Pokeguide

go straight for the best
ABOUT BRIAN HUI

• Graduated from St. Joseph’s College and Master of Science (Computer Science) of HKU
• 10+ years of working experiences
• From Citi, UBS, PricewaterhouseCoopers, IBM to Wolters Kluwer
• Now – Co-founder of Pokeguide, a mobile app shows you the best car door to board metro train for your destination, covering 3 cities now, and more to go in 2018
Have you ever got lost in Taipei Main Station or Tsim Sha Tsui Station in subway?
In Asia, when cities are developing, subway is getting **more complicated**
FAST GROWING USER BASE IN HONG KONG
FAST GROWING USER
BASED IN ASIA

180,000+
DOWNLOADS

20 million
MINUTES SAVED
REWINDING TO DAY 1
HOW DO WE START POKEGUIDE?

1. Establish core values & belief to our users
2. Determine the size of target audience & other business feasibility
3. Find the co-founding team
4. Company formation and set up rules
BRAINSTORMING
THE BUSINESS IDEA

Observe your target audience

Monitor the industry trend (e.g. FinTech, Biomed, IoT, AI, Big Data)

Validate by seeing their responses
### TOOLS FOR MONITORING THE SUCCESS

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Any ways to enable your business running in your segment?

Patent? Trademark? Local and Worldwide?

Tax issue for running businesses in multiple locations
FUNDING TO KICK START FOR DIFFERENT TYPES OF BUSINESS

Hardware Product
- Kickstarter
- Indiegogo

Research-heavy Tech
- Knowledge transfer department in universities
- Government resources

Apps / Platform
- University micro funds / PolyU Good Seed
- Startup Competitions
- HKFYG and other Youth Development Fund
- HKSTP and Cyberport