

INTER-SME BREAKFAST SEMINAR

# WHAT INVESTORS ARE LOOKING FOR WHEN INVESTING IN START-UPS



**8:00AM - 10:00AM Tuesday 15 May 2018**

**UBS, 52/F, Two International Finance Centre, 8 Finance Street,  
Central, Hong Kong**

You have a fantastic idea, you've done the market research and written the business plan. Now it's time to find some working capital for your small business initiative. To understand what investors are looking for is the first step to successfully raising funds.

Our speakers will share their tips and experiences from both the investors' and business founders' perspectives to help you with your next pitching. This is an interactive session so bring your questions.



**Mike Imam**  
Co-founder of  
Silverhorn Group



**Kevin Wong**  
Co-Founder and  
CEO of Origami  
Labs



**Joshua Miller**  
CEO of  
OKAY.com



**Stefan Kracht**  
MD of Fiducia  
Management  
Consultants



**Mark Sims**  
Executive VP, SG  
Ventures, Stan  
Group (Holdings) Ltd

## Thank you to our Small Business Network Sponsors:



### *About the speakers:*

#### **Mike Imam, Co-founder of Silverhorn Group**

Prior to joining Silverhorn, Mike was a Director at Schroders Asset Management in Hong Kong heading the Wealth Management Distribution in Asia and responsible for the development of Schroders' business through private banks in the region as well as through intermediaries in Mainland China. Prior to joining Schroders in 2006, Mike was Asia Head of Private Banking Advisory, Asset Management Division, at Credit Suisse. Mike joined Credit Suisse Private Bank in 1998.



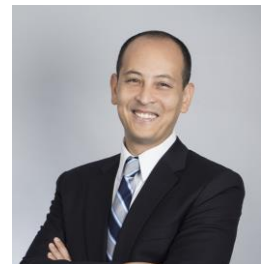
#### **Kevin Wong, Co-Founder and CEO of Origami Labs**

This wearable device company has launched the world's first wireless voice powered smart ring. Driven to push the boundaries of what defines wearables, Kevin and team aim to create screen free products that balance the fine line between function and freedom. He leads the team's innovation, investor outreach, coffee consumption, and R&D/tinkering efforts.



#### **Joshua Miller, CEO of OKAY.com**

OKAY.com is a disruptive real estate agency that empowers real estate professionals to better serve their clients. Having grown from startup to over 100 people, OKAY.com is one of the fastest growing companies in the property industry today. With 20 years of experience in finance, strategy and real estate, Joshua has led the funding efforts of the company. He was previously a Director with Asia Pacific Properties Ltd., a leading corporate real estate firm in Hong Kong and China, and a Vice President with Morgan Stanley's Capital Markets division. He obtained his MBA at the MIT Sloan School of Management.



#### **Stefan Kracht, Managing Director of Fiducia Management Consultants**

Stefan helps international clients achieve their best possible strategic positioning and operational setup in Greater China. He leads Fiducia's team of 120 specialists across its four offices, and oversees all strategic advisory support and outsourced commercial services.

Stefan understands the priorities of Fiducia's mostly owner-operated clients, being a business owner himself. He draws from nearly two decades of trade and investment experience in the region. A Hong Kong-born German national, Stefan began his career with the Otto Group in Hamburg, continuing in Hong Kong and Shanghai. After working as a management consultant at Bain & Co. in London, he founded a components and materials trading company in Shanghai. Having sold that business, he joined Fiducia in 2005 and took over leadership in 2012.



**About the moderator:**

**Mark Sims, Executive Vice President, SG Ventures, Stan Group (Holdings) Limited**

Mark has over 25 years' experience in technology, business development and management consulting with both global and local companies. He has also been an entrepreneur having built and exited two businesses. His career has seen him working throughout Asia Pacific in many different senior roles. Having started his career as an Auditor, Mark has undertaken many different career transformations based upon the needs of the role. This has included Risk Management, Management Consulting, Project Management, Business Development, Sales and Technical Pre-sales. This diversity of experience has allowed him the good fortune of setting up business units and businesses throughout Asia.



Mark was recently recruited to lead SG Ventures, a division of Stan Group (Holdings) Limited. He sits on the board of several Start-ups, and actively advises many Entrepreneurs and aspiring Entrepreneurs on their business plans and technology strategies.

**Date: Tue 15 May 2018**

**Time: 8:00am – 10:00am**

**Venue: UBS, 52/F, Two International Finance Centre, 8 Finance Street, Central, HK**

**Cost: Member HK\$150  
Non-Member HK\$250  
(Including breakfast)**

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*\*Media are welcome to attend but should advise the secretariat in advance and no interviews are permitted with speakers unless previously agreed.*

**Booking Form: InterSME Investment Breakfast**

<b>Contact Name:</b>		<b>Telephone:</b>	
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- Your booking will be successful upon receiving a confirmation email from AustCham.
- **Cancellations must be in writing prior to 10 May 2018.**
- No shows will be charged and payments are non-refundable unless the event is cancelled by the organiser.
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