

4TH STARS PROGRAMME

DEMO DAY

STARTUP FOOD TECHNOLOGY



- 20 APRIL 2021 -





Organiser

香港工業總會 FHKI Federation of Hong Kong Industries

香港初創企業協會 HONG KONG STARTUP COUNCIL

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ABOUT STARS PROGRAMME

STARS Programme is a mentorship and partnership-centric programme on a zero-equity basis. Participating startups will receive a broad range of support covering mentorship, business and investor matchings, proof-of-concept trials, upskilling workshops, networking opportunities and market exposure, empowering their capabilities and growths on multiple fronts. Post the Programme, some of our STARS alumni have successfully taken their innovations to the international stage, such as Consumer Electronics Show and World Summit.

SYNERGIES

Business and Investor Matchings

Fully backed by Federation of Hong Kong Industries, the only statutory chamber composed of thousands of members across 32 industry groups, the STARS Programme brings in a stream of one-on-one consultations, matchmaking sessions, networking activities and co-creation opportunities. Not only can startups connect with the right partners to fast-track product commercialisation cycles, enterprises can also explore value-added innovations and high-yielding investment that future-proof their businesses.

TRAINING

Star-studded Mentors

Our board of mentors is made up of active players in the startup ecosystem, geared up with extensive experience and profound insights. Our mentors boast solid track records of business success, possessed of enormous passion to empower startups with practical guidance covering idea conceptualisation, business planning, product development, commercial validation, go-to-market strategies and fundraising plans.

Capacity Building

Participating startups can solidify their business fundamentals through workshops hosted by domain experts, significantly advancing their capacities on various frontiers.

ACCELERATION

Zero-equity Accelerator

With zero financial obligations to the STARS Programme, participating startups can receive a bevy of perks encompassing guidance from strategic advisors, free access to the co-working space INDEX, educational resources, a vast network of industrialists, corporates, investors and a broader startup community.

Proof-of-concept Trials and Pilot Schemes

Hong Kong Startup Council serves as a facilitator to encourage corporates to sample trailblazing innovations and leading-edge solutions, with a view to leapfrogging the adoption of innovative technology across traditional and emerging industries. Throughout the Programme, participating startups are given many opportunities to take part in various proof-of-concept trials and pilot schemes, in active pursuit of the best product market-fits, target markets and commercial validations.

RELATIONS

Demo Day

Startups would stage a row of innovative, value-added products/solutions at Demo Day, the conclusion of STARS Programme. Journalists, technopreneurs, industrialists, investors and luminous executives would be invited to commemorate their graduation. Aside from product showcases, plenary sharing, pitching sessions and networking events at Demo Day enable startups to share ground-breaking ideas and discuss the room for collaboration with like-minded professionals.

Flexible, Energetic Office Space

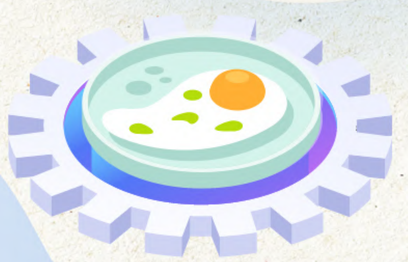
Let ideas sparkle and innovations fly at INDEX, the co-working space at the pulsating heart of the emerging business hub. Hong Kong Startup Council is always here to offer a comprehensive suite of business support services. By engaging in intimate dialogues with corporates and industry leaders at INDEX, startups can build connections with a wider business community, heed path-to-success stories, and seize many more profit-spinning opportunities in the vicinity. Upon graduation, our STARS alumni can enjoy free use of INDEX for one more year to stay close with their business counterparts.

SPOTLIGHT

Spotlight

Stage your innovation in the spotlight. Hong Kong Startup Council actively engages our STARS in various showcases, plenary sessions and networking activities to spark awareness and increase their brand exposure. The Council champions entrepreneur extraordinaires and disruptive innovations. We've built solid rapport with leading media outlets to help our startups grow publicity and attract more businesses, partners and investors. Let your venture story be well-pictured and written, and be one-of-a-kind.





MESSAGES FROM THE LEADERS







Jason Chiu

Chairman,
Hong Kong Startup Council

In the blink of an eye, the STARS Programme has already arrived at our 4th cohort. As a zero-equity programme, the STARS Programme offers a unique value proposition of industrialists and startups crossover with a wide range of support spanning across manufacturing advice and collaboration, dedicated mentoring from seasoned professionals and industrialists, go-to-market strategies, extensive opportunities to reach potential investors and business partners, etc. Throughout the past few months, we are delighted to witness the growth and success of the participating startups.

After months of hard work, through Demo Day, the startups will have a chance to showcase their exceptional achievements and disruptive innovations, which I believe not only benefits the startup community, but the entire food industry. For these startups that have come so far already, Demo Day is only the beginning of their ventures. No matter what adversity they will encounter, I'm confident they will be able to utilize the knowledge and experience gained through the STARS Programme and create fruitful outcomes.

MESSAGES FROM
OUR LEADERS



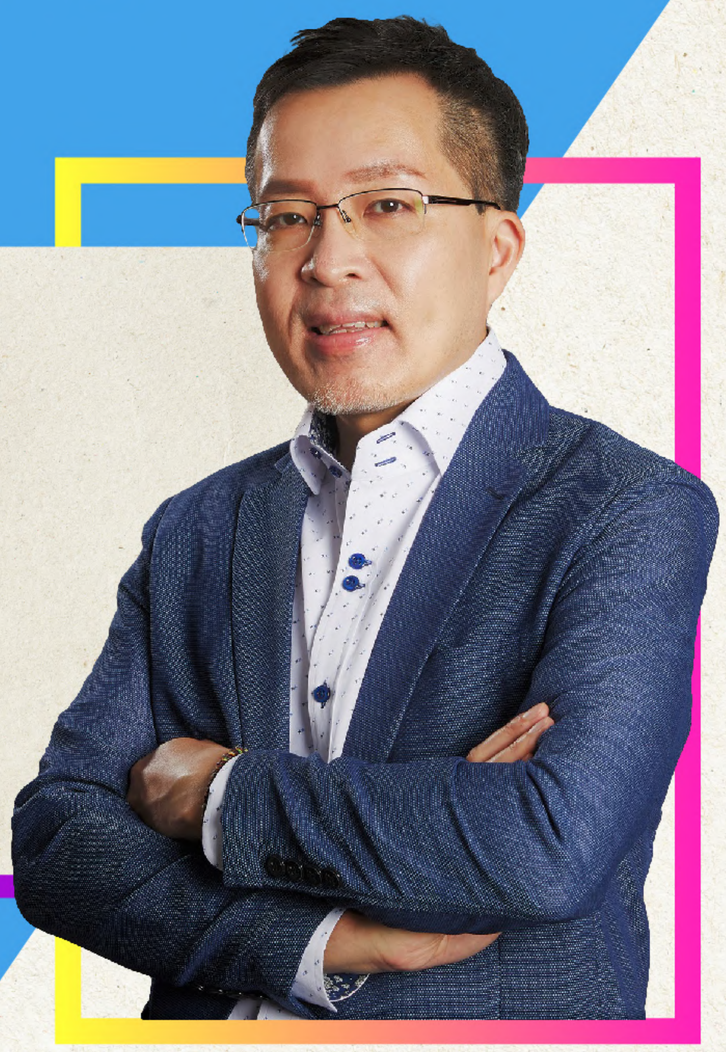
Paul Chu

Vice-chairman,
Hong Kong Startup Council

Lead of Cohort,
4th STARS Programme

The food industry is one of the most significant sectors in Hong Kong. It contributes almost a quarter of the value-added segment of the manufacturing sector. With this in mind, the 4th STARS Programme focused on “Unleashing the Power of Food Technology”. We attracted a wide spectrum of innovative startups that addressed different themes, including sustainability, alternative meat supplies, food waste upcycling, food texture modification, plastic-free packaging, nutrient-dense agri-food, aquaculture hardware, and much more.

It was extremely rewarding to be the cohort lead of the 4th STARS Programme. I am deeply impressed by the perseverance and passion of the participating startups, as well as their practicality in realising their dreams. I have full confidence in these game changers of the industry.



Mingles Tsoi

Principal Mentor,
4th STARS Programme

“

It is my true pleasure to be the Principal Mentor of the 4th STARS Programme, a programme which is mentorship-centric and eminently focuses on industrial partnership. Through the Programme, our startups have captured direct market insights into the R&D values and commercial viabilities of their products.

The STARS Programme not only equips our startups with essential skills and knowledge to further develop their innovations, but also benefits the entire food industry by integrating the latest technologies to tackle the existing pain-points and challenges faced by industrialists. We are glad to see the synergy created between the seasoned industrialists and next generation entrepreneurs.

”

CONGRATULATORY MESSAGE



Anson Kwok

Head of Commercial Bank,
Citi Hong Kong

Congratulations to all our star-grade startups! Citi Hong Kong is delighted to see each and every innovative food-tech solution in the 4th STARS Program has ventured into impactful entrepreneurship and most importantly, with the potential to revolutionize the industry. As we celebrate this momentous milestone on Demo Day, it also provides a meaningful opportunity exclusively for the cohort to pitch promising new technology, gain access to partnerships and funding, and expand the customer base. In addition to the capacity for growth the program offers, we hope the entrepreneurs find the experience nurturing, and are encouraged to continue their commitment together with Citi to developing sustainable business models and achieving greater social and environmental success.





STARTUP PROFILE

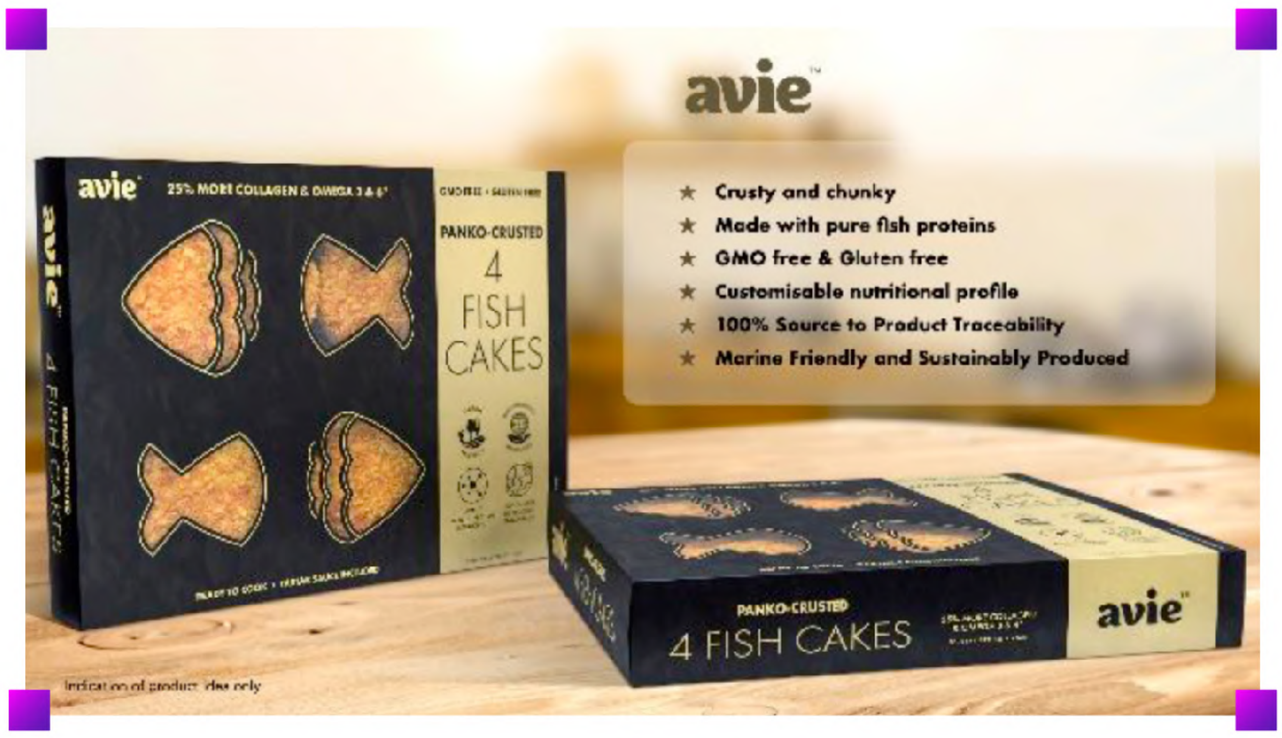




Startup Profile 1

Avant Meats Company Limited

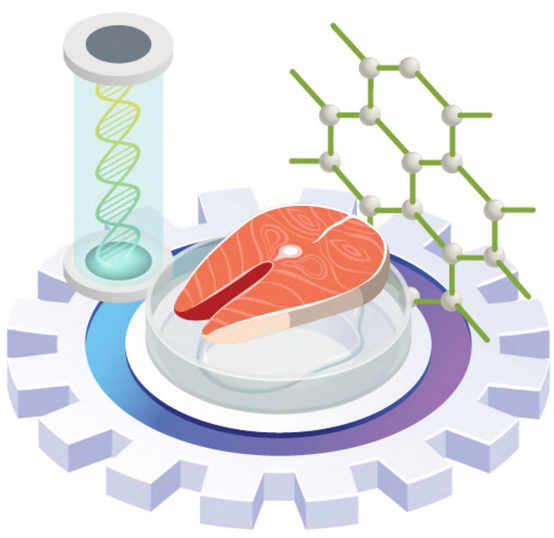
Cultivated Fish Meat



Founder(s) and team :
Ms Carrie Chan,
Dr Mario Chin

Website:
http://www.avantmeats.com

Year of Establishment - 2018



Avant Meats is a technology company with a patent-pending solution that enables businesses to produce fish meat and marine proteins without catching or farming fish. Thanks to our technology, we customise the nutritional profile of our cultivated meat while keeping them free from heavy metals, micro plastics, radioactive contaminant, parasites and antibiotics.

Applications of the technology include cultivated meat as food. Our pilot product is fish meat that is more nutritious than conventionally produced fish, GMO-free and pollutant-free. Other applications include production of functional marine proteins that are currently produced at a high cost.

To know more about us, please visit:
http://www.avantmeats.com/

Startup Profile 2

Cooh Science Limited

Modular automatic system to rear black soldier fly larvas to produce insect protein, insect oil and organic fertilizer

COOH SCIENCE LIMITED



Founder(s) and team :

Mr Elvis Yu
Mr Kenny Tso

Website:

http://bugbrosbio.com/



Year of Establishment - 2019

Bug Bros Biotech Limited turns trash into cash by specialising in the rearing of Black Soldier Flies larvae to digest organic waste and simultaneously produce insect protein to feed farmed fish, poultry and livestock. By so doing, we build a green circular economy reducing pollution/waste and increasing food production. Our business model is to control the sufficient/ adequate supply of BSF eggs/larvae to digest organic waste to have our fully automated BSF rearing system at industrial scale to produce BSF larvae for the market and to dominate the sales channels of the insect protein so produced.

To know more about us, please visit:
http://bugbrosbio.com/

Startup Profile 3

Carewells Limited

We provide texture-modified food for elderly people with chewing or swallowing difficulties (dysphagia)

Founder(s) and team :

Mr Yik Chun Chau,
Dr Mei Ran Abellona U,
Mr Ka Wing Cheung,
Ms Hiu Tung Au Yeung

Website:

http://www.seniordeli.com



Year of Establishment - 2019



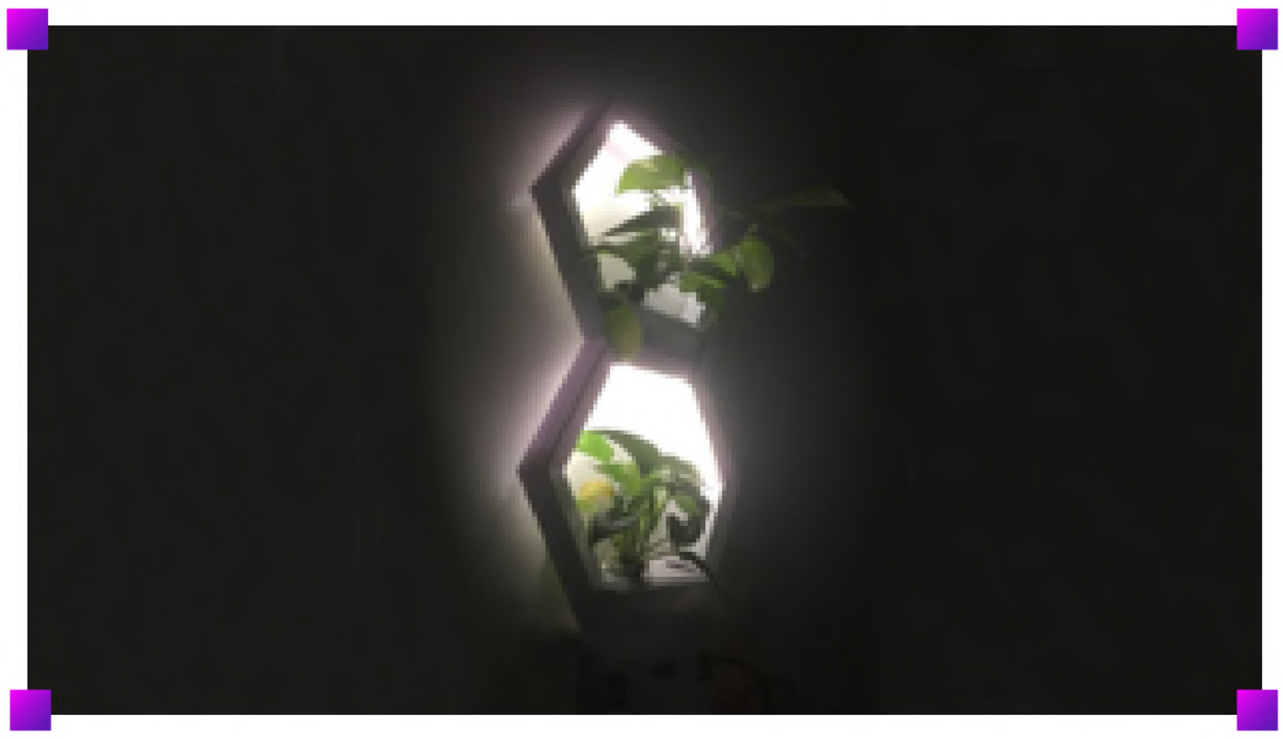
As we age, we gradually lose the ability to chew and swallow properly. Around 30% of the elderly have some degree of swallowing difficulties, a condition called dysphagia. People with dysphagia have problems of eating, limiting their food options, which consequently affect their appetite and may lead to malnutrition. Carewells (Senior Deli) is committed to developing products for people with dysphagia. Our products include Clear Thickener, Food Softener, Food Gellant and pre-packed soft meals, giving them more choices of food, helping them to eat safely and maintain a balanced diet.

To know more about us, please visit:
http://www.seniordeli.com/

Startup Profile 4

Dewee Limited

Plug-and-play green wall system



Founder(s) and team :
Mr Henry Chow,
Mr David Lee

Website:
https://dewee.co/

Year of Establishment - 2019



Dewee is a technology company that creates smart interactive modules that transforms any indoor space and brings you into a new world. The modular system enables quick and simple DIY transformation. Dewee's grow system is a standalone vertical garden that brings nature indoors and beautifully enables infinite possibilities.

To know more about us, please visit:
https://dewee.co/

Startup Profile 5

Distinctive Action Limited

Water-soluble bags, eco-friendly & sustainable packaging

Founder(s) and team :

Ms Devana Ng,
Mr Jorge Torres,
Mr Flavien Chaussegros

Website:

https://www.daction.today/



Year of Establishment - 2016



Today, Distinctive Action provides #INVISIBLEBAG, which is water-soluble, certified compostable, biodegradable and non-toxic, leaves no harmful residues on earth, does not form microplastic in aqueous medium. This is an alternative solution for manufacturers and brands to replace the conventional plastic packaging, in order to reduce the negative impact to our Mother Nature.

This is just our beginning of the journey, as we aim to bring more plastic-free solutions to industry, especially F&B. Hence, we are currently partnering up with R&D center to develop new materials for food packaging to replace plastic dependance.

To know more about us, please visit:
https://www.daction.today/

Startup Profile 6

Farmacy HK Limited

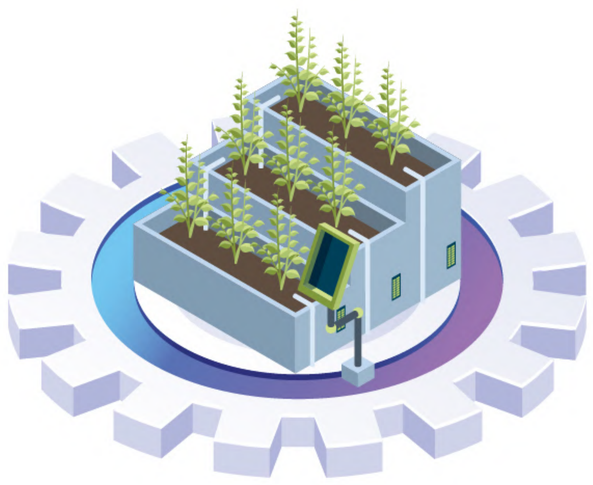
Decentralised smart mobile farming



Founder(s) and team :
Mr Raymond Mak,
Ms Wing Kwong

Website:
https://www.farmacyhk.com/

Year of Establishment - 2018



Have you thought about harvesting fresher, safer and more nutrient-rich living plants in a bustling city? Farmacy HK introduced Smart Mobile Farm this year to shorten the distance between people and crops, aims at embarking a New Green Normal.

In fact, climate change and urbanization have led to a decreasing supply of traditional farmland. Farmacy HK developed a smart agriculture solution by combining environmental protection and plantation into one. By embracing the space sharing concept with our business partners, our Smart Mobile Farm can significantly reduce carbon dioxide emissions by 70% and save more than 90% of water.

Farmacy HK has served 20+ supermarkets, hotels, restaurants, and schools to-date. This December, our Smart Mobile Farms will be deployed to two leading supermarket chains in Hong Kong. Moreover, we will collaborate with a renowned catering brand to open a restaurant with indoor hydroponic themed this fall. We look forward to setting up more hydroponic systems around the world in the future.

To know more about us, please visit:
https://www.farmacyhk.com/

Startup Profile 7

Geb Impact Technology Company Limited

Microalgae cultivation for plant-based protein and nutraceutical elements

Founder :
Mr James Chang

Website:
https://www.gebimpact.com/



Year of Establishment - 2013



Geb Impact, a premium biotechnology company, cultivates microalgae for global plant-based protein market. (TAM: US$15Bil, CAGR: 10%) Euglena Gracilis, a microalgae, is well suited for human nutrition needs. The biomass include protein, carbohydrates, beta-glucan, and lipid. The high-quality protein content is comparable to dairy products, making it ideal for meat replacement.

Our innovative technology successfully produced axenic Euglena biomass with protein content close to 55% by weight regularly. Successfully demonstrated with a bioreactor in Hong Kong Science Park, >10x times productivity gain in biomass production. Recently submitted an ESS Proposal on scaling, efficiencies, protein testing, and IP.

To know more about us, please visit:
https://www.gebimpact.com/

Startup Profile 8

Growgreen Limited

Hydroponic smart grower, aspara™ Nature, and its matching seed kits and mobile apps



Founder(s) and team :

Dr CH Ng,
Dr Humphrey Leung

Website:

https://www.growgreen.hk



Year of Establishment - 2017

aspara® is a hi-tech hydroponic smart grower developed by Growgreen for everyone to enjoy a healthy and beautiful life. Its patented grow lights with specialized spectrum and built-in smart sensors creates nature in a box, allowing user to grow healthy plants, fresh food and even superfood for better well-being. aspara® builds controllable environment with auto optimization. Not only it makes domestic urban farming achievable, it also fits schools, corporations and communities for STEM development and promotion of healthy lifestyles.

To know more about us, please visit:
https://www.aspara.hk

Startup Profile 9

Hong Kong Street Eats Limited

Frozen HK-style Egg Waffles for wholesale, retail and export

Year of Establishment - 2016

Founder:
Mr David Tsang

Website:
http://www.hkstreeteats.com

Founded in 2016, HKSE is the inventor of the first frozen, ready-to-eat HK-style egg waffle "雞蛋仔" - taking the traditional HK favourite to potential levels of scalability, mass production and export. Without additives/preservatives, the product has no discernible difference in texture or flavour to a fresh, delicious "雞蛋仔", both crispy outside and fluffy inside after reheating. Innovation is at the heart of the business, and HKSE has developed its own recipes, packaging, technology, and processes.

To know more about us, please visit:
https://www.hongkongstreeteats.com/



Startup Profile 10

Nano Bubble Limited

Centralised Nano Bubble System

Year of Establishment - 2019

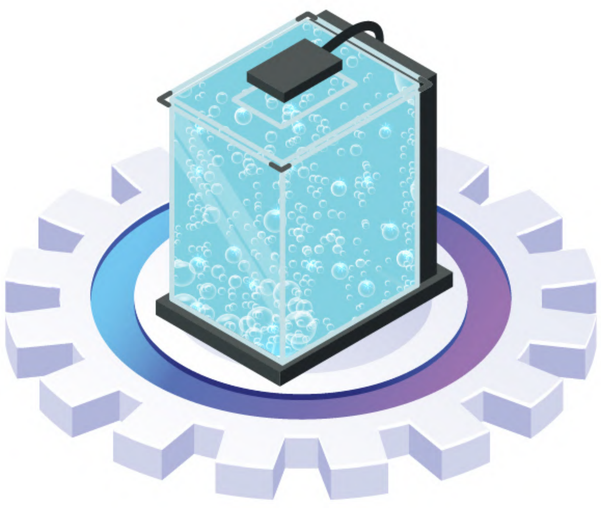
Nano Bubble Limited is a startup company incorporated by aspiring entrepreneurs who possess great expertise in innovation, business management & marketing.

We have been working since 2019 on nano bubble technology, while maintaining the user friendliness, reliability of operation with increasing efficiency.

Founder:
Mr Kai Ling Lam

Website:
N/A

To know more about us, please visit:
https://www.nanobb.com/



Startup Profile 11

Soonlution Technology Limited

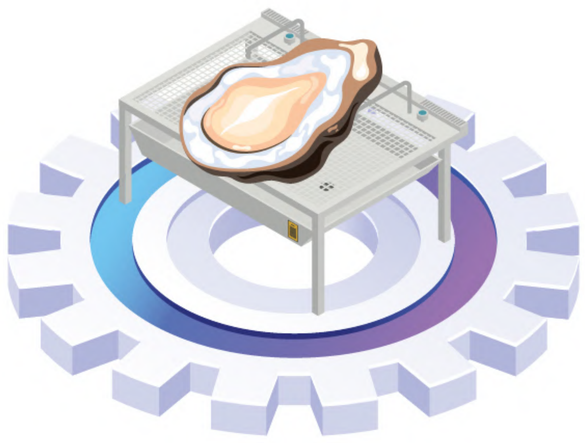
Newly designed shellfish culture raff

Soonlution 思路迁



Founder:
Mr Ho Ka Law

Website:
N/A

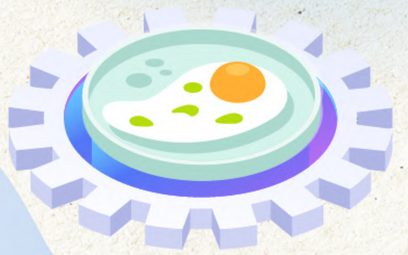


Year of Establishment - 2019

Product: Ai360 Quality Platform is making use of AI, big data and patented smart device to ease up and add value to QA and QC activities along the B2B supply Soonlution is a Hong Kong-based startup company offering innovative solutions to the traditional aquaculture industry to facilitate the transition from being labour-intensive to being technology-based. From our roots in life science and engineering, we invent cutting-edge technologies to give our customers invaluable enhancements in their day-to-day practices.

We are currently working on the project: Modernised Shellfish Home (MSH), initiated in 2019 by Soonlution. MSH aims at minimising the impacts of natural hazards, such as typhoons, on shellfish aquaculture. MSH can greatly reduce the economic cost and help the traditional industry to achieve sustainability under climate change.





HIGHLIGHTS OF 4TH STARS PROGRAMME





Highlights of 4th STARS Programme

2020
3
JULY

Vetting Day



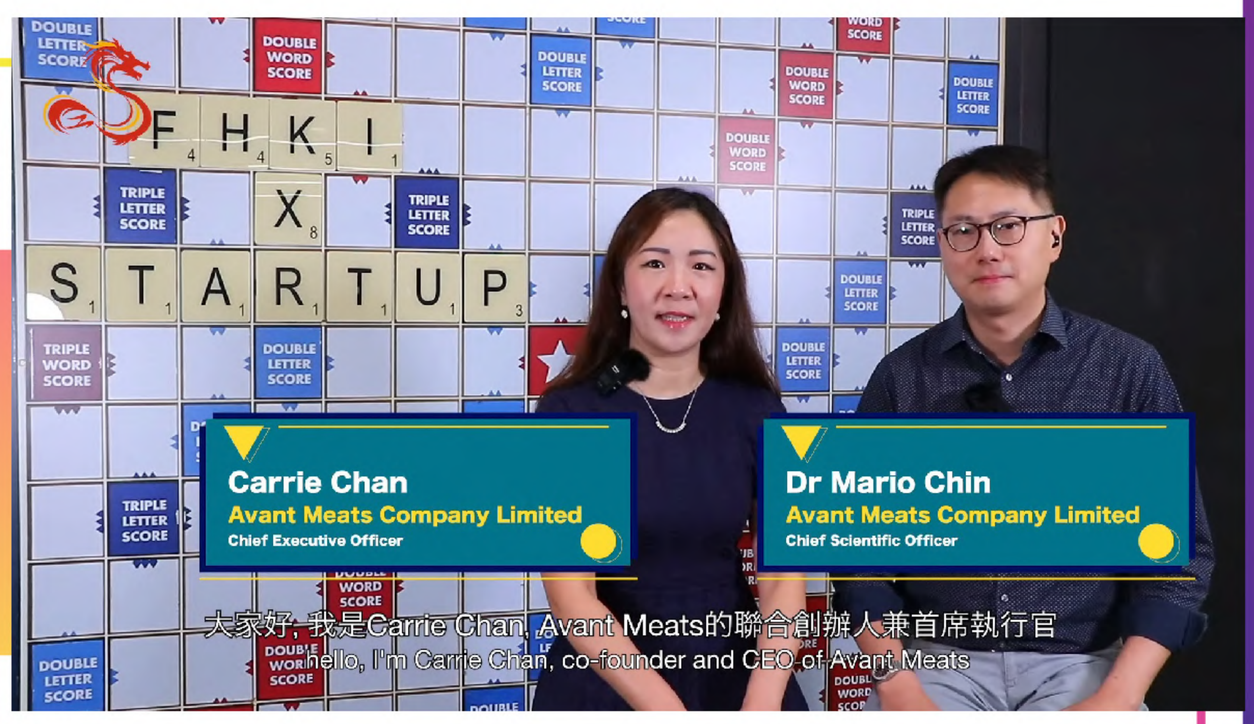


2020
SEP

Capacity Building Workshops

2020
16-30
SEP

Online STARS Parade



Highlights of 4th STARS Programme



2020
27
OCT

Carewells Limited visited NGO Central Kitchen



2020
4
NOV

Hong Kong Street Eats Limited and Soonlution Technology Limited visited Lee Kum Kee Factory

Highlights of 4th STARS Programme



2020
17
NOV

Matching Day



2021
14
JAN

Mentors visited factory of Hong Kong Street Eats



Acknowledgement

Organiser

香港初創企業協會 HONG KONG STARTUP COUNCIL
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InvestHK
數碼港 Cyberport
HKSTP 香港科技園
HKTDC 香港貿發局
HKUST ENTREPRENEURSHIP CENTER 香港科技大學創業中心
HONG KONG X 香港X科技創業平台 X-TECH STARTUP PLATFORM
MIT Hong Kong Innovation Node
伍冕宜創新及創業中心 WU JIEH YEE CENTRE FOR INNOVATION AND ENTREPRENEURSHIP 香港恒生大學 THE HANG SENG UNIVERSITY OF HONG KONG
THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學
IAE Institute for Entrepreneurship 企業發展院
香港大學 工業及製造系統工程系 Department of Industrial and Manufacturing Systems Engineering The University of Hong Kong
TusPark 香港啟迪中心 | TusStar 启迪之星
WHub #StartupPassion

香港初創企業協會
HONG KONG STARTUP COUNCIL
香港工業總會轄下 A FHKI Council

About
Hong Kong Startup Council

Established under the Federation of Hong Kong Industries in 2016, Hong Kong Startup Council is devoted to serve as a platform to accelerate the growth of local startups by connecting them with entrepreneurs, investors, R&D and educational institutions, with the purpose of creating synergies between Hong Kong's traditional and new economies, as well as facilitating startup eco-system in Hong Kong.

香港工業總會
FHKI Federation of Hong Kong Industries

About
Federation of Hong Kong Industries

The Federation of Hong Kong Industries was established under the Federation of Hong Kong Industries Ordinance (Cap. 321 of the Laws of Hong Kong) in 1960.

The objectives of the Federation are:

- to promote and foster the interests of Hong Kong's industrial and business communities;
- to promote trade, investment, technological advancement, manpower development, and business opportunities in Hong Kong;
- to represent business's views and advise the government on policies and legislation which affect business.

Connect with Us

www.startup.org.hk

Hong Kong Startup Council

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8 Cheung Yue Street,
Cheung Sha Wan,
Kowloon, Hong Kong

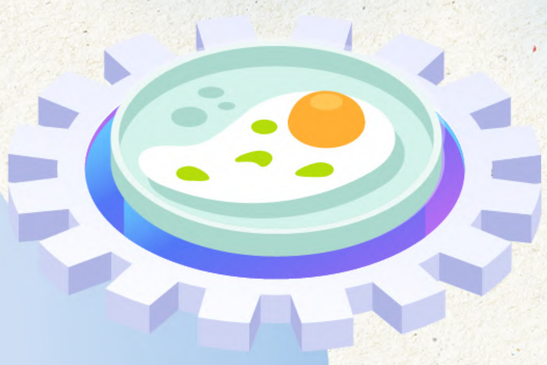
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Hong Kong Startup Council







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