



HONG KONG ICT AWARDS  
2015 香港資訊及通訊科技獎

Steered by Office of the Government Chief Information Officer,  
The Government of the Hong Kong Special Administrative Region  
香港特別行政區 政府資訊科技總監辦公室 策動

Organiser  
主辦機構



Internet Society Hong Kong  
香港互聯網協會

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Hong Kong 香港科技園  
Science & Technology Parks

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支持機構



Listed in no particular order  
排名不分先後

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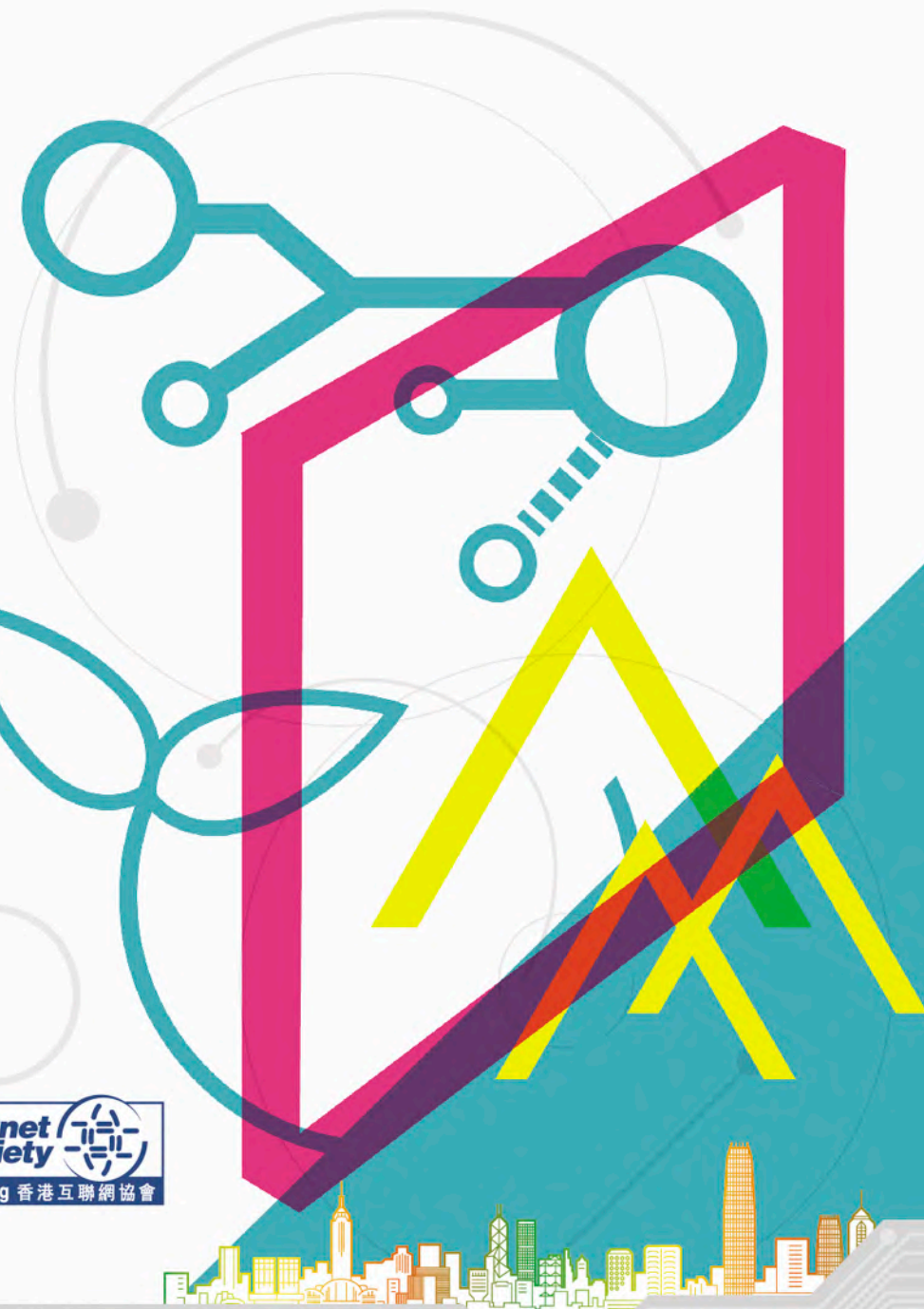
HONG KONG  
ICT AWARDS  
2015 香港資訊及  
通訊科技獎

Best ICT Startup Award  
最佳資訊科技初創企業獎

Organiser  
主辦機構



Hong Kong 香港互聯網協會



參賽須知  
Call for Entries

## Best ICT Startup Award 最佳資訊科技初創企業獎

### Introduction of Organiser

#### 主辦機構簡介

Internet Society Hong Kong (ISOC HK) is the local chapter organisation of the Internet Society (ISOC) providing leadership in all issues confronting the current and future Internet. ISOC HK was formed in 2005 by local veteran Internet professionals with the mission to improve the adoption of new Internet technologies and standards, the practice of Internet governance and online civil society in Hong Kong. We have currently around 1,200 local members in Hong Kong. ISOC HK has organised around a hundred events, with scale up to 1,500 participants, including both local and international conferences.

Consistent with the ISOC statement of purpose, ISOC HK believes in "maintaining and extending the development and availability of the Internet and its associated technologies and applications - both as an end in itself, and as a means of enabling organisations, professions, and individuals locally and worldwide to more effectively collaborate, cooperate, and innovate in their respective fields and interests."

Globally, the Internet Society (ISOC) is a non-profit organisation founded in 1992 to provide leadership in Internet related standards, education, and policy. It is also the organisational home for the groups responsible for Internet infrastructure standards, including the Internet Engineering Task Force (IETF) and the Internet Architecture Board (IAB). With offices in Washington, USA, and Geneva, Switzerland, it is dedicated to ensuring the open development, evolution and use of the Internet for the benefit of people throughout the world. The vision of ISOC is that an open and accessible network, in technology and policy, contributes to and provides a platform for sustainable development of the information society, which enriches the human experience.

Our vision is "The Internet is for Everyone!"

For more details about Internet Society Hong Kong, please visit <https://www.isoc.hk> or Facebook fans page <https://www.facebook.com/ISOCHK>

香港互聯網協會 (ISOC HK) 是互聯網協會 (ISOC) 的香港分會，帶領業界共同面對現今至未來的互聯網議題。香港互聯網協會成立於2005年，由本地資深互聯網專業人士創立，旨在改善香港的互聯網技術應用和標準，以及香港的互聯網管治及網上公民社會。我們目前有大約1,200名本地會員。香港互聯網協會過往已舉辦了大約百項活動，包括本地及國際會議，規模達至1,500人。

香港互聯網協會貫徹互聯網協會的宗旨，我們堅持「維護和擴展互聯網的覆蓋和發展以及其相關技術和應用，並使互聯網成為促進全球和本地機構、行業及個人在其各自領域更有效地配合、協作和創新的工具。」

互聯網協會 (ISOC) 是一個國際性的非牟利組織，成立於1992年，領導互聯網相關的標準、教育和政策的制定。它是制定互聯網基礎設施標準組織的基地，包括互聯網工程任務組 (IETF) 和互聯網架構委員會 (IAB)。互聯網協會在美國華盛頓和瑞士日內瓦均設有辦事處，以確保互聯網能自由開放地發展、演變和使用，令世界各地人們得益。互聯網協會的願景是創建一個開放的互聯網，在技術和政策上提供一個平台，促進信息社會的可持續發展，以豐富人類的經驗。

我們的願景是「互聯網是屬於你和我的！」

關於香港互聯網協會的詳情，請瀏覽<https://www.isoc.hk> 或到Facebook專頁 <https://www.facebook.com/ISOCHK>

### Background

#### 背景

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) solutions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit for creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by 10 Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are 10 categories under the Hong Kong ICT Awards 2015. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the ten Grand Awards by the Grand Judging Panel.

Hong Kong is a well-recognised digital city characterised by keen ICT adoption. With a tech-savvy population, Hong Kong is a breeding ground for startups which play a pivotal role in sustaining our ICT development. In fact, Hong Kong is named by Forbes as a top tech capital to watch after Silicon Valley and New York. Over the years, many of our local startups have developed into successful business and gained international recognition.

In view of this, the category of "Best ICT Startup Award" is set up again so as to acknowledge the contributions of these outstanding ICT startup companies that have developed innovative and quality ICT solutions, with a vision to promote entrepreneurship and startup culture.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技應用和解決方案，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業和營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由十個香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2015香港資訊及通訊科技獎設有十個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從所有大獎中甄選出「全年大獎」。

香港是一個資訊及通訊科技基礎建設發達的領先數碼城市。香港人熱愛使用嶄新科技，使香港成為初創企業的溫床，亦在資訊及通訊科技發展起了舉足輕重的作用。事實上，香港被《福布斯》命名為繼矽谷和紐約之後最值得留意的高科技之都。多年來，許多本地初創企業成功發展成成功的業務，並獲得國際認同。

有見及此，「香港資訊及通訊科技獎」今年繼續設有「最佳資訊科技初創企業獎」，以表揚這些開發創新和高質素資訊科技解決方案的初創公司的貢獻，以及推廣創業及企業文化。

## Objective

### 目的

Hong Kong ICT Awards 2015: Best ICT Startup Award aims to recognise ICT startups that have developed innovative and quality ICT solutions, with a view to promoting entrepreneurship and startup culture.

1. foster the startup community and its whole ecosystem in Hong Kong; and
2. encourage companies to apply ICT to create social impact for the benefit of the society.

「2015香港資訊及通訊科技獎：最佳資訊科技初創企業獎」旨在鼓勵及表揚初創企業開發具創意和質素的資訊科技解決方案，並以推廣企業及初創企業文化為目標，同時：

1. 促進初創企業及其整個生態系統；
2. 推動企業透過資訊科技，為社會作出貢獻。

## Prizes for Winners

### 優勝者的獎勵

The remarkable achievements of the Awards winners will be recognised by customers, organisations, the ICT industry practitioners and across the community. Winners will be entitled —

- to receive trophies (Gold / Silver / Bronze) or certificates for the Hong Kong ICT Awards;
- to display the official logo of the Hong Kong ICT Awards in their promotional materials;
- to participate in various promotional campaigns to publicise their achievements;
- to be supported for entering into other international awards and competitions;
- to “fast track” admission to the Hong Kong Science & Technology Parks’ Incu-Tech and Incu-Bio Incubation Programme;
- to one-year free subscription to Cyberport’s Collaboration Centre’s services including the soft-landing, business support services, etc;
- to participate in investment matching activities of the Hong Kong Business Angel Network (HKBAN); and
- to free participation in some large-scale local ICT events (e.g. International ICT Expo) for marketing exposure.

香港資訊及通訊科技獎得獎者的卓越成就備受賞識，包括客戶、機構、業界人士、以至整個社會。得獎者均獲：

- 授予金／銀／銅獎之獎座或證書；
- 授權在宣傳物品上展示香港資訊及通訊科技獎的標誌；
- 安排於不同類型的推廣活動中宣傳其得獎項目；
- 協助參加其他國際獎項和比賽；
- 以「特快審核」方式加入香港科技園的「科技創業培育計劃」及「生物科技創業培育計劃」；
- 一年免費登記使用數碼港的協作中心之服務，包括軟著陸、業務支援服務等；
- 參與香港天使投資脈絡舉辦的投資配對活動；及
- 免費參與本地大型資訊及通訊科技活動(如「國際資訊科技博覽」)以拓展商機。

Further details and conditions are available at the web site: [www.hkictawards.hk](http://www.hkictawards.hk)



詳情及細則請參閱網站：  
[www.hkictawards.hk](http://www.hkictawards.hk)



## Eligibility

### 參賽資格

This award recognises the most outstanding ICT companies that are still in the start up phase of development. The applicant must meet the following criteria as startup:

- The company is incorporated after 1 January 2012 according to its Business Registration with the Companies Registry or equivalent supporting documents;
- The company is a Hong Kong registered entity and its major operation is in Hong Kong;
- The product, application or service offered by the company must be directly related to ICT;
- The main founder(s) and / or the main product developer(s) of the company are the major shareholder(s) of the company
- The product, application or service offered by the company must be developed or co-developed by the company; and
- The product, application or service offered by the company must be launched or in operation for at least three months before the date of entry into the Hong Kong ICT Awards 2015.

The Organiser reserves the right to make the final decision on the eligibility of entrants.

最佳資訊科技初創企業獎旨在表揚仍在初創階段的資訊科技公司。參賽者須具備以下條件：

- 根據其公司註冊處的商業登記或相關證明文件，參賽公司須於2012年1月1日後成立；
- 參賽公司為本港註冊公司，而其業務的主要基地為香港；
- 參賽公司提供的產品、應用程式或服務必須是直接與資訊及通訊科技有聯繫；
- 參賽公司的創辦人和／或主要的產品開發人員為該公司的主要股東；
- 參賽產品、應用程式或服務必須由參賽公司自行或參與共同研發；
- 參賽產品、應用程式或服務必須於參賽前三個月已推出市場或投入服務。

主辦機構保留對參賽者參賽資格的最後決定權。

## Rules and Regulations

### 參賽規則

1. Entrants must have the intellectual property right and / or legitimate right to the use of the ICT products / services mentioned in the application, as well as all the designs, pictures, sounds, contents etc. related to the production of the products / services. All software used must be licensed.
  2. A significant part (at least 60%) of the design, research and development of the mentioned ICT products / services must come from resources in Hong Kong.
  3. The submitted product / service should have been launched and in operation (except R&D category or stream for students).
  4. The same application is only allowed to be submitted to a maximum of ONE award stream (except Best ICT Startup Award) among all the award categories, and applicant should declare that in the application form. Any application found to enter into more than one award stream will be disqualified and any award / certificate granted will be withdrawn as well.
  5. Entrants providing false information or failing to provide sufficient or genuine information will be disqualified.
  6. All decisions made by the Organiser and the Judging Panel are final. Entrants agree to abide by the rules and whatever decisions made by the Organiser and the Judging Panel upon submission of entries. Organiser will not provide details or reasons relating to the judging of the projects to entrants or any other people.
  7. The Organiser may carry out its own technical and operational evaluation. Such evaluation may result in damage of the products and software and the Organiser will bear no liability for it.
  8. The Organiser reserves the rights to retain, exhibit and publicise the entry projects at its discretion. None of the materials submitted will be returned.
  9. The details of the finalist may be posted on the website of Hong Kong ICT Awards 2015. Any complaint from public on infringement of copyrights by the concerned entry will be reported to the Judging Panel for their considerations. The Organiser will not take part in any proprietary rights or intellectual property infringement disputes.
  10. The winning entries of Gold / Silver / Bronze award in the previous years of Hong Kong ICT Awards are not allowed to enter the Awards again, unless there is significant change or enhancement in the product/service.
  11. Should discrepancies exist between the English and Chinese versions, the English version shall be used.
1. 參賽者必須擁有參賽表格上提及到的資訊科技產品／服務的知識產權和／或合法使用權，以及相關產品／服務的所有設計、圖片、聲音、內容等。所有使用的軟件必須為正版軟件。
  2. 參賽設計、研究和發展必須大部分（至少60%）來自香港。
  3. 參賽項目必須為已投入市場或已被應用之產品／服務（有關科研及學生組別除外）。
  4. 同一項目只可參加十個獎項類別中的一個獎項組別（最佳資訊科技初創企業獎除外），參賽者／機構必須於參賽表格上作出聲明。參賽者／機構如以同一項目參加多於一個獎項組別，將被取消參賽資格，而所獲頒發的獎項／證書將會被取消。
  5. 如參賽者提供錯誤、不全或失實的資料，主辦機構有權取消參賽公司的資格及獎項。
  6. 主辦機構及評審委員會擁有最終的決定權，一切有關事宜均具約束力。參賽者提交報名表，等於表示同意遵守主辦機構及評審委員會所作的一切決定。主辦機構無須向參賽者或其他人透露或解釋評審的詳情及勝出或落選的原因。
  7. 主辦機構可自行對參賽計劃的產品或程式測試。測試或會引致產品或程式損壞，主辦機構概不負責賠償責任。
  8. 主辦機構用有保存、展覽及宣傳參賽計畫的權利。參賽者所提交的產品、程式或其他資料，主辦機構不會退回給各參賽者。
  9. 2015香港資訊及通訊科技獎將於網站上公佈入圍的細節。任何有關侵犯版權的投訴將作評審委員會考慮之用。主辦機構不會介入任何因參賽公司的知識產權所引起的糾紛。
  10. 歷屆香港資訊及通訊科技獎的金／銀／銅得獎項目，如非有重要修改，不得再參與本屆香港資訊及通訊科技獎。
  11. 如中文譯本與英文原文有差異，以英文本為準。

## Award Streams

### 獎項組別

Entrants may select one of the following three streams:

#### 1. Consumer Market Stream

- To recognise startup companies with products / applications which are launched or in operation before submission targeting the consumer market.

#### 2. Business Market Stream

- To recognise startup companies with products / applications which are launched or in operation before submission targeting the business market.

#### 3. Social Innovation Stream

- To recognise startup companies with products / applications which are launched or in operation before submission with a target to create social benefit and impact.

參賽者可於以下其中一個組別參賽：

#### 1. 消費市場組別

- 旨在表揚在提交報名表格前已推出針對消費市場的產品／應用程式的初創公司。

#### 2. 商業市場組別

- 旨在表揚在提交報名表格前已推出針對商業市場的產品／應用程式的初創公司。

#### 3. 社會創新組別

- 旨在表揚在提交報名表格前已推出有利社會的產品／應用程式的初創公司。

## Assessment Process

### 評審過程

- The entries will be vetted in a three-round judging process. The shortlisted entrants will be informed to attend a presentation session hosted by the Judging Panel. Entrants will be required to present their projects, prototypes of their products / applications / services, or demonstrate their real products / applications / services during the presentation session.
- Products / applications and service projects to take part in the Award selection process would be required to be submitted to the Award's secretariat by the producers not later than the date to be specified in due course.
- The Judging Panel will then select the one considered best and recommend it as the "Hong Kong ICT Awards 2015: Best ICT Startup Grand Award".
- The Judging Panel will also select outstanding companies to be awarded with the followings,
  - **Best ICT Startup Award (Consumer Market)**
    - ◆ Gold / Silver / Bronze Award (Maximum 3 awardees)
    - ◆ Certificate of Merit (Maximum 3 awardees)
  - **Best ICT Startup Award (Business Market)**
    - ◆ Gold / Silver / Bronze Award (Maximum 3 awardees)
    - ◆ Certificate of Merit (Maximum 3 awardees)
  - **Best ICT Startup Award (Social Innovation)**
    - ◆ Gold / Silver / Bronze Award (Maximum 3 awardees)
    - ◆ Certificate of Merit (Maximum 3 awardees)

- 參賽公司會經過三輪評審，入圍的參賽公司會被邀請與評審委員會進行面談，詳細介紹其計畫、示範產品、應用程式或服務。
- 參賽產品或應用程式或會被要求於指定期前遞交到獎項秘書處進行測試。
- 評審委員會會選出一間公司為「2015香港資訊及通訊科技獎：最佳資訊科技初創企業大獎」的得獎公司。
- 另外，評審委員會亦會選出以下的得獎公司：
  - **消費市場組別**
    - ◆ 金／銀／銅獎（最多三名）
    - ◆ 優異證書（最多三名）
  - **商業市場組別**
    - ◆ 金／銀／銅獎（最多三名）
    - ◆ 優異證書（最多三名）
  - **社會創新組別**
    - ◆ 金／銀／銅獎（最多三名）
    - ◆ 優異證書（最多三名）

During the course of evaluation, assessors may require access to relevant information in the entrant's possession and access to the entrant's premises. The entrant will be notified in advance if such access is required. Any information supplied by the entrant for the purpose of the Hong Kong ICT Awards 2015 will be treated as confidential, and will not be released by the Organiser and related parties without the entrant's permission.

評審期間，評審人員或會索取參賽公司持有的資料及作現場參觀，若有這方面的需要，參賽公司將預先獲得通知。參賽公司就2015香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽公司的同意，主辦機構及有關機構不會發表有關的資料。

## Judging Criteria

### 評審準則

#### 1) Innovation and Creativity in ICT

(B-20%, C-20%, S-30%)

- Innovative business idea, strategy and model
- Innovative products and services
- Innovative application of technology

#### 2) Functionality

(B-10%, C-10%, S-5%)

- Functionality of products and services

#### 3) Market Potential / Performance

(B-40%, C-40%, S-20%)

- Market potential and scalability
- Traction and market performance
- Financial planning and sustainability
- Business model and unique value proposition

#### 4) Benefits and Impact

(B-10%, C-10%, S-30%)

- Business impact and disruption of industry
- Social Impact

#### 5) Quality

(B-20%, C-20%, S-15%)

- Quality of products and services
- Execution and team composition

**Total: 100%**

**B** - Business Market stream  
**C** - Consumer Market stream  
**S** - Social Innovation stream

#### 1) 資訊及通訊科技創新和創意

(B-20%, C-20%, S-30%)

- 創新的業務理念、策略和商業模式
- 創新的產品和服務
- 科技的創意應用

#### 2) 功能

(B-10%, C-10%, S-5%)

- 產品和服務的功能和品質

#### 3) 市場潛力 / 表現

(B-40%, C-40%, S-20%)

- 市場潛力和可發展性
- 營業額增長的速度和市場表現、受歡迎程度
- 財務規劃和可持續性
- 商業模式和獨特市場定位

#### 4) 裨益和影響

(B-10%, C-10%, S-30%)

- 對企業及業界的影響
- 對社會的影響

#### 5) 品質

(B-20%, C-20%, S-15%)

- 產品和服務的品質
- 執行團隊的組成及執行能力

**總和：100%**

**B** - 商業市場組別  
**C** - 消費市場組別  
**S** - 社會創新組別

## Application Procedures

### 報名方法

- Interested parties wishing to put in an entry should fill in the online application form from <http://ictaward.isoc.hk>. A hardcopy of the completed entry form should be returned to the Organiser's Office (Address: Internet Society Hong Kong - Room 2006, Tamson Plaza, 161 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong) no later than 12:00 noon on 16 January 2015 (Friday).
  - Apart from the completed online application form, the following documents should also be submitted:
    - A hardcopy of the completed original entry form with authorised signature and company chop;
    - A copy of the Business Registration of the entrant or equivalent supporting document;
    - A copy of the Certificate of Incorporation of the entrant or equivalent supporting document;
    - Attachments or supplementary information (if any).
  - Information supplied by the entrants will be taken into account by the Judging Panel when assessing the merit of the companies, such as product or software sample, catalogues, photographs and any other relevant materials. The entrants should be prepared to demonstrate the product if requested.
- 有意參加人士，可於下列網址填寫網上報名表格 <http://ictaward.isoc.hk>。填妥的報名表格須於2015年1月16日中午12:00前交回主辦機構辦公室(地址：香港互聯網協會 - 香港觀塘偉業街161號德勝廣場2006室)
  - 除於網站遞交完整的網上表格外，參賽公司須遞交下列文件：
    - 已簽署及附有公司蓋章的報名表格正本；
    - 參賽公司的商業登記證副本或相關證明文件；
    - 參賽公司的公司註冊證書副本或相關證明文件；
    - 有關參賽公司的其他附加資料(如適用)。
  - 報名時所提交的資料，例如產品、程式樣板、小冊子、目錄、相片及其他有關資料等，將作為評估參賽計劃參考之用，參賽者須在主辦機構要求時作有關示範。

## Timetable

### 時間表

Official call for entries	03 November 2014	接受報名	2014年11月3日
Closing date for entries	16 January 2015	截止報名	2015年1月16日
Awards Presentation Ceremony	10 April 2015	頒獎典禮	2015年4月10日

## Enquiries

### 查詢

Hotline : 2319 2303	熱線 : 2319 2303
Email : <a href="mailto:ictaward@isoc.hk">ictaward@isoc.hk</a>	電郵 : <a href="mailto:ictaward@isoc.hk">ictaward@isoc.hk</a>
Website : <a href="http://ictaward.isoc.hk">http://ictaward.isoc.hk</a>	網址 : <a href="http://ictaward.isoc.hk">http://ictaward.isoc.hk</a>
Address : Room 2006, Tamson Plaza, 161 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong	地址 : 香港觀塘偉業街161號德勝廣場2006室

## Past Winners

### 去屆獎項得主

#### Hong Kong ICT Awards 2014: Best ICT Startup Grand Award and Best ICT Startup (Consumer Market) Gold Award 2014香港資訊及通訊科技獎：最佳資訊科技初創企業大獎及最佳資訊科技初創企業（消費市場）金獎

Phonejoy Solutions Ltd.

#### Hong Kong ICT Awards 2014: Best ICT Startup (Consumer Market) Award 2014香港資訊及通訊科技獎：最佳資訊科技初創企業（消費市場）獎

Silver Award 銀獎	Muku Labs Limited 目酷實驗室有限公司
Bronze Award 銅獎	Viss Me Co. & Limited
Certificate of Merit 優異證書	Blitz Global Capital Limited 碧嶺環球資本有限公司
Certificate of Merit 優異證書	GoGo Tech Limited
Certificate of Merit 優異證書	Studio-R Co., Ltd 歷奇工作室有限公司

#### Hong Kong ICT Awards 2014: Best ICT Startup (Business Market) Award 2014香港資訊及通訊科技獎：最佳資訊科技初創企業（商業市場）獎

Gold Award 金獎	Service Technology Partners Limited
Silver Award 銀獎	Avrio Solutions Company Limited 創天行方案有限公司
Bronze Award 銅獎	EventXtra Limited
Certificate of Merit 優異證書	Kites Limited
Certificate of Merit 優異證書	Opencart Limited
Certificate of Merit 優異證書	Sensbeat Limited

#### Hong Kong ICT Awards 2014: Best ICT Startup (Social Innovation) Award 2014香港資訊及通訊科技獎：最佳資訊科技初創企業（社會創新）獎

Silver Award 銀獎	dewPT Limited
Bronze Award 銅獎	CardApp Limited 卡薈有限公司
Certificate of Merit 優異證書	Cloudtech Group Company Limited 雲科集團有限公司
Certificate of Merit 優異證書	Leido Technology Limited 樂到科技有限公司