

# DBS BusinessClass

## DBS BusinessClass

S E R V I C E I N D U S T R Y

# DISRUPT

EDUCATION | ACCOUNTING | HEALTHCARE | LEGAL

WORKING PARTNER



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## Industry Overview

Nowadays digitalization does not merely mean purchasing a software to replace your existing workflows. Instead, it refers to the integration of modern technology into any parts of your business that could improve productivity and user experience. Today, technology is affecting people's daily lives and businesses' daily operations. Although innovative solutions are yet to replace the normal domain of professional services, who can say for sure that they are not going to do so in the next few years? If businesses do not transform fast enough with the global trends, they run the risk of being eliminated.

## Pain Points of Service Industry

We have identified three pain points that are common within the service industry. They are:

### 1 Difficulty in Business Differentiation

Businesses find it more and more difficult to differentiate their services from their competitors other than pricing. They would like to find ways to stand out by identifying clients' priorities and offering unique features and benefits accordingly.

### 2 Ineffective Cost Management

It is challenging for service providers to maintain a tight cost control while providing a more competitive overall solution. Cost management is crucial for businesses to remain profitable and develop sustainable growth at the same time.

### 3 Lack of Digital Innovation

Businesses might not have enough resources or expertise to brainstorm for innovation and look into suitable digital solutions to enhance the existing workflow processes and upgrade their business models.

## Event Mission

Not only is DBS BusinessClass a mobile app designed for startups and SMEs to keep track on the latest market trends, it is also a unique idea to facilitate collective collaboration and brainstorming with a series of O2O events, bringing our members from offline to online and simultaneously online to offline. Through this Service Industry Disrupt, we hope to develop new insights together and connect you with industry thought leaders and innovation solution providers. By drawing on collective wisdom, we could grow our businesses and inspire each other to share brand new technology.





## Keynote Speaker



Honorable Charles Mok, JP  
Legislative Councillor (IT)

Mr. Charles Mok, is the Legislative Councillor representing the Information Technology Functional Constituency. He has been serving the ICT industry for more than 20 years. He is currently the Vice Chairman of the Professional Commons, Honorary President of the Hong Kong Information Technology Federation and Founding Chairman of the Internet Society Hong Kong.

### Topic

How can we leverage innovation as the engine for change?

## SME Panel Speakers

### Discussion Topic

How can enterprises partner with startups to build an innovative ecosystem?

Healthcare



Vincent Tung  
Executive Director,  
Finance  
Quality Healthcare

Education



June Leung  
Founder  
Beacon Group

Accounting



Irene Chu  
Head of Technology,  
Media &  
Telecommunications, HK  
KPMG, China

Legal



Ian Liu  
Senior Associate &  
Patent Attorney (UK)  
Deacons, China



Peter Ho  
Partner, Real Estate  
Group - Finance &  
Investment Team  
Mayer Brown JSM

Moderator



Xaviour Wong  
District Head, Institutional  
Banking Group  
DBS Bank (Hong Kong)  
Ltd

## Startup Panel Speakers

### Discussion Topic

How startups could innovate SMEs and benefit from TVP?

Healthcare



Albert Au  
Founder  
AcesoBee

Education



Kevon Cheung  
Co-Founder & COO  
First Code Academy

Accounting



Timothy Yu  
Founder  
Snapask

Legal



Ryanne Lai  
Co-founder  
Dragon Law

Moderator



Andy Yip  
Senior Marketing  
Manager  
HKT



# DBS BusinessClass

## Exhibitors

The following companies are exhibitors from four service industries – healthcare, education, accounting and legal.

- 1



**AcesoBee Limited**  
is an app that aims to develop a comprehensive electronic healthcare record platform to facilitate personal healthcare information management among patients, healthcare service providers and insurance companies.
- 2



**Cognix Limited**  
offers innovative software products, combining interactive games with cognitive assessment and training tools to identify and relieve Alzheimer's disease.
- 3



**Ying On Domestic Care Company Limited**  
is a one-stop intermediary platform for professional domestic care services, offering medical, care and home services.
- 4



**AESIR Ltd**  
creates games and interactive solutions for people with special needs using augmented-reality and virtual reality technologies with an aim to help them learn life skills and develop positive habits.
- 5



**beNovelty Limited**  
offers a digital music education platform with over two hundred lessons serving more than a thousand of students as well as a personal cognitive assistant for language learning.
- 6



**First Code Academy**  
offers proprietary curriculum designed to teach students how to code and stimulate their inquiry based learning, logical thinking and creative problem solving skills, empowering them to become creators with technology.
- 7



**Outwhiz**  
provides mathematics and english academic programs and exercises via automatic grading so that students can benefit from instant feedback and self-paced learning.
- 8



**Snapask**  
is an interactive online platform, in which students can snap a picture of the question on hand and receive instant education support from qualified tutors. Students can also access practice questions customised to individual learning progress.
- 9



**addERP**  
offers user-friendly interfaces designed by professional accountants for users to operate and perform their accounting or fiduciary duties, financial works, or office services over cloud solutions.
- 10



**Dragon Law**  
enables clients to generate highly-customised contracts to specific business needs by simply answering a few questions on document builder, enabling fast production of customised documentation.
- 11



**EPIQ**  
is a worldwide provider of legal services and technology, serving law firms, corporations, financial institutions and government agencies - helping them manage the complex data and logistics of eDiscovery, bankruptcy and class action.



## Consulting Partners

The following companies are the consulting partners of the event. They provide startups and SMEs with professional expertise and valuable advice in different aspects.

Financing Consulting		DBS is honoured to be recognized as the World's Best Digital Bank by Euromoney in 2016. DBS delivers fresh thinking with its unique expertise of Asian Markets, providing innovative solutions for its clients to stay ahead of the competition in the rapidly changing environment.
Technology Voucher Programme Application Consulting		HKT is Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. It provides a wide range of services including local telephony, local data and broadband and international telecommunications.
Venture Capital Consulting		With connected capital, CoCoon Ignite Ventures is a theme-based early-stage institutional fund that invests in entrepreneurs who have a unique vision of the new economy and can create value from decentralized networks and new business models. CoCoon Ignite Ventures invests up to USD 1million per portfolio company.
Startup Incubation Advisory		Since 2001, HKSTP has been carefully building a tech-based ecosystem that connects stakeholders, nurtures talent, facilitates collaboration, and drives innovation to commercialization, aiming to transform Hong Kong into the regional hub for innovation and technology development.
Technology Advisory		KPMG is a global network of professional services firms providing Audit, Tax and Advisory services. KPMG professionals operate in multidisciplinary teams, focusing on clients' needs and offering objective advice for the most challenging market issues.
Modern Workplace Advisory		Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. The company offers a wide range of products and services designed to empower people through great software – any time, any place and on any device.



## Event Rundown

Date: 6 April 2017 (Thursday)  
Time: 3:00 pm - 6:00 pm  
Venue: Chamber 1, G/F, InnoCentre, 72 Tat Chee Avenue,  
Kowloon Tong  
Language: Cantonese

3:00 - 3:30 pm	Event registration and mingling
3:30 - 3:50 pm	Keynote speech by Mr. Charles Peter Mok Topic: How can we leverage innovation as the engine for change?
3:50 - 4:15 pm	Panel discussion with SMEs in professional service industries Topic: How can enterprises partner with startups to build an innovative ecosystem?
4:15 - 4:20 pm	Exhibitors highlights
4:20 - 4:30 pm	Technology Voucher Programme (TVP) application tips for SMEs by Mr. Andy Yip, Senior Marketing Manager, Product Marketing/Mass Market Marketing, Commercial Group, HKT Limited
4:30 - 4:55 pm	Panel discussion with startups in professional service industries Topic: How startups could innovate SMEs and benefit from TVP?
4:55 - 5:55 pm	- Solution showcase and exhibition by DBS BusinessClass solution provider partners - Pre-scheduled business matching and consultation with DBS BusinessClass consulting partners
5:55 - 6:00 pm	Closing remarks by DBS BusinessClass

The content of the event is subject to changes without prior notice.

