

# StartmeupHK Newsletter: January 2022

## Words from StartmeupHK

2021 was defined by another year of impact from COVID, but while the tech sector certainly wasn't exempt, compared to many other industries, it escaped relatively unscathed. In fact, in some areas, opportunities positively bloomed. Everything from e-commerce, enterprise software, payments, and virtual conferencing to name a few, were entrenched into everyday life as habits changed, and people increased their adoption of digital channels.

One HK company that made a name for itself during the pandemic was **Prenetics**, the biotech company that brought rapid and accurate COVID testing to the masses. It became the first HK unicorn to list, via a SPAC in New York in December 2021, and this was followed by Chinese University AI startup **SenseTime**, which listed shortly after in HK. There's a few other HK startups waiting in the wings. 2022 may well be the year we'll see major exits by many of its unicorns.

**Jayne Chan**  
Head, StartmeupHK

## News and Happenings



Vitalik Buterin @Virtual Fintech Forum, StartmeupHK Festival 2021

## Save the Date: StartmeupHK Festival 2022, 23-28 May 2022!

What are your wishes for 2022? One of our team's professional hopes in 2022 is to have more large scale in person events in Hong Kong, but if that's not possible we'll settle for smaller ones with thought provoking content, good networking and opportunities to connect with investors and potential clients alike. We're planning to have all that and more at our next StartmeupHK Festival, which will run on the 23-28 May! Events will showcase smart city technologies, proptech, gaming, blockchain & NFTs, healthtech and tech for impact & sustainability. Most events will be in hybrid format so we hope to see you either in person or online. Website will be launched soon. In the meantime [check out the previous StartmeupHK Festival 2021](#)

## Hack.Asia 2022: Innovate the Sustainable Future (apply by 9 Jan 2022)

Hack.Asia is looking for a variety of skills to prototype new tech-solutions that can drive positive changes and solve real-world sustainability challenges. Startups, students and innovators with big ideas and technological expertise are welcomed to join the competition to innovate for a more sustainable and responsible future. [Learn more](#)





## Azalvo Project Powered by Jumpstart (apply by 14 Jan 2022)

The azalvo project is a 12-week online and offline accelerator focusing on fashion-tech, lifestyle and retail-tech. It is free of charge and welcomes startups from around the world to apply. Don't miss the opportunity to gain exposure in Asia, access exceptional mentors and advisors, learn to grow revenue and scale business, and more. The best teams will be offered investments from azalvo or its stakeholders. [Learn more](#)

## Asia Smart App Awards 2021 (submit all materials by 31 Jan 2022, 5:00PM)

Join the 8th edition of the award scheme to exchange insights with other smart app developers from Asia and explore business opportunities, while receiving valuable comments from professional assessors. Finalists will acquire soft-landing packages, gain extensive media exposure, be invited to speak at the Asia Smart App Summit, and win a lot other benefits. [Learn more](#)



## Startup Story



### Success Is All about Creating Solutions to Customers' Biggest Challenges

*"We started off small, but we aimed big, and that's why we went international from the very beginning. I believe settling down in Hong Kong will definitely put us on the next level and help us bring in more high-tech talent and business opportunities from all over the world."* - Spencer Deng, CEO and Co-Founder of Dorabot

[Learn the story of Dorabot](#), an AI & Robotics startup that quickly established itself as one to watch in its industry thanks to not only a string of significant breakthroughs in cutting-edge technologies but also understanding customer challenges and designing customer-centric solutions.

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### About StartmeupHK



StartmeupHK is an initiative by InvestHK aimed at helping founders of innovative and scalable startups from overseas to set up or expand in Hong Kong. Our services include providing information about the startup ecosystem here in Hong Kong, connecting people to the startup community, hosting startup events and helping to foster a positive environment for startups to thrive. Please [contact us](#) for further discussion.

## About InvestHK



InvestHK is a government department with a vision to strengthen Hong Kong's status as the leading international business location in Asia. Our mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. For more information, please visit [investhk.gov.hk](https://investhk.gov.hk).

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