only provider of smart app-controlled aromatherapy that uses waterless, pressure-based essential oil diffusion (called nebulizing diffusion), which preserves the purity of essential oil.

**Multi Oil Technology:** We have already protected the invention that could diffuse more than one essential oil at one time, using the said waterless pure nebulizing diffusion.

Sleep App + clinical & organic essential oil

### Competitive Advantages

The only provider of smart app-controlled aromatherapy that uses waterless, pressure-based essential oil diffusion (called nebulizing diffusion), which preserves the purity of essential oil.

### Future Development Plan

- The company plans to tap into the global market, particularly USA and European market, this year by a global launch campaign through marketing as well as B2B distribution channels and to launch a second diffuser model end of the year.

### Achievement

2019 Top 10, HKTDC Start-up Express 2019  
2018 Sino-One Million Dollar Competition Gold Award  
2018 Fosun Happiness Ecosystem Award  
2018 Nan Fung Smart City Award



## Company Introduction

Quikec uses Artificial Intelligence to supervise the inspection activities along the manufacturing process. The AI is regard to validity in defect prediction and recommendation during mass production. Enabling buyers and manufacturers worldwide to do more businesses at less cost and better quality.

### Company Overview

|                |  |
|----------------|--|
| Founded        | 2018   |
| Employees      | 20   |
| Industry       | Apparel industry   |
| Target Market  | Asia (manufacturer) and Europe and US (retailer) of apparel industry |
| Business Model | SaaS   |
| Funding Stage  | Series A round   |
| Funding Need   | US\$ 2M  |



**Peter Li, President**  
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## Core Products & Service



The Patented “QuikMeasure” digital ruler is a disruptive device designed to digitally capture measurement results and transfer data to an application system. Save 50% of quality evaluation process.

Achieving 4A's:

1. Autonomy to find problems/ mistakes
2. Avoid repeating the same mistakes along your operation
3. Advise on how you are doing things right
4. Agile ways of working

## Competitive Advantages

Over 25 years industries knowledge and focusing to solve QA and QC pain points along the supply chain.

## Future Development Plan

- The Patented “QuikMeasure-Pro” digital ruler to combine variance and exact measurements QA processes, besides, supporting both soft and hard rulers.
- QuickCam360 Smart Device, 2-second processing to capture 360° product images at different angles

## Achievement

2019 Top 10, HKTDC Start-up Express 2019  
2019 Winner of Hong Kong Information and Communications Technology (ICT) Awards 2019  
2019 Champion of B4B challenge – AI & Beyond Awards 2019



## Company Introduction

With a much higher accuracy, RaSpect's solution is also 50% more cost-and-time-effective than traditional methods. Developing a "brain" of inspection for engineers, architects, and surveyors around the world.

### Company Overview

|                       |   |
|-----------------------|---|
| <b>Founded</b>        | 2017  |
| <b>Employees</b>      | 10  |
| <b>Industry</b>       | AI-Powered Building and Architecture Inspection   |
| <b>Target Market</b>  | Building Inspection, Construction Site Inspection, Land Surveying, Industrial Inspection & Infrastructure Inspection   (Stage 1) Hong Kong, Singapore, Taiwan and China (Stage 2) |
| <b>Business Model</b> | The business model is of 3 pillars: End-to-end inspection service, SaaS Inspection software, Technology license.  |
| <b>Funding Stage</b>  | Series A stage  |
| <b>Funding Need</b>   | US\$1M  |



**Harris Sun, CEO & Founder**  
 Email: [harris.sun@raspect.co](mailto:harris.sun@raspect.co)

### Core Products & Service



Leveraging a wide range of data, including satellite data for macroscopic inspection, IoT sensors for building integrity monitoring as well as robots and drones for autonomous inspections. Providing comprehensive analysis of data allows us to assess potential risks of architectures and produce the predictive analysis of their damage effectively. With a much higher accuracy, the solution provided by RaSpect is 50% more cost-and-time-effective than traditional methods.

### Competitive Advantages

- Product: AI-powered inspection, Big Data Predictive Inspection, IoT 24x7 inspection & Robotics Inspection.
- Team: The team consists of serial entrepreneurs, professors, PhDs of machine learning, computer vision, senior civil engineers, mechanical engineers and ingenious management.

### Future Development Plan

- Increasing the usages by Industry Markets, building inspection, train/rail inspection & aircraft inspection

### Achievement

2019 Top 10, HKTDC Start-up Express 2019  
 2018 Winner of TechCrunch China Greater Bay Area Conference Cum Regional Final 2018  
 2018 Runner-up Harvard Startup Competition (HK) 2018  
 2018 25 Hottest AI Companies 2018 by CIO Advisor Magazine  
 2018 Runner-up Techsauce Global Summit 2018