

# Cyberport University Partnership Programme 2025 Info Pack to Students

Co-organising Universities:



Entrepreneurship Boot Camp Partner:



# Cyberport University Partnership Programme (CUPP) Overview



## Programme Overview

CUPP is an entrepreneurship programme with boot camp, mentorship and competition that aims at nurturing young talents for Hong Kong since 2015.

For the upcoming cohort, CUPP is themed in AI, Blockchain, Cybersecurity and Web3.

## Programme Structure

- **CUPP 2025 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 pre-camp nurturing sessions and industry mentorship in Hong Kong and 7-day Entrepreneurship Boot Camp at **Draper University** in August 2024.
- After the Boot Camp, the teams will pitch to a judging panel in Hong Kong. The winning teams could **win HK\$100,000 Seed Fund** to continue their start-up venture.

\* For list of CUPP 2025 Co-organising Universities, please refer to the last page of this document.

# Cyberport University Partnership Programme (CUPP) Overview



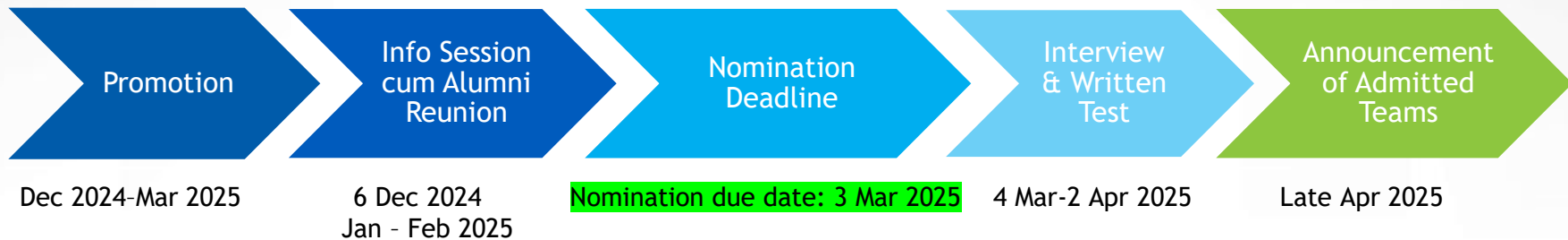
## Programme Offers

- A series of digital tech pre-camp nurturing sessions in Hong Kong.
- Entrepreneurship Boot Camp at Draper University, 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 industry experts, both locally and globally.
- Pitch innovative business idea to investors.
- Win HK\$100,000 grant by Cyberport Creative Micro Fund.

# CUPP 2025 Timeline



## Stage 1



## Stage 2



# Eligibility for CUPP 2025



- Project must be **rooted in digital tech.**
- Applicants must be nominated by CUPP 2025 Co-organising Universities.
- Applicants must be **between 18 to 30 years old (inclusive)** upon the nomination deadline (i.e. 3 March 2025).
- Applicants must be undergraduate or postgraduate students nominated by the Co-organising Universities, either currently enrolled university students or recently graduated within 3 years after the date of their graduation (i.e 3 Mar 2022 to 3 Mar 2025) from the co-organising universities.
- Applicants must have good command of English.
- Team members could be a mixture of students from the CUPP 2025 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
  - Up to 2 Core Team Members with technical/UIUX 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 2025 – Phase 2)



## Admission Fee

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

## Deposit

A refundable deposit will be collected from Individuals admitted CUPP 2025. The deposit is refundable upon full attendance and performance of the participants in CUPP 2025, as assessed by Cyberport.

**HK\$6,000 deposit for individuals joining the 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 the training programmes.
- Students successfully admitted to CUPP 2025 with 100% subsidised by Cyberport for pre-camp nurturing sessions in Hong Kong and Entrepreneurship Boot Camp at Draper University, 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 who could not participate CUPP Demo Day, to pay back the expenses incurred for their attendance in the CUPP 2025.

# How to apply for CUPP?

CUPP is a programme on nomination-based. Interested applicants should contact **CUPP 2025 Co-organising Universities** for nomination details. Nominated teams should provide their academic performance, award received, entrepreneurial experience and proposed project to the universities for consideration.

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

**Nomination Deadline: 3 March 2024**



# Contact Your University for Nomination



CUPP 2025 Co-organising Universities	Department	Email
City University of Hong Kong	HK Tech 300	<a href="mailto:hktech300.info@cityu.edu.hk">hktech300.info@cityu.edu.hk</a>
Hong Kong Baptist University	Career Centre, Office of Student Affairs	<a href="mailto:becky_poon@hkbu.edu.hk">becky_poon@hkbu.edu.hk</a>
Hong Kong Metropolitan University	Lee Shau Kee School of Business and Administration	<a href="mailto:szhang@hkmu.edu.hk">szhang@hkmu.edu.hk</a>
Hong Kong Shue Yan University		
Lingnan University	Lingnan Entrepreneurship Initiative	<a href="mailto:lei@ln.edu.hk">lei@ln.edu.hk</a>
Saint Francis University	Innovative Incubation Center (IIC)	<a href="mailto:rleung@sfu.edu.hk">rleung@sfu.edu.hk</a>
The Chinese University of Hong Kong	PI Centre	<a href="mailto:picentre@cuhk.edu.hk">picentre@cuhk.edu.hk</a>
The Education University of Hong Kong	Entrepreneurship Development Unit (EDuce)	<a href="mailto:kt@eduhk.hk">kt@eduhk.hk</a>
Hang Seng University of Hong Kong	Department of Economics and Finance	<a href="mailto:florenceli@hsu.edu.hk">florenceli@hsu.edu.hk</a>
The Hong Kong Polytechnic University	Knowledge Transfer and Entrepreneurship Office	<a href="mailto:info.kteo@polyu.edu.hk">info.kteo@polyu.edu.hk</a>
Hong Kong University of Science and Technology	HKUST Entrepreneurship Center	<a href="mailto:ecenter@ust.hk">ecenter@ust.hk</a>
The University of Hong Kong	Techno-Entrepreneurship Core	<a href="mailto:hkutec@hku.hk">hkutec@hku.hk</a>



An info session will be held to introduce CUPP 2025 to university students to get them understand more about the programme.

It will provide an overview of the programme, including eligibility, timeline, fees and deposit, and an introduction webinar by Draper University. Interested students are also welcomed to make use of the opportunity to build connections with other tech enthusiasts and programme alumni.

## Details:

Date: 6 December 2024 (Friday)

Time: 18:30-20:30

Venue: Function Rooms 1-3, Level 3, Cyberport 3

Fee: Refundable deposit of HK\$50

Language: English

**(Complimentary round-trip shuttle bus service between Kennedy Town and Cyberport available)**

## Registration:



# Interview & Written Test (Phase 1)



## Interview

- Nominated teams will be invited to do interview at Cyberport
- Teams are required to prepare 5 mins pitch to present the Web3 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 Web3/ Blockchain/ FinTech/ Technologies

## Written Test

- Written test will be prepared and reviewed by Draper University

# Demo Day - Judging Criteria (Phase 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://cyberport.hk/cupp2024/ENC.RF.015c-GN\\_for\\_Applicants-CUPP\(ENG-R5\)\\_Oct%202023.pdf](https://cyberport.hk/cupp2024/ENC.RF.015c-GN_for_Applicants-CUPP(ENG-R5)_Oct%202023.pdf)

## CUPP Web3 2024 Highlight Videos

Episode 1 - Emerge: <https://www.youtube.com/watch?v=SeRpHEhu9ao>

Episode 2 - Engage: [https://www.youtube.com/watch?v=\\_etwmnixai4](https://www.youtube.com/watch?v=_etwmnixai4)

Episode 3 - Empower: <https://www.youtube.com/watch?v=Vd6nDvT0gd8>

## *CUPP 2025 Co-organising Universities*

- City University of Hong Kong
- Hong Kong Baptist University
- Hong Kong Metropolitan University
- Hong Kong Shue Yan University
- Lingnan University
- Saint Francis University
- The Chinese University of Hong Kong
- The Education University of Hong Kong
- Hang Seng 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](mailto:Training@cyberport.hk)