



# THE 2% MISSION

## THE 4 INGREDIENTS TO TRANSFORM HONG KONG'S STARTUP SCENE

43%

Potential entrepreneurs consider social and cultural norms when starting up

+436%

Entrepreneurs postponed starting up due to increase in pressure from friends



SHAKE SOCIAL CONVENTIONS

68%

of local citizens regularly give money to charities

50%

would help a stranger



BRIDGE THE GAP BETWEEN WILLINGNESS TO GIVE AND SUPPORTING HOMEGROWN STARTUPS

ONLY 3%

**BUT**

of the institutional investments made by Hong Kong based corporations, much lower than in the U.S. which is 16%, during 2007 - 2012

BUT

75%

of EYE Program participants think "Creativity" is their strength

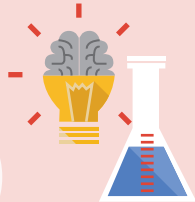
CULTURAL PARADOX



TRADITIONAL WAYS OF DOING BUSINESS



VICIOUS CYCLE OF CROUCHING INNOVATION



JAILBREAK THE INNOVATION DEADLOCK

RESULTS:

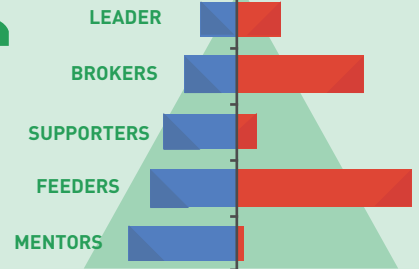
ONLY 32%

of startups are regarded as "highly innovative" by EYE Program judges



BALANCE THE FIVE GROUPS IN THE ECOSYSTEM

RECOMMENDED CURRENT SITUATION IN HONG KONG



## THE 5 KEY GROUPS IN HONG KONG LET'S WORK TOGETHER



STARTUP COMMUNITY

- Strengthen networks, improve mentorship & share knowledge
- Promote Hong Kong and local startup to the world



BUSINESS COMMUNITY

- Commit more resources to R&D
- Establish collaborative projects with startups



INVESTOR

- Professionalize & legitimize angel investing
- Develop & support impact investing



EDUCATOR

- Encourage & support university-based entrepreneurship
- Develop & expand incubation programs



GOVERNMENT

- Promote shared long-term vision for entrepreneurship
- Continue enhancing sustainable business environment

WHAT THE FUTURE HOLDS!  
THE 2% MISSION



11,480  
NEW HIGH-POTENTIAL  
STARTUPS



338,800  
NEW JOBS



7,800  
NEW IP APPLICATIONS



0.24%  
GDP GROWTH