

DXT Startup Challenge

Entrepreneurship Program | Pitching Contest | Overseas and Mainland China Mission Tours

**More than a pitch contest:
An entry into the Design x Technology community**

DXT Startup Challenge is a program tailor-made for Design x Technology (DXT) startups. Through its Entrepreneurship Program, Pitching Contest and Mission Tours, local designers will work with innovators and/ or engineers in commercialising their ideas into profitable businesses.



Program Features

- 3-month Design x Technology Entrepreneurship Program conducted by experts from Silicon Valley
- Opportunities to pitch your business to an expert team and/ or investor(s) in Hong Kong, the US and the Mainland
- Showcase your Design X Technology (DXT) products to the world
- Exchange knowledge and ideas with potential investors and/or partners in the Inaugural DXT Conference

Entrepreneurship Program

30 teams will be selected for the DXT Startup Challenge which is a cohort-based program including seed investment opportunities, connections, mentorships and educational components, etc., culminating in a public pitch event or demo day to accelerate the startup growth. In this phase, experts from Silicon Valley will be brought in to share their knowledge with the selected teams of how to build a successful startup business with innovative ideas and business strategies.

Pitching Contest

15 out of the 30 teams participating in the Entrepreneur Program are selected and further invited to make a pitch in person to a team of expert judges. Representatives from each of these 15 teams will present the demo (non-functional) of their DXT products on stage for 7 minutes. Judges will then select the 12 best teams to the final round to join the Mission Tours to US and the Mainland. Among these 12 teams, the top 6 pitches will be announced at the awards presentation ceremony during the DXT Conference. In all rounds, the decisions of the judges are final.

The marking scheme of the Pitching Contest will be based on the following criteria:

Design Innovation (15%)
Technology Innovation (15%)
Business Innovation (25%)
Team Background (25%)
Financial Planning (15%)
Social / Environmental Impact (5%)

Overseas and Mainland Mission Tours

The 12 best teams in the Pitching Contest will have the opportunity to take part in the DXT showcase in Hong Kong to present their “Design X Technology” products, and the DXT Mission Tours to Silicon Valley and Shenzhen in November. The objective of the Mission Tours is for the participants to understand the threats and opportunities of emerging industry trends as to prepare their long-term business development plan.

During the Tours, the teams will interact with global companies and startups with leading disruptive technology, observing the latter’s own enterprises’ practices and processes on business survival and sustainability. Additionally, the Tours will arrange road shows and provide pitching opportunities for the teams to showcase their prototypes and get feedback from investors.

Application Requirements

Applicants should meet below requirements:

- Applicants must be local designers, technology companies or design applying enterprises
- For applying individuals or companies, they must be permanent Hong Kong residents (i.e. holders of Hong Kong 3-star ID card); or locally registered design companies and (or) design-applying enterprises.
- Priority will be accorded to successfully matched pairs from the DXT Matching Platform or referred by Hong Kong Designers Association and Hong Kong Science and Technology Parks Corporation

Applicants should prepare the following in their applications:

- A 1-min video to introduce their company/team and/or the preliminary idea of their DXT product
- CV(s) of founder(s), designer(s) and tech talent(s) involved in the developing DXT product
- Company Information including company background, mission and vision, target market and business model etc.

Important Dates

Application Period: 1 - 7 July 2020

Training Period: 13 Jul 2020 - 29 Oct 2020

Demo Day: 30 Oct 2020

DXT 2020

Dedicated to promoting Hong Kong as one of the leading design capitals amongst Asia's cities, the Hong Kong Designers Association (HKDA) organizes Design x Technology (DXT) 2020, which is a new initiative to enable local designers and tech companies to develop innovative products and services fit for the market and promote the excellence of Design x Technology industries in Hong Kong.

With Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region as the lead sponsor and in collaboration with the Hong Kong Science and Technology Parks Corporation, DXT 2020 holds a series of programs including talks, matching platform, startup challenge program, exhibition and conference. Those will take place with the theme of "Design x Technology: The New Perspective of Business Ambition". The project is anticipated to bring together over 1,000 attendees and over 40 local and overseas speakers to explore the current knowledge on the balance between creativity and control and thought and action in the field of Design x Technology.

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