



# UK-CHINA TECHHUB BOOT CAMP PROGRAMME

**A 3 MONTH PROGRAMME TO HELP BEST UK SMEs TO LAUNCH  
AND GROW IN SHENZHEN, CHINA**

- ❖ **Free hot-desk and meeting space in ARM Accelerator Shenzhen Office**
- ❖ **2-3 free business trips to Shenzhen with tailored activities**
- ❖ **Access to 3 high profile networking events & workshops**
- ❖ **Access to Chinese funds**
- ❖ **Chinese business advisory support**

**-----By ARM Innovation Ecosystem Accelerator**

**July 2016**

# PROGRAMME OVERVIEW

## **This project is**

- **Funded by SPF Prosperity Project**
- **Supported by UK Trade and Investment, Shenzhen High-Tech Industrial Innovation Center, and Shenzhen Municipal Government**

## **UK-China TechHUB Initiative**

*The UK-China TechHUB initiative is established to create innovation and business partnerships between technology companies in UK and China by encouraging collaboration and supporting market entry. This is a joint-government-backed initiative that aims to strengthen trade and relationships between the two nations as a bi-product of collaborative innovation. TechHUB is the facilitation point to improve the wider business environment for the technology industry between our two countries.*

**For enquires please email to:**

**[ukproject@armaccelerator.com](mailto:ukproject@armaccelerator.com)**

# PROGRAMME OUTLINE

## ◆ Application (by email)

**Apply from: 1st June 2016**

**Closing date: 30 August 2016**

● **Description: submit a business plan (max 5 pages) that outlines your:**

- Innovation and business model
- Market growth potential
- Team's experience & background
- Support needed in China

**Please email your business plan to [ukproject@armaccelerator.com](mailto:ukproject@armaccelerator.com)**

## ◆ Selection Process

**The applicants shall be from ICT sector with a focus on the areas of smart hardware and Internet of Things, such as AR/VR, Robotics/AI, Smart City, Health care, Smart Home, and Smart Car.**

**Applications will be assessed on the following criteria:**

- A well prepared business plan
- Entrepreneurial qualities – enthusiasm, ambition, drive & perseverance, creativity
- Skills required to run & grow a business
- A vision for growing your business in China
- Readiness for export and overseas market experience (preferable)
- turnover last FY and company scale

**The winners will be announced in September 2016.**

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# KEY ACTIVITIES

## ◆ **The Innovation Workshop (Shenzhen)**

- **Date:** October 2016
- **Description: the first meet-up session to learn how to enter China market**  
Networking with successful entrepreneurs, visiting companies, attending seminars and supply chain workshops, to understand the government policy, manufacturing process, secure resource and partnership programs.

## ◆ **The Living Lab Workshop (Shenzhen)**

- **Date:** November 2016
- **Description: Present your idea and product with potential investors.**  
Attending opening ceremony of the living lab which is the venue for product demonstration and Innovation Collaboration workshop between UK and China. Participants will showcase products in the demo room and present business proposal to Investors.

## ◆ **The Boot Camp Demo Day ----Final Pitch (Shenzhen)**

- **Date:** December
- **Description: Opportunity to closing up deal with investor or Chinese enterprise.**

Demo Day will be held in order to connect innovators with Chinese projects, supply chains, investors, and industry experts. Live demonstrations of your products and ideas on public stage, including one-to-one sessions, etc.

**The winner will be sponsored for the round-trip tickets between London and Shenzhen (economic class) and accommodation in Shenzhen to attend the key activities above.**

**The winner and his/her core member (max3) could also come to Shenzhen to work in the creative, supportive environment of ARM Accelerator Shenzhen Office during the 3 month project.**

# ARM INNOVATION ECOSYSTEM ACCELERATOR

ARM Innovation Ecosystem Accelerator (ARM Accelerator for short) was founded by ARM (NYSE: ARMH) in Aug'2015. ARM Accelerator is the first incubation and acceleration platform centered on technical services and featured in ARM's abundant ecosystem resources, which creates a one-stop shop for startups and OEMs at smart hardware and Internet of Things(IoT) segment, providing integrated hardware and software experience as well as resources from the ARM Ecosystem.

ARM Accelerator focuses on smart hardware and IoT ecosystem. It concentrates on six fields, including AR/VR, robotics and AI, smart car, smart healthcare, smart home, and smart city. The core advantage of ARM Accelerator is that it integrates the world-leading IC design companies and scarce, high-value labs to provide our customers all kinds of incubation and acceleration services, such as professional technology consulting, design service, and global famous brand promotion. ARM Accelerator is now mainly divided into two service directions - incubation services based on eco-market and acceleration services as the core of technology development.

ARM Accelerator Beijing, Chongqing, Shanghai offices have opened, and the Shenzhen offices will opening soon. Relied on technical and industrial strengths, ARM Accelerator will continually provide diversified services to the innovative startups and enterprises to cultivate talent teams and to integrate with international new technologies.

## 4 offices in China

- Beijing
- Shanghai
- Chongqing
- Shenzhen



5+ joint acceleration platform with local partners in cities

Such as Hangzhou, Guangzhou, Wuhan, Nanjing, Xi'an etc.

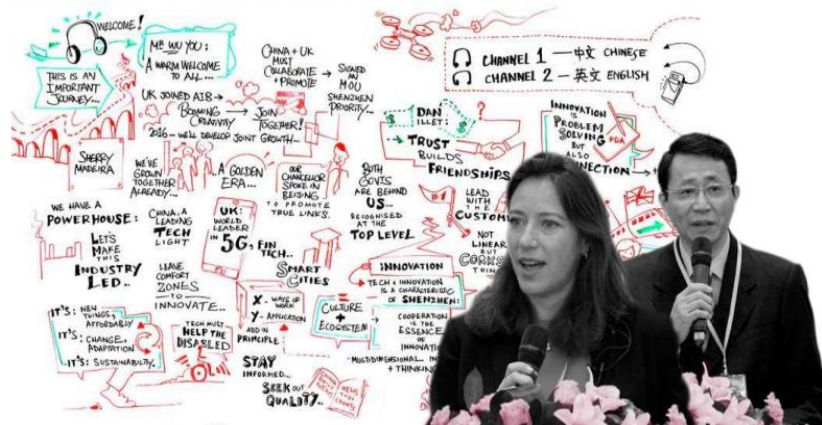
Projects from China, USA, UK, Canada, Israel,

Cooperate with high value accelerator, incubator, R&D research center, Universities

# UK-CHINA TechHUB Jump start -March 2016

## Our Shared Ambition: Inspirational Speakers

Following the opening remarks, Mr. Wu You, Deputy Director of Shenzhen Development & Reform Commission and Sherry Madera, Minister-Counselor & Director for Financial Services & Technology UKTI gave short presentations on the importance of collaboration between China and the UK...



## UK/China Innovation in Action

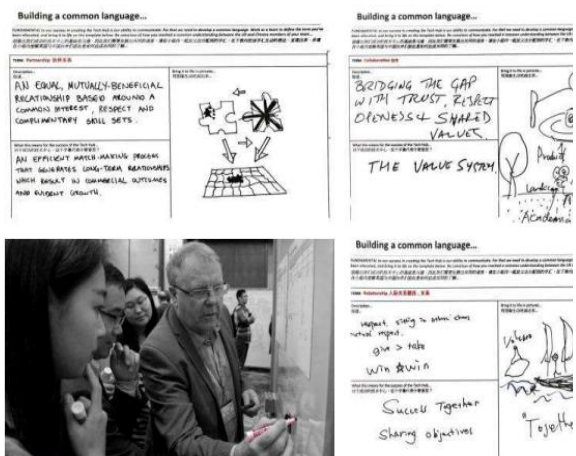
Driver of Cambridge Wireless (CW) gave a talk on examples of innovation and collaboration between China and UK...



## Building a Common Language

As the first working exercise, teams were asked to focus on the importance of communication and sharing common language. Teams were asked to define and illustrate a series of key terms...

- Challenge
- Collaboration
- Communication
- Consideration
- Cooperation
- Foundation
- Good Together
- Innovation
- Listening
- Open
- Partner
- Partnership
- Possibility
- Relationship
- Roadmap
- Tech Hub
- Trust
- Understanding
- Vision



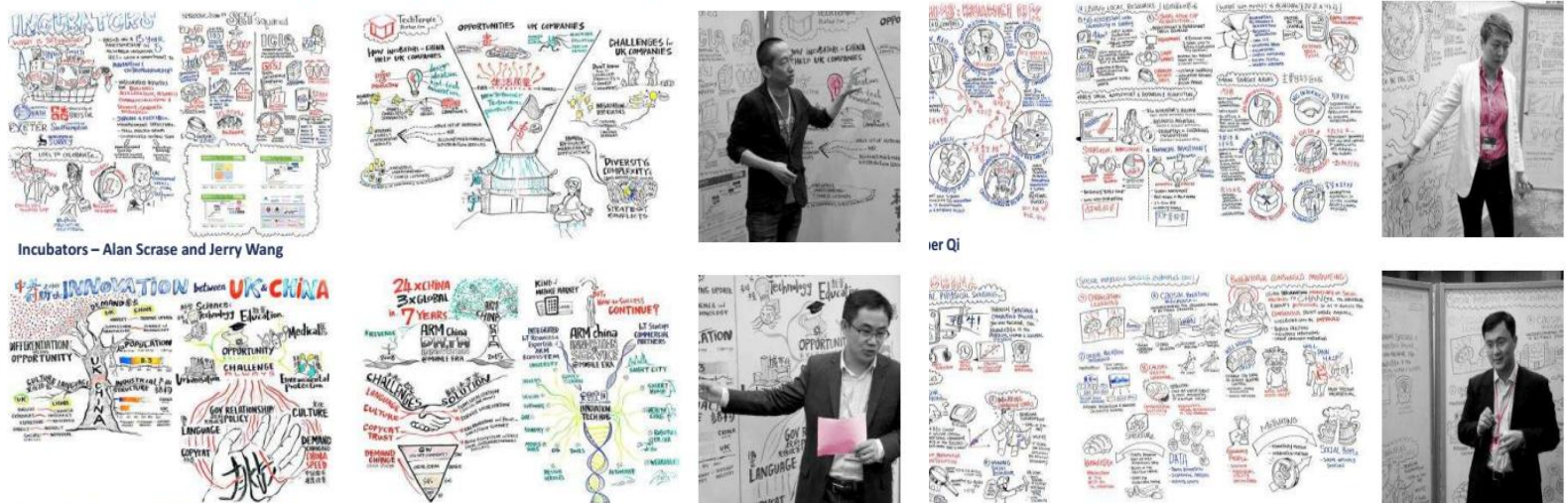
## Networking

Participants were given the opportunity to further explore the Technology Showcase and Network with each other...



A series of innovation chatrooms were presented to give participants additional insights...

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