

CHINA START



**China Start
Unicorn Camp**
May 25th - 8th July 2022

Live Online

A new way to become a unicorn

- A global authority on China knowledge from world-class faculty, industry speakers and advisors
- Networking and partnership with Chinese leading companies and investors
- Investment Pitch Opportunities

**A paradigm shift in
global startup ecosystem**

www.China-Start.org



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China Start Unicorn Camp is a 7-week online acceleration program for fast-growing start-ups and scale-ups with disruptive technologies and products/services to learn from China's economic disruption, social innovation, and digital transformation. This program helps start-ups with great potential to gain access to one large market and more capital to develop into potential unicorns.

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China Start alumni, Magnus Arveng and Moina Tamuly, founders of Ntention, visiting the headquarter of Fosun Group in Shanghai with Mr Bo Ji



CKGSB
长 | 江 | 商 | 学 | 院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

WHY CHINA?

“By 2030, China will likely overtake the United States to become the largest economy in the world. As China makes its presence felt around the world in all spheres of life, executives will need to think about doing business ‘with’ China, not just ‘in’ China.” – Dr Xiang Bing, Founding Dean of CKGSB

China’s economic disruption offers an important and exciting playground for start-ups to become unicorns. Nearly 1 billion active Internet Chinese users love embracing innovative technologies, products and services. The rise of China presents great opportunities for global start-ups. China has a large and growing market and rich capital.

Foreign Technology + Chinese Market + Chinese Capital = a Potential Unicorn.

But how to access the Chinese market, navigate cross-cultural negotiations with the Chinese, and lead innovation in a world influenced by China?



China has fostered more than 300 of the world’s known unicorns. **136 unicorn companies are led by CKGSB alumni.**



China has the world’s largest **middle-class population** (400 million), which is expected to reach 550 million by 2022.



China boasts one of the world’s most sophisticated digital ecosystems, with nearly **1 billion** Internet active users and **930 million** social media users.



China is home to 1/3 of World’s **Best Unicorn Investors**



China has the most **incubators** and **makerspaces** in the world.



China has the most **STEM graduates** in the world

PROGRAM OVERVIEW

China Start Unicorn Camp is a seven-week online acceleration program for fast-growing start-ups and scale-ups with disruptive technologies and products/services to learn from China's economic disruption, social innovation, and digital transformation. This program helps start-ups with great potential to gain access to one large market and more capital to develop into potential unicorns. In the past 6 years, we have delivered 10 batches of China Start. 199 entrepreneurs from 37 countries became China Start alumni.

China Start Unicorn Camp is a stepping-stone for your expansion into the Asian and even global market. The purpose of the China Start Unicorn Camp is to create a paradigm shift in global start-up ecosystem and train start-ups to become unicorns! The program is designed

- to connect realities with big dreams of global entrepreneurs;
- to tackle major challenges facing the 21st Century;
- to teach entrepreneurs social innovation and use business as a force for good;
- to teach entrepreneurs to leverage both innovation and economic disruptions;
- to systematically nurture more unicorns and soon-to-be unicorns.

"A new way to become a unicorn"

"It is every start-up's dream to become a unicorn! To start a business is easy, but to become a unicorn is difficult. It is difficult not because start-ups don't have novel ideas, talents, or good product, but because they lack global market access, managerial skills and leadership in managing start-up life cycles, and unicorn training. China Start Unicorn Camp is dedicated to help start-ups to become unicorns with Lectures, 5-Step Unicorn Workshop, Investment Pitches, Mentorship, and Unicorn Founder Chat.



China and the US account for 74% of the unicorns in the world. China is home to some of the largest unicorns in the world, such as Alipay, ByteDance(TikTok), Didi Chuxing, Lufax Holding, etc., many of which are founded by our CKGSB alumni. The entire Europe's economy is comparable with China and the US, but there aren't as many unicorns in Europe because the markets are more fragmented in Europe and other countries. China has a strong appetite for Western innovative technologies. However, there isn't an effective channel to bridge Chinese investors and overseas start-ups. The lack of understanding of Chinese culture, consumers and business system often hinder entrepreneurs from entering China and confuse them on how to successfully integrate their business into China.

China Start Unicorn Camp provides a new way for start-ups to become unicorns. The program offers well-rounded training for ambitious entrepreneurs who aspire to understand the Chinese market, pitch for investment to scale their business, and work with Chinese partners. China Start provides an elite standard of China venture ecosystem knowledge that will help you better understand China and industry-specific knowledge that is essential for successful business expansion to China.

China Start's advisors along with the alumni community will help develop entrepreneurs' networks, navigate your business in China, and facilitate partnerships by identifying the most relevant potential partners. China Start Unicorn Camp features investment pitching sessions with leading investment company partners, Chinese angels, VC and PE investors that can offer entrepreneurs the possibility to acquire a substantial investment. Setting up a business in China has never been so easy with China Start!"

JI Bo

Founder of China Start,
Assistant Dean and Chief Representative for Europe, Cheung Kong Graduate School of Business

HIGHLIGHTS

6 China-related interactive lectures ranging from China's economic disruption to social media marketing

5 Steps unicorn workshop to apply the knowledge directly into shaping your new business strategy

4 Online pitch events with Fosun, Cybernaut, North Summit Capital & more than 100 VC/PE/Angel investors

3 CKGSB alumni sharing their success experience

2 Industry expert & investor' talks on incubating & investment in China

1 on 1 meetings with leading industry experts (such as Alibaba, Tencent, JD.com, Baidu, and Huawei) to formulate your competitive China entry strategies

Program Overall Satisfaction Rate:

4.94

5.00

WHY CHINA START

- 1.** Have 1 on 1 meetings with leading industry experts (such as Alibaba, Tencent, JD.com, Baidu, and Huawei) to formulate your competitive China entry strategies
- 2.** Understand China's economic disruption & social innovation and its implications to global business
- 3.** In-depth understanding of the innovation model driven by new technologies in China
- 4.** Leverage digital economy in China and differentiate your brand through digital transformation
- 5.** Gain the best practice from the investors about how to get investment in China
- 6.** Acquire the most up to date industries information and policies of China
- 7.** Explore the commercial and cultural differences in the East and the West
- 8.** Grasp opportunities using China's retail innovation and knowledge of China's Gen Z

3 PROGRAM BENEFITS



China-specific Knowledge

- Integrating global vision and forward-looking Chinese business insights and practices
- Master the core trends and identify unique opportunities for your business
- Action-oriented learning, upgrading management methodology



Partners

- Networking
- Develop commercial partnerships in China
- Build and strengthen relations with other forward-thinking entrepreneurs



Funding

- 4 pitching opportunities with world-renowned investors
- Opportunity to develop partnerships within the timeframe of the program
- Investment opportunities at advantageous valuations

WHO

This program is for ambitious entrepreneurs who desire to acquire China-specific knowledge, global network and investment to develop their businesses into unicorns. You would be a good fit for the China Start Unicorn Camp, if:

You run a fast-growing start-up with great potential.

You aspire to turn your start-up into a unicorn.

You created a disruptive technology/product/service to tackle global challenges.

You need to have access to one large market and more capital.

You are a multinational company executive who would like to strengthen or expand your businesses into the Chinese market.

You are an investor interested in the opportunities in the global landscape.



Program Schedule

11th China Start Unicorn Camp (25 May - 8 July 2022)

WEEK 1: 25 May & 27 May 2022

Lecture 1: 3i Pitch Methodology: How to pitch to Chinese Investors?

Bo Ji, Assistant Dean

Lecture 2: Globalization & China's Model of Economic Development: an Historical and Global Perspective

Prof. XIANG Bing, Founding Dean

WEEK 2: 30 May & 1 Jun 2022

One-on-one mentorship

Lecture 3: Cross-cultural Management: How to turn Differences into Advantages

Bo Ji, Assistant Dean

WEEK 3: 6 Jun & 8 Jun & 10 Jun 2022

One-on-one mentorship

Industry Expert & Investor Talk: Incubating & Investment in China

1. How to get Investment & Capital in China

YANG Ge, Founding Partner of Sky Saga Capital

2. Insights of Chinese Accelerators, Incubators and Coworking

GE Jun, CEO, Tojoy Holdings, former Vice President of Apple and Intel

Pitch Event 1 - North Summit Capital

Hosted by International investment team of North Summit Capital

WEEK 4: 13 Jun & 15 Jun & 17 Jun 2022

Unicorn workshop 1& 2 : Select a big enough market & Customer Value Based Product Design

Ji Bo, Assistant Dean

Lecture 4: Digital Transformation: Social media Marketing in China Prof. LI Yang

Pitch Event 2 - Fosun Group

Hosted by International investment team of Fosun Group

WEEK 5: 20 Jun & 22 Jun & 24 Jun 2022

Unicorn workshop 3: Disruptive Innovations & Economic Disruption

Ji Bo, Assistant Dean

Lecture 5: Social Entrepreneurship in China/Innovation and Entrepreneurship in China

Prof. ZHU Rui (Juillet)

Pitch Event 3 - Cybernaut Investment Group

Hosted by International investment team of Cybernaut Investment Group

WEEK 6: 27 Jun, 29 June, 1 Jul 2022

Unicorn workshop 4: Global Expansion

Ji Bo, Assistant Dean

Lecture 6: Winning strategies in China

Prof. TENG Bingsheng

Fireside Chat with China Start alumni: The Perspective of the Tech based Entrepreneur Journey Growing in China

Frederic Ture, COO & Co-founder of NIVOSE 1933

Quang Kiet Stéphane NGO, CEO & Co-founder of Wats

WEEK 6: 4 Jul & 6 Jul & 8 Jul 2022

Unicorn workshop 5: Organizational Transformation to Facilitate Growth

Ji Bo, Assistant Dean

Fireside Chat: How to Become a Unicorn in China

CEO of a CKGSB Unicorn company

Pitch Event 4 – VC, PE and Angel investors, Up to 100 top-tier Chinese investors

FACULTY



CHINA START



XIANG Bing

Founding Dean of CKGSB
Professor of China Business and
Globalisation; Director of the Centre on China and
Globalisation; PhD, University of Alberta

Prior to joining CKGSB, Dr. Xiang was a Professor of Accounting at Peking University's Guanghua School of Management, where he pioneered the school's Executive MBA program. He was also one of the seven founding faculty members of China Europe International Business School (CEIBS) in Shanghai. Dr. Xiang also served on the faculty of the Hong Kong University of Science and Technology.



CHINA KNOWLEDGE



JI Bo

Founder of China Start;
Author of *"5G Changes the World"*;
Assistant Dean and Chief Representative for Europe,
Cheung Kong Graduate School of Business

Bo Ji is an inspiring TEDx speaker and had an over-20-year successful corporate career in Global Business Development, Supply Chain Management, Innovation, Strategy, M&A, etc. He served as the senior executive at the headquarters of many fortune 500 companies such as Monsanto, Cargill, Pfizer, Wrigley and Mars. He created a paradigm shift "China start" program for global startups and scaleups to expand to China instead of Silicon Valley.



PARTNERS



LI Yang

Associate Professor of Marketing
Cheung Kong Graduate School of Business
PhD, Columbia Business School

Dr. Li received his PhD from Columbia Business School and taught undergraduate and MBA classes before returning to China. His research focuses on big data marketing analytics, with emphasis on pricing, consumer choice, and competitive strategy. He has consulted for Tencent, Baidu and Yonghui Group, and holds a US patent.



FUNDING



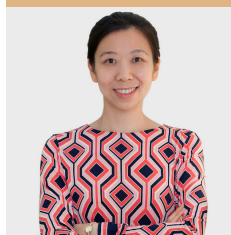
TENG Bingsheng

Professor of Strategic Management
Associate Dean for Asia and Europe
Cheung Kong Graduate School of Business
PhD, City University of New York

Teng Bingsheng is a Professor of Strategic Management at CKGSB and the Associate Dean for CKGSB Europe and Asia. He formerly served as a tenured Professor of Strategic Management at George Washington University (GWU), where he was a doctoral advisor and lead professor of the departmental doctoral program.



GROWTH



ZHU Rui

Professor of Marketing
Academic Director for EMBA Program
Director of the Center for Social Innovation and
Branding PhD, University of Minnesota

Professor Zhu Rui is a professor of marketing at Cheung Kong Graduate School of Business (CKGSB) and serves as the director of the Center for Social Innovation and Branding and Academic Director for the EMBA Program. Prior to joining CKGSB, she was an associate professor and the head of the Department of Marketing of Sauder School of Business, University of British Columbia, as well as a Canada Research Chair in Consumer Behavior.



EXIT OPTIONS

KEY INVESTMENT PARTNERS

FOSUN 复星

ABOUT FOSUN GROUP:

Founded in 1992, Fosun International Limited is an innovation-driven consumer group that has been listed on the main board of the Hong Kong Stock Exchange (00656.HK) since 2007, with total assets of RMB715.7 billion (c.US\$102.6 billion) as of 31 December 2019 and total revenue of RMB143.0 billion (c.US\$20.7 billion) in 2019. Fosun's mission is to provide high-quality products and services for families around the world in health, happiness and wealth businesses. Fosun International ranks No.371 on the 2020 Forbes Global



Valentina WU

Public Affairs Executive Director, Deputy Chief Representative in Brazil, Fosun Group; Executive Secretary General of Fosun Foundation; Vice President of Fosun Trade.

Valentina is also Deputy Chief Representative of Fosun's European Headquarter in Lisbon and Brazil office. Valentina is responsible of branding communication and corporate social responsibility for Fosun, especially for overseas market. In 2016, Valentina founded the Fosun Global CSR Community in collaboration with Club Med, Fidelidade and other overseas companies and launched Protechtig Start-up Acceleration Program.



ABOUT CYBERNAUT INVESTMENT GROUP:

Founded in 2005, Cybernaut provides comprehensive services to the development of regional emerging industries in China. As one of China's leading private equity fund, Cybernaut focuses on emerging industries with strong potential of integration and value as a platform. It dedicates to helping with the "internet plus" transformation and upgrading of traditional industries, fostering world-leading forerunners of emerging industries, and empowering businesses with internet and capital.



Dr. Matthew WANG

President of Cybernaut Investment Group; Chairman of Cybernaut International; The former Global VP of IBM.

Currently as President of Cybernaut Investment Group and Chairman of Cybernaut International, Dr. WANG is in charge of managing 60-billion Global M&A funds and 60-billion Technology & Innovation funds. He is also responsible for the investment and management of cloud computing & big data platforms, and their applications in the industries like education, health, finance, entertainment and e-commerce etc.



ABOUT NORTH SUMMIT CAPITAL:

North Summit Capital was founded in 2019. Its investment model of "capital + technology" stimulates industries to embrace new technologies and create new value. The fund management scale is hundreds of millions of dollars. North Summit Capital focuses on investing in growing and mature projects in technology, medical, advanced manufacturing and other industries.



Dr. MIN Wani

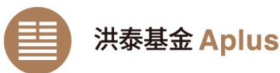
Founder and CEO of North Summit Capital; Former Vice President & Chief Machine Intelligence Scientist of Alibaba Cloud ; National Advisory and Committee Member on Next Generation of AI; "A leading technologist driving China's A.I. revolution" — Forbes

Dr. Min received a Ph.D. in statistics from The University of Chicago and B.S from the University of Science & Technology of China. His research area includes probability, stochastic process, time series analysis, machine learning, smart traffic and signal processing. He served as a researcher at IBM T.J. Watson Research Center, IBM Singapore, and Google before joining Alibaba in 2013.

PARTNERS



INVESTMENT PARTNERS



To know more: China-Start.org

CHINA START ADVISORS

1 on 1 consultation with leading industry experts



RICHARD CHIANG
Chairman of 90 Plus Group
Global Channel President of 3NOD
(Smart home, Hardware, Software, Electronics)



JASON TANG
Secretary General of Chinese FOF Association
(FOF, PE/VC)



PING XIAOLI
Vice President
Baidu
(AI, Big data, Software)



STEVEN ZHANG
Regional Head of Central Europe,
East Europe, Israel, Korea
Bytedance (TikTok)
(Social media, Entertainment, New retail, Game, VR/AR)



JASON WANG
President of ZVCA ZHONGGUANCUN
PRIVATE EQUITY & VENTURE CAPITAL
INVESTMENT ASSOCIATION (ZVCA)
(PE/VC, Consumer goods, New energy, Bank, Biotechnology, Pharmaceuticals, Blockchain, Lifestyle and fashion, Tourism, Legal & consultancy, Automotive)



DR. MIN WANLI
Former Vice President & Chief Machine
Intelligence Scientist of Alibaba Cloud
Founder and CEO of North Summit Capital
(PE/VC, Accelerators, AI, Big data, New retail, Consumer goods, E-commerce, FinTech, Supply chain, Agri-Tech)



ANGELICA ANTON
Founder & Managing Partner
SILK Ventures
(PE/VC, Healthcare, Financial services, Mobility, AI)



KEVIN LIU
General Manager France
Alipay, Ant Financial Group
Alibaba
(E-Commerce, Payment, AI, New retail, Big data, Fintech, Hardware and IoT, ICT)



SIYAN XU
TMT Researcher
Tencent
(AI, Blockchain, ICT)



QIU DAORYONG
Founder
Shenzhen Bay Science and Technology Innovation Co., Ltd.
Venture Capital Decision (reality show for investment)
(PE/VC, Accelerators, Enviro-Tech, Agri-Tech, Healthcare, Pharmaceuticals)



SAMBHAB THAPALIYA
President
ASMI (Augmented and Segmented
Media Interface Corp)
(AR/VR, Social media, Ads, Software)



VALENTINA WU
Public Affairs Executive Director, Deputy Chief
Representative in Brazil, Fosun Group; Exec-
utive Secretary General of Fosun Foundation;
Vice President of Fosun Trade.
(PE/VC, Healthcare, Fashion, Art, Food, Lifestyle, Cosmetics, Tourism)



DR. WANG YANG
President of Cybernaut Investment Group
Former Global VP of IBM
(AI, Advanced manufacturing, IoT, Healthcare, Consumer goods)



MICHAEL WANG
President
Space Technic Industries Services Co., Ltd
(PE/VC, Accelerators, AI, Social media, Education, Healthcare, Biotechnology, Lifestyle and fashion, Human resources)



TINA ZHU
NVIDIA Inception Program Manager
NVIDIA
(PE/VC, Innovation center, AI, Enviro-Tech, FinTech, Biotechnology, Automotive technology)



LI QINGMIN
President
Chuangze Intelligent Robot Group
(AI, Robotics, Big data)



SUN CHUNMEI
Founder & President
China Business Center Europe (CBCE)
(PE/VC, Education, Platform economy, Shared economy, International trade, Health, Medical equipment, Tourism)



ANGEL HA
Founder & CEO
Shenzhen Oriental Investment
Management Co Ltd
(PE/VC, Enviro-Tech, New energy, FinTech, Hardware and IoT, Healthcare, Biotechnology, Medical equipment, Pharmaceuticals, ICT, Automotive technology)



TONY YU
CFO
Cosmose.AI
(PE/VC, Accelerators, AI, Big data, Software, Bank, FinTech, Game, VR/AR, Hardware and IoT, Blockchain, Supply Chain, Internet Security)



CHEN WENYANG
Deputy Secretary-General
Shenzhen Venture Capital Association (SZVCA)
(PE/VC, Enviro-Tech, Healthcare, Pharmaceuticals, Accelerators, New retail, Education, Medical equipment, Philanthropy & Social good, Agri-Tech)

APPLY: China-Start.org

TUITION	£1,860 (exc. VAT.) per person £1,674 (exc. VAT.) per person (Early Bird) Group rate for 3 or above participants is available, please get in touch if you are interested
DEADLINE	Early Bird Application Deadline: 10 April 2022 Application Deadline: 10 May 2022
LOCATION	Zoom Meeting & Webinar
PROGRAM LANGUAGE	English
FUTURE BENEFITS	<ul style="list-style-type: none">• Receive exclusive invitation to CKGSB local events• Access to CKGSB Knowledge publications• Enjoy a 10% discount for future enrolment in CKGSB European open programmes (10% for your referred participants)

SUCCESS STORIES



MANFEN EDTECH

- Met 600+ Investors
- Resulted in 10 Million RMB investment via China start program from the investors four months after the program



EUROPASS

- Met with WeChat Pay at Tencent
- Resulted in first partnership to develop WeChat Pay for retailers in Europe
- EuroPass is now developing with Tencent a unique "WeChat refund solution" for Global Blue Tax — free shopping business



CONNECT4GLOBAL

- Met with 3nord
- Result: '90+ Sport' as an accelerator to help bridge and connect sports companies across Europe, China and South America



NIVOSE 1933

- Resulted in the partnership with Fosun Club Med and Fashion group
- In discussion with Shenzhen Venture Capital Association to set up an office in Shenzhen

"The things I learned from China Start is definitely changing our strategy in terms of what it is going from top down, from executive level employees to down to bottoms, and it completely changes the grounds upon how we're thinking about China itself. We spent six months in our time to reach one person from Tencent. It took us 6 months and Mr Bo Ji told me we can connect within five minutes after me asking him. So that's the difference. Six months of your constant work converted to five minutes."

— Sam Thapaliya
President of ASMI
USA



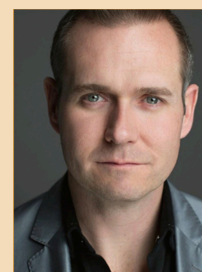
"In the pitch events of this program, lots of investors asked key questions and were open to help. Afterwards, I got a lot of contacts in WeChat, and a lot of quality invitations to chat. Lectures were interesting as well, and speakers told us how to do business in China. I am very surprised by the way that people welcome us, not only staff but also Chinese we met."

— Pieter De Mik
CEO & Founder of
CooCooShop
France



"The program is ABSOLUTELY ESSENTIAL for any western company looking to do business or raise capital in China. More than half of alumni from my cohort have offers of investment or partnership, including my 13 year old daughter who not only found a manufacturer, distributor and marketing partner, but also 2 investors for over \$1M USD!!"

— Alan Smithson
CEO of MetaVRse
Canada



ABOUT CKGSB

17,000 + 50 %

Alumni Worldwide

of alumni at the Chairman or CEO level

20 %

of China's most valuable brands are run by CKGSB alumni

35

unicorns were created at CKGSB in the last 5 years

76

of Fortune China's 2020 Top 500 companies are run by CKGSB alumni

7

alumni named among Forbes China's "50 Best CEOs" in 2021

23

alumni listed in Forbes China Philanthropy List in 2021

5

alumni named in Fortune China's "40 Under 40 List" in 2021

Notable Alumni



CHEN Yidan
Co-Founder,
Tencent



DING Shizhong
Founder,
Chairman and
CEO, Anta Sports



GAO Yunfeng
President and
General Manager,
Han's Laser



LI Dongsheng
Chairman
and CEO, TCL



Jack MA
Founder,
Alibaba Group



Cindy MI
Founder and
CEO, VIPKID



Ralph SPETH
CEO, Jaguar
Land Rover



WANG Xiaochuan
CEO,
Sogou



ZHOU Hongyi
President,
Qihoo 360

CKGSB aims to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is an independent, non-profit business school. CKGSB pioneered the integration of the humanities into its curricula and CKGSB was the first Chinese business school to develop a philanthropy program.

Many disruptors also choose to join CKGSB's Chuang Community - an economic disruption ecosystem that collaborates with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms - resulting in 136 unicorn companies led by CKGSB alumni.

CHINA KNOWLEDGE

- 40+ full-time faculty members recruited from the world's leading business school
- More than 400 case studies of both China-specific and global issues

CHINA NETWORK

- More than 50% of CKGSB's alumni are at the CEO or Chairman level and, together, their companies accounted for 1/5 of China's GDP
- 1,000+ active angels (more than 50% of CKGSB's 17,000 alumni have invested as an angel)

CHINA START Journey



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