

13-16 / 4 / 2017

*Info as at 17 March 2017*

## Successful Entrepreneur Sharing – What's Next: from Corporate to Startup to ? 成功創業家分享——從大企業到初創：創業之後

Date 日期	: 15 / 4 / 2017 (Saturday 星期六)
Time 時間	: 5pm – 6pm
Venue 地點	: Innovation Hub, Hall3FG Concourse, 3/F, HKCEC 香港會議展覽中心 3/F 展覽廳 3FG 大堂創新匯點
Language 語言	: English 英語
Organisers 主辦機構	: Hong Kong Trade Development Council 香港貿易發展局
Co-organiser 協辦機構	: Jumpstart Magazine
Remarks 備註	: Free of charge 免費入場

### PROGRAMME 程序表

Time 時間	Programme 程序
4:45pm-5pm	<b>Registration 登記</b>
5pm-5:45pm	<p><b>Speaker 演講嘉賓:</b> Mr Raymond Yip, Co-founder and CEO of Designjar</p> <p><b>Moderator 主持人:</b> Ms Chloe Wong, Associate Director of Content Development, Jumpstart Magazine</p> <p><b>Speech content 演講內容:</b> Transitioning from a corporate setting to doing your own startup can be very difficult. Depending on the stage you're at with your career, the risks and challenges can some times be overbearing. In this talk, I will share my experiences in working many years at large multinational banks in New York, my passion for building products, my eventual transition to co-founding an ecommerce startup in Hong Kong and the learnings I carried over to my second startup, Designjar.</p>
5:45pm-6pm	<b>Q&amp;A Session 問答環節</b>

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限。先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

**ABOUT THE SPEAKER 演講嘉賓簡介**

**Mr Raymond Yip, Co-founder and CEO of Designjar**

Raymond Yip is the co-founder and CEO of Designjar, an AI-powered online advertising solution for businesses in Asia. He is also the Entrepreneur-in-Residence of Mind Fund, an early-stage VC based in Hong Kong. Formerly he was the co-founder and CEO of Shopline, a startup that was accelerated by 500 Startups in Silicon Valley. Shopline is an online e-commerce platform that allows small businesses in Asia to launch online stores. Raymond is also a UI/UX and graphics designer. Prior to startups, he has managed product design and engineering for Fortune 500 companies between the U.S. and Asia over an extensive career in technology.


**Ms Chloe Wong, Associate Director of Content Development,  
Jumpstart Magazine**

Chloe is currently the Associate Director of Content Development at Jumpstart Magazine, overseeing the strategy and execution of content production dedicated to the startup ecosystem in Hong Kong and Southeast Asia. She cut her teeth working as a journalist and news anchor on multiple projects which entailed interviewing an array of startup founders, investors, and industry experts.