

**Press Release
For Immediate Release**

Cyberport University Partnership Programme 2024 Launched *CUPPers to Attend Web3.0 Entrepreneurship Boot Camp at Draper University in Silicon Valley, USA*

Hong Kong, 17 June 2024 – Cyberport University Partnership Programme (CUPP) 2024, organised by the Cyberport Academy and Web3Hub@Cyberport, was officially launched on 15 June. In response to the Hong Kong SAR Government's allocation of HK\$50,000,000 to Cyberport last year to foster the growth of the Web3.0 ecosystem, this year's programme has incorporated Web3.0 elements for the first time to cultivate more young Web3.0 talents. The programme is supported by 11 local universities and has admitted 20 teams comprised of about 50 CUPPers, who are university students and recent graduates. They will travel to [Draper University](#), an entrepreneurship school in Silicon Valley, where they will participate in an entrepreneurship training camp. This camp includes seminars, company visits, mentorship, business coaching, pitching sessions to Silicon Valley investors, and networking dinners. After the boot camp, they will present their business solutions to the Cyberport judging panel in August. Among them, up to 13 winning teams will each receive a HK\$100,000 grant sponsored by the Cyberport Creative Micro Fund (CCMF) to help realise their entrepreneurial dreams.

Lillian Cheong, Under Secretary for Innovation, Technology and Industry, said, "The Hong Kong SAR Government is committed to supporting young entrepreneurs in harnessing their innovative spirit and creative ideas to unlock the future together. This commitment includes the promulgation of the Hong Kong Innovation and Technology Development Blueprint in 2022, which formulates strategic plans and clear roadmaps for Hong Kong's innovation and technology (I&T) development over the next 5 to 10 years. Additionally, the SAR Government has committed substantial resources to enhancing I&T infrastructure, research and development capabilities, and talent cultivation. Fintech, at the intersection of finance and I&T, is now of paramount importance on the road to Hong Kong's development of I&T."

Simon Chan, Chairman of Cyberport, said, "Talent is the most important resource for I&T development. Cyberport has been actively nurturing tech talents, supporting young entrepreneurs, and fostering start-ups in order to create a dynamic I&T ecosystem. To align with the HKSAR Government's objective of establishing Hong Kong as a Web3.0 hub, this year's CUPP has incorporated Web3.0 elements to strengthen the cultivation of local talents and further enhance the Web3.0 ecosystem. Participating CUPPers will be able to receive training at Draper University, a renowned entrepreneurial training university in Silicon Valley, which will help them understand the latest trends in the industry, inspire innovative thinking,

and expand their personal network, so as to lay a solid foundation for their entrepreneurial journey."

Asra Nadeem, CEO of Draper University, said, "Draper University is excited to partner with Cyberport for this year's CUPP. This programme is a launchpad for the next generation of Web3.0 innovators, providing participants with unparalleled access to Silicon Valley's unique entrepreneurial network. Through CUPP, founders will gain essential business skills, industry insights, and valuable networking opportunities. Our collaboration with Cyberport allows us to equip Web3.0 entrepreneurs with the tools they need to succeed. Draper University's global network offers a unique opportunity to learn from some of the best in the Web3.0 space. Participants will be able to immerse themselves in Silicon Valley, challenging the status quo and exploring new horizons. We are committed to supporting these future leaders as they navigate and shape the evolving landscape of Web3.0."

This year's programme is supported by 11 local universities, including the City University of Hong Kong, Hong Kong Baptist University, Hong Kong Metropolitan University, Lingnan University, Saint Francis University, The Chinese University of Hong Kong, The Education University of Hong Kong, The Hang Seng University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, and The University of Hong Kong. The participating teams have previously submitted preliminary Web3.0 and blockchain-related business proposals, covering areas such as FinTech, Smart Living, and NFT. They will travel to Draper University for a 70-hour training programme, where they will learn how to turn their concepts into commercially viable solutions. Draper University, founded by renowned venture capitalist Tim Draper, has been providing Web3.0 programmes to start-up tech teams and government organisations since 2021.

The CUPP has been launched since 2015, providing professional training in the field of FinTech to over 530 local university young talents. A total of 87 teams have been funded by the CCMF to embark on their entrepreneurial journeys. Many of the FinTech business solutions developed by past teams have been adopted by the market and recognised by the industry. This year's programme has received honorary sponsorship from the Hong Kong Monetary Authority (HKMA), supported by the regulatory partner, the Securities & Futures Commission of Hong Kong. Industry partners include the FinTech Association of Hong Kong (FTAHK), Fund Kernel, and the Hong Kong Digital Asset Society (HKDAS). These partner organisations will introduce the trends and applications of Web3.0 and blockchain, to the participating CUPPers during the pre-camp training, helping them understand the current state and development of Hong Kong's Web3.0 market.

The CUPP is a key initiative of the Cyberport Academy to nurture youth entrepreneurship. The Cyberport Academy was established in 2020, aiming to collaborate with top tech companies, business organisations, and tertiary institutions to provide various technology and entrepreneurship-related activities and training programmes, further expanding Hong

Kong's tech talent pool and enhancing the overall competitiveness of the city's I&T ecosystem. The Cyberport Academy has launched various entrepreneurship and internship programmes to provide young people with entrepreneurial, internship and job opportunities, allowing practitioners and talents across different industries to upskill. Cyberport has also partnered with various faculties from tertiary institutions to encourage university students to participate in cross-disciplinary, credit-bearing internship programmes to gain hands-on experience in managing start-ups. Additionally, it offers accredited courses spanning six areas, including FinTech, Blockchain, Smart Living, Cybersecurity, Entrepreneurship, and general technology knowledge, attracting over 14,100 participants. Cyberport is also fully committed to developing major I&T infrastructure, including an AI Supercomputing Centre and the Cyberport 5 expansion. These initiatives aim to provide essential R&D facilities and application scenarios for I&T talents, accelerating innovation, research, and the commercialisation of results, while further attracting outstanding technology talents to congregate in Hong Kong.

For details of CUPP, please visit https://cyberport.hk/zh_tw/cyberport-university-partnership-programme

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For high-resolution photos, please download via this [link](#).



CUPP 2024, organised by the Cyberport Academy, was officially launched on 15 June. To align with the Hong Kong Government's initiatives to foster the growth of the Web3.0 ecosystem, this year's programme has incorporated Web3.0 elements for the first time, aiming to nurture a new generation of Web3.0 talents. The programme is supported by 11 local universities and has admitted 20 teams comprising about 50 CUPPers, who are university students and recent graduates. They will travel to Draper University to attend a Web3.0 entrepreneurship boot camp.



Lillian Cheong, Under Secretary for Innovation, Technology and Industry, remarked, “The HKSAR Government is committed to supporting young entrepreneurs to develop their innovative and creative ideas and explore the future together. This includes the promulgation of the “Hong Kong Innovation and Technology Development Blueprint” in 2022, which sets out the strategic planning and development path for Hong Kong's innovation and technology development in the next 5 to 10 years. At the same time, the HKSAR Government has been actively investing resources in upgrading innovation and technology infrastructure, research and development (R&D) capabilities, and nurturing talents. FinTech, as the convergence of finance and innovation and technology, has a pivotal role to play in advancing Hong Kong's innovation and technology development”.



Simon Chan, Chairman of Cyberport, said, "Talent is the most important resource for innovation and technology development. Cyberport has been dedicated to nurturing technology talents, supporting young entrepreneurs, and fostering start-ups to cultivate a dynamic I&T ecosystem. To align with the HKSAR Government's objective of establishing Hong Kong as a Web3.0 hub, this year's Cyberport University Partnership Programme (CUPP) has incorporated Web3.0 elements to strengthen the training of local talents and further enhance the Web3.0 ecosystem. Participating CUPPers will be able to receive training in Draper University, a renowned entrepreneurial training university in Silicon Valley, which will help them understand the latest trends in the industry, stimulate their innovative thinking and expand their personal network, so as to lay a solid foundation for their entrepreneurial journey."



Asra Nadeem, CEO of Draper University, said, "Draper University is excited to partner with Cyberport for this year's Cyberport University Partnership Programme (CUPP). This programme is a launchpad for the next generation of Web3.0 innovators, providing participants with unparalleled access to Silicon Valley's unique entrepreneurial network. Through CUPP, founders will gain essential business skills, industry insights, and valuable networking opportunities. Participants will be able to immerse themselves in Silicon Valley, challenging the status quo and exploring new horizons. We are committed to supporting these future leaders as they navigate and shape the evolving landscape of Web3.0."



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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 2,000 members including over 900 onsite and over 1,100 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk