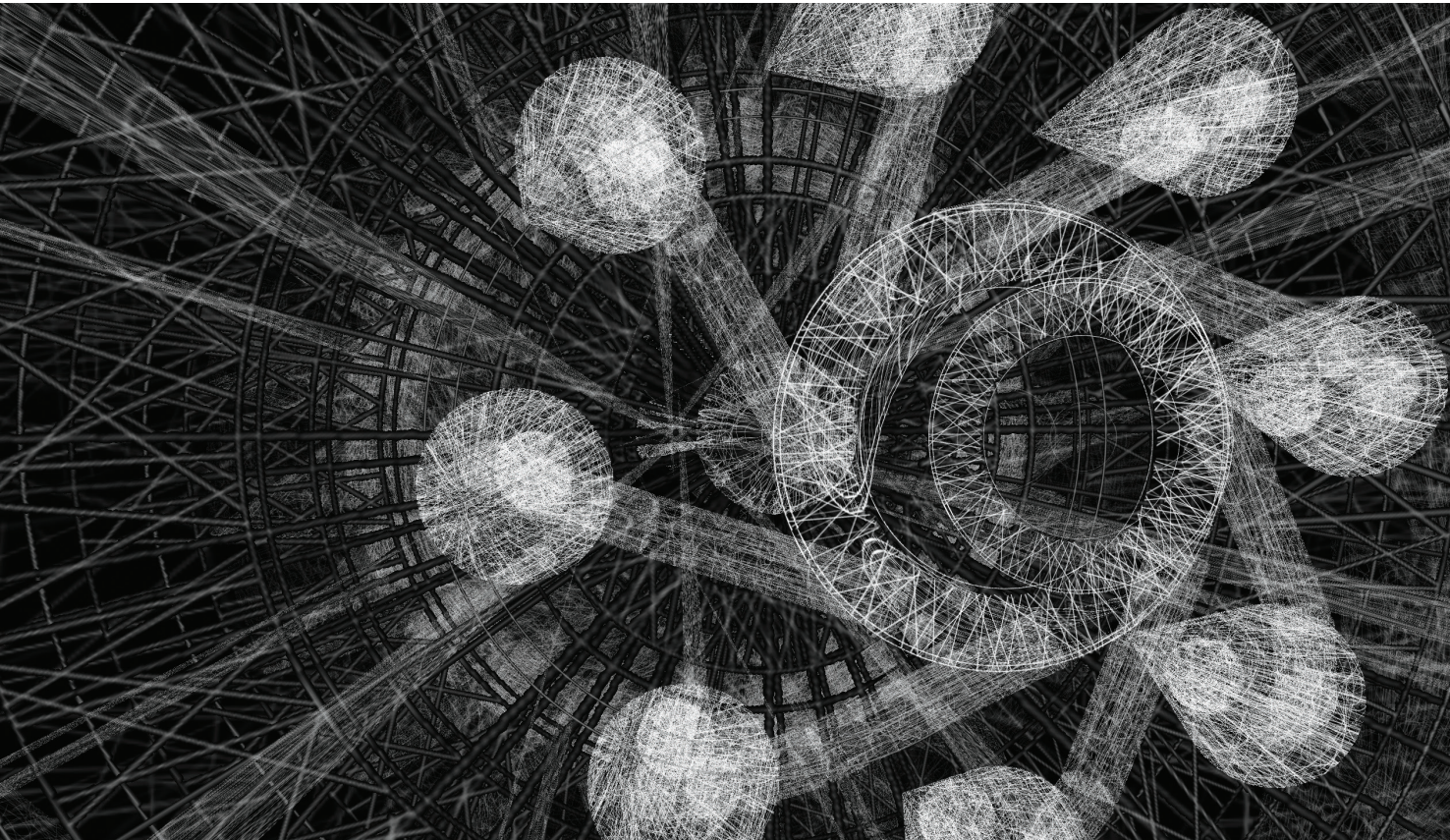


FALL 2016

THE STARTUP ISSUE

# FABRICA. WEAVE



fabrica  
南豐作坊



Welcome to our newsletter!  
In each edition we bring you interviews, insights, and practical information about the startup world of fashion, textile, and technology.

感謝您閱讀南豐作坊的通訊！  
我們將送上不同的訪問與觀點，以及實用的業界資訊，助年輕創業家投入時裝、紡織與科技的世界。

FALL 2016

THE STARTUP ISSUE

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此乃中文譯本，如英文版本與此中文譯本有抵觸，以英文版本為準。

THE MILLS FABRICA  
PITCH DAY 2016:  
CALLING TOMORROW'S  
TECHSTYLE HEROES

Finalists Announcement

Congratulations to our finalists! The following 8 innovative, passionate and driven techstyle entrepreneurs will be presenting their brilliant ventures on “Pitch Day 2016” on October 26th.

《The Mills Fabrica  
Pitch Day 2016  
召集未來新經緯王者》  
創業比賽

決賽入圍名單公佈

恭喜以下入圍決賽的新經緯初創公司！八間來自世界各地的企業皆極具創意及充滿熱誠，他們將於十月廿六日舉行之《Pitch Day 創業比賽 2016》中發表。

PITCHDAY  
2016

A shirt to heat you up to the optimal body temperature no matter how cold it is or whatever you are doing.

一件可隨溫度及活動而調節用家體溫的衣服



CLIM8

BY FLORIAN MIGUET

www.myclim8.com



All for fashion retail marketing, focusing on email marketing, backed by predictive machine learning algorithms.

專為時裝市場而設的人工智能系統，由預測機器學習演算法支援



METISA

BY JUSTIN YEK

askmetisa.com



An online platform aiming to empower designers to make and sell their own fabric designs in a seamless manner.

一個網上平台，致力簡化設計師印製及發售設計布料的過程



FULL PRINT HK

BY TIM LAU

www.fullprint.com.hk



A smart ring that lets you listen to a phone call and talk to your voice assistant (such as Siri) just by placing your finger on your ear.

把手指放在耳邊便可接聽電話或向語音助理（如 Siri）下達命令的智能指環



ORII

BY KEVIN JOHAN WONG

orii.io



A social enterprise based in Wellington, New Zealand, that provides companies with an ethical and sustainable option when it comes to sourcing uniforms.

來自新西蘭威靈頓的社企，為企業提供更合乎道德及永續的制服採購



LITTLE YELLOW BIRD

BY SAMANTHA JONES

www.littleyellowbird.co.nz



A B2B solution provider that targets the market of internet of things (IoT) by providing device tracking service.

B2B 提供解決方案者，專攻物聯網 (IoT) 市場，提供私人電子物品追蹤服務



R-GUARDIAN

BY ERIC LAU

www.r-guardian.com



An affordable and multipurpose exoskeleton device which helps Parkinson's patients live better.

價格相宜方便及多功能的外骨骼裝置，改善柏金遜症病人的日常生活



MEDEXO ROBOTICS

BY YIN FAN DENIS HUEN

www.medexorobotics.com



A cross-border shopping platform, focusing on high quality independent Asian fashion at a reasonable price.

一個跨地域購物平台，專攻高質素及價格合理的亞洲獨立時裝品牌



WHOOLALA

BY LUKAS HLAVAC & STEVE MURRAY

whoolala.com



# THE INCREDIBLE TECHSTYLE CORPORATIONS: FIVE INSPIRING SMALL STARTUPS

In this edition we look for inspiration and innovation - young companies that are really doing something new or inspiring!

Last issue we presented 5 techstyle companies that are raising mega-dollars through innovation and big business. But does that mean that you need to have a massive team and 10 million dollars to do something new, to make an impact? Absolutely not!

This issue of Fabrica.Weave is all about early growth and innovation, so let's get inspired by looking at 5 great ideas, both low and high tech, that are starting small and have great potential.

Let's get inspired!

## DECONSTRUCTING INNOVATION

This time we've tried something different. For each listing we tried to look at the big message, the customer's needs, and the execution. Food for thought and inspiration!

教人眼前一亮的  
新經緯企業：  
五間發人深省的小  
型初創公司



本期聚焦啟發與創新，看看一些業務嶄新或富啟發性的年輕企業！

上期介紹了五間通過創新和龐大生意而成功集得大額資金的新經緯企業，但是不是要有一支強大團隊和千萬資金才可以開發嶄新業務或帶來轉變呢？當然不是！

本期《Fabrica.Weave》會看看初創企業的早期發展與創新，以下五個好主意用上或高或低的科技，它們從小開始，但是潛力巨大。

一起來受啟發吧！

## 解構創新

這次我們換個角度看初創企業。以下每一間公司，我們都會看看它想帶出的訊息、顧客需求及執行方式，希望引發思考。

RAUBDRUCKERIN  
(PIRATE PRINTERS)

www.raubdruckerin.de

RESPECT  
THE CITY?  
WEAR  
THE CITY.

尊重城市？穿上城市。

DESCRIPTION  
業務描述

CUSTOMER  
WANTS AND  
NEEDS  
顧客需求

EXECUTION  
執行方式

LOCATION  
地點

Turning to the city for inspiration, Berlin-based art collective Raubdruckerin (Pirate Printers) uses manholes, signs, and other textures from their city to create one-of-kind tote bags, t-shirts, and backpacks.

這個以柏林為基地的藝術組合，從城市中尋找靈感，運用渠蓋、路標等城市物品的質感，造成布袋、T恤和背包。

In this era of fast fashion, many consumers are looking for something unique, something crafted. Urban natives and tourists love this visceral approach to show support for their special city.

在這個速食時裝當道的年代，許多顧客希望尋找獨特的、帶有工藝感的時尚產品。在都市成長的一代甚至遊客，都喜歡以這種直截了當的方式，表達對一個獨特城市的支持。

The team uses guerilla tactics, going out to the streets and hand printing each t-shirt and tote from gritty iron and stone objects that define their city, which are then sold via the online store. There are several ways they could scale this up, can you think of any?

團隊以打遊擊的方式，走到在街上把城市裡粗糙的金屬與石頭，親手印在T恤與布袋上。要把這門生意擴展，有很多方法，你想到一些嗎？

Berlin, Germany  
德國柏林

FABRICA  
HOT PICK

南豐作坊  
之選

PINS COLLECTIVE

www.indiegogo.com/projects/pins-collective-gadget

ENHANCE  
YOUR  
PERSONALITY

提昇自我個性

DESCRIPTION  
業務描述

CUSTOMER  
WANTS AND  
NEEDS  
顧客需求

EXECUTION  
執行方式

LOCATION  
地點

This wearable doesn't measure your heartbeat. It won't track your position or count calories! The pin does one thing - it enhances your personality. It's an accessory that lets you wear any of your favorite artist, designer or illustrator on your collar, clothes, bag or anywhere. Based on the mood you are currently in.

佩戴了它不能量度心跳、追蹤定位、或計算卡路里。這個別針只做一件事：提昇自我個性。這件配飾令你可以把最喜愛的藝術家、設計師、插畫家的作品佩戴在身，可以別在衣領、衣服、袋子或任何地方，一切隨心情而定。

In many ways, fashion could be defined as an expression of personality. By combining a simple wearable with the undeniable fun of animated gifs, you have a brand new way to tell the world who you are.

時裝在不同層面都可以被定義為自我個性的表達。動態的圖案帶來無窮樂趣，結合簡單的可穿戴物品，你可以用煥然一新的方法，告訴全世界你到底是誰。

Kickstarter and Indiegogo campaign. First products due to ship in February 2017.

在 Kickstarter 和 Indiegogo 群眾集資，產品將於明年二月面世。

Stockholm, Sweden  
瑞典斯德哥爾摩

ISHU

theishu.com

DISAPPEAR  
FROM  
PAPARAZZI

從狗仔隊眼前消失

DESCRIPTION  
業務描述

CUSTOMER  
WANTS AND  
NEEDS  
顧客需求

EXECUTION  
執行方式

LOCATION  
地點

Designer Saif Siddiqui noticed than bike reflectors were screwing up his pictures. A few years later, the ISHU was born - an invisibility cloak for celebrities - a series of reflective garments that interfere with the flash of paparazzi.

設計師 Saif Siddiqui 發現單車的反光裝置令他的相片影像變形。數年後，ISHU 面世：一件為名人而設的隱身衣，反光布料會干擾狗仔隊的閃光燈。

A. Celebrities hunted by Paparazzi who don't like it.  
名人討厭被狗仔隊跟蹤

B. Reflective material confuses flash.  
反光物料干擾閃光燈

C. Make reflective scarves, marketed to A-listers.  
製作反光圍巾，售予一線明星

D. Win.  
成功

There is hardly a better example of a product so functional and so well targeted that it sells itself. After developing and testing the scarf, ISHU gained an immediate following with celebrities around the world.

這件產品以功能取勝，針對的顧客群令它聲名大噪。ISHU 成功研發和測試其圍巾後，已立即得到全球明星青睞。

Netherlands  
荷蘭





RFID ACRYLIC NAILS

www.instagram.com/luciedavis

MONEY AT YOUR FINGERTIPS. LITERALLY.

付款，就在彈指之間

**DESCRIPTION**  
**業務描述** As part of a jewelry course at Central Saint Martins, Lucie Davis was challenged to find inspiration in her everyday life. The result was literally money at your fingertips, with a smart RFID enabled set of designer nails.

英國中央聖馬汀學院學生 Lucie Davis 修讀珠寶設計，課程要她從日常生活中尋找靈感。她接受這個挑戰的成果就是內藏 RFID 晶片、外表經過精心設計的水晶甲，名副其實能在彈指之間付款。

**CUSTOMER WANTS AND NEEDS**  
**顧客需求** Is this a sellable product? We're not ready to answer that, but who knows where this could lead to, and sometimes an innovation is just so cool you have to celebrate it. Congrats Lucie!

這是不是一件可供發售的產品？我們尚未知道，但天曉得它可以有多大的潛力？有時候創新意念太棒，它本身已值得慶賀。恭喜你，Lucie！

**EXECUTION**  
**執行方式** Lucie explains: "I took the RFID chip from an Oyster card and embedded it within a full set of acrylic nails to give commuters the ability to pay for their journeys with a single tap [or] touch."

"You can still top them up with money too. Now you'll never have to worry about misplacing your card again!"

Lucie 解釋：「我把 Oyster card（類似香港的八達通咭）上的 RFID 晶片取下來，然後鑲在水晶甲內，通動時只要輕輕一拍或一碰便可以繳付車資。」

「你也可以替它增值。從此再不用再擔心忘了把咭放在何處！」

**LOCATION**  
**地點** London, The UK  
英國倫敦



ZUBITS

zubits.com

NEVER TIE LACES AGAIN!

從此不再綁鞋帶！

**DESCRIPTION**  
**業務描述** Tired of tying your shoelaces? Zubits is a simple low-tech solution that allows you to snap on and off your lace-up shoes with a strong magnetic lock.

厭倦了綁鞋帶？Zubits 給你一個低科技的解決方案，一個磁鐵扣令你從容地穿上和脫下綁帶的鞋子。

**CUSTOMER WANTS AND NEEDS**  
**顧客需求** For large portion of consumers, convenience and ease of use are a big deal. Snap-on kids shoes? Great! An easier way to put on your shoes? We're sold!

對大部分顧客而言，方便快捷是最重要的。像童裝的魔術貼鞋子？好！一對更容易穿上的鞋子？成交！

**EXECUTION**  
**執行方式** Zubits had two successful Kickstarter campaigns that helped gain exposure.

Zubits 舉行了兩次成功的 Kickstarter 集資活動，增加曝光率。

**LOCATION**  
**地點** San Francisco, USA  
美國三藩市



STARTUP IN THE SPOTLIGHT

初創焦點：Eoniq



EONIQ:  
TIME FOR  
MASS  
CUSTOMIZATION

精雕細算  
客製錶匠



ARE YOU HUNGRY NOW?

There has never been a better time for thinkers, designers, and inventors. Why? Because you can reach more people than ever before, and you can produce and prototype things you could never have dreamed of before. Most of all, with the popularity of Kickstarter you can even sell product before you've made it. Crazy!

So don't wait another minute, because the next big thing in techstyle might come from you!

你有創業的衝動了嗎？

對於思想者、設計師、發明家來說，再沒有比當下更好的時代了。為甚麼？因為你比從前能接觸更多人，也可以生產和試造你做夢也沒有想過的東西。最重要的是，Kickstarter 的流行令你可以在生產之前發售你的產品，真是瘋狂！

所以別再猶豫了，下一個新經緯產業的偉大發明，可能就出自你的手筆！



When people think of a customized mechanical watch, a high-end complication likely comes to mind. Quinn Lai, a Stanford University mechanical engineering graduate and watch lover, is changing that with Eoniq, a company he founded two years ago that lets people customize their own mechanical watches online.

說到客製機械手錶，一般人的聯想是高級且複雜的產品。黎鈞國（Quinn），史丹福大學機械工程系畢業生及手錶愛好者，正以 Eoniq 為此作出改變。他在兩年前創立了 Eoniq，顧客可以在網站內一站式設計手錶。

In just two years, Eoniq has established itself with more than 150,000 followers on Facebook and Instagram; quite an accomplishment for a Hong Kong-based startup. Contributing to Eoniq's success is Quinn's focus on functionality, targeted marketing campaigns, and deep relationships with customers.

Quinn's passion for watches led him to learn the art of watchmaking after he had designed a watch for himself. He then started designing for other people in his spare time until he finally quit his job and founded Eoniq with his partners. Quinn learned how to assemble watches from professional watchmakers and a few expat consultants in Shenzhen. In two years, Quinn became a competent watchmaker, and he has since gone on to train Jacky, Eoniq's design director.

#### FORM FOLLOWS FUNCTION

A watch is only as good as its parts, especially the movement, which constitutes the core of a watch. At a trade show in Hong Kong, Quinn met suppliers from all over the world. After much deliberation, he decided to use a movement from Japan.

"People who buy Eoniq don't expect the

craftsmanship of a Swiss watch. Rather, they're often looking for a meaningful gift. Japanese movements may not be as intricate, but they're practical; they may still be working after 80 years. They're highly reliable."

Through the company's website, customers can select their desired watch case, strap, watch hands and other components. They can also have their name or signature engraved on the watch. How do they prevent customers from creating something strange? Eoniq spent HK\$200,000 to HK\$300,000 on making models. "We made two to three hundred different models. Even if the customer randomly chooses all the parts, it'll still look good."

#### TRIAL & TWEAK MARKETING CAMPAIGNS

Aside from having a user-friendly customization interface and a good-looking watch, Eoniq also had to get the word out. For this e-tailer, online marketing is key. Quinn has a unique perspective on sales. "I experiment with marketing campaigns. I would try whatever needed to be tried. We would throw everything behind that campaign so we could figure out whether or not a strategy was worth repeating."

#### 活用行銷策略

即使介面易用、手錶款式吸引，Quinn 同時要讓群眾留意到 Eoniq 的存在，才能守住事業。網上營銷對 Eoniq 這個網購平台來說，是關鍵性的行銷渠道。Quinn 對營銷手法有十分獨到的見解：「我以試驗的心態做每個市場計劃，知道需要試的就去試，試的時候『做到足，試到盡』，知道是好或是不好，再決定以後做還是不做。」

甚麼謂之好跟不好呢？當然有客觀的標準。Quinn 監測 Facebook 和 Instagram 等多個牽引力渠道（tracking channels）的成效，投資回報率低的渠道，就未必會再投放資源。

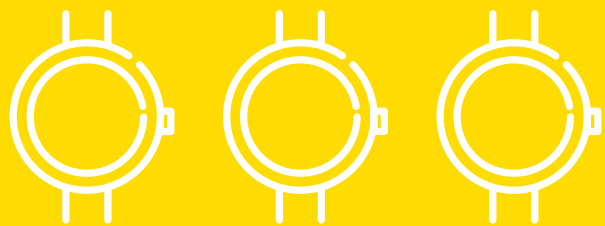
「直到現在，百分之九十的營銷支出都是有回報的，我們花的每分錢，都是有利潤的。」

「譬如說，我在 Facebook 投放五十元廣告後，會留意點擊人數，及當中有多少個人登記我們的電郵通訊。根據這個數據，我們可估計花多少錢得到一個客人。每一個試驗要小心處理，還要懂得分析結果，否則你花光時間和金錢，也未必能找到重點。」

客人可以透過網站的設計介面，自由選擇錶殼、錶帶、指針等配件的款式，更可在錶面刻上名字或簽名。讓顧客自由發揮，如何保證顧客不會「亂搞」成一團糟？原來他們光是做模型，已經投資了二、三十萬：「我們做了二、三百個樣板，就算顧客在網站裏亂按一通，出來的組合還是好看的。」



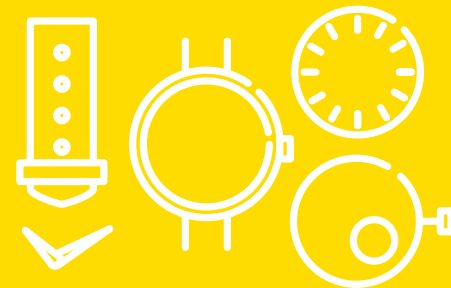
# 01



Choose your size (42mm/38mm) and type (hand-wound/mechanical).

挑選手錶大小（42mm / 38mm）及類型（手動 / 機械）。

# 02

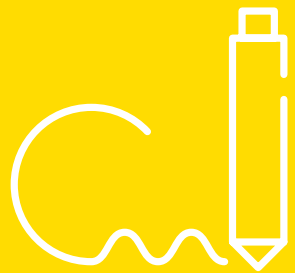


Choose the components with your colors and patterns.

挑選手錶的各個組件。

## HOW EONIQ WORKS

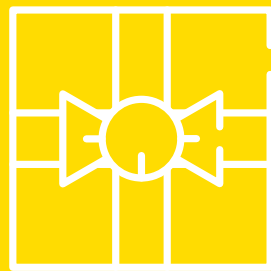
# 03



Upload your signature or name.

上載簽名或名字。

# 04



Done! The unique customized watch will be delivered to you.

設計完成。獨一無二的專屬手錶將送到府上。

來看看 EONIQ 如何運作

STARTUP IN THE SPOTLIGHT:  
EONIQ

FABRICA.WEAVE



**“FOR EVERY DOLLAR WE SPENT, I KNOW EXACTLY HOW MUCH WE GOT BACK. OTHERWISE, YOU CAN WASTE A LOT OF TIME AND MONEY, AND STILL NOT FIND THE RIGHT FOCUS.”**

**「我們花的每分錢，都是有利潤的。否則你花光時間和金錢，也未必能找到重點。」**



And how did Quinn determine what worked and what didn't? He monitored the success of various traction channels such as Facebook and Instagram. If the ROI of a particular channel was low, he would stop investing in that channel. "Around 90% of our marketing spend was effective. For every dollar we spent, I know exactly how much we got back."

"For example, after I put \$50 into buying ads on Facebook, we'll look at the number of people who click through, and how many of those end up subscribing to our newsletter. From this data, we can estimate the cost of acquiring a customer. We have to be very careful with each trial, and understand how to analyze the results. Otherwise, you can waste a lot of time and money, and still not find the right focus."

#### CREATING A COMMUNITY

As an e-tailer, Eoniq can't communicate with their customers face to face. Not only do they need to pay close attention to evaluating the effectiveness of various traction channels, they also need to spend significant time and effort engaging customers. "Our algorithm is written very carefully. As long as we have a customer's registered email address, we can be in constant touch with them. A few days after registering, they'll receive an email. Every week, they'll receive a discount code. It's all scheduled."

Eoniq now registers around 2,000 new subscribers a day. Among these, around 200 require replies. At one point in time, it took their community manager a whole day to answer e-mails. Sometimes, even the technical director, program development director and software engineers have to get involved, in order not to miss out on any valuable customer feedback.

#### STILL A DEVELOPING BUSINESS

Online retail is fast reaching maturity. Eoniq is preparing to develop their offline business by allowing customers to customize watches on-the-spot. Quinn is confident they can deliver a customized watch within an hour. In terms of staff, it takes three weeks to train up someone with basic watch assembly skills. While Eoniq's business continues to develop, Quinn has yet to take on any investors. "We haven't quite determined our product-market fit yet (whether they're in a good market with the right product). No point wasting capital. Once we've figured out how to turn \$1 into \$10, then we'll start accepting investors."

\* Eoniq is one of The Mills Fabrica's pre-pilot incubatees.

#### 建立獨特社群

Eoniq 作為一個網上平台，未能與顧客有面對面的交流，除了要留意牽引力渠道的成效，更要花心血和時間聆聽顧客的意見。「我們的 algorithm（演算法）寫得十分仔細，顧客只要一登記電郵我們就會親自跟進，登記後過多少幾天會收到哪幾個電郵，每七天就會收到優惠碼等，我們在這方面安排得非常有規律。」

現在 Eoniq 每天收到約二千個新電郵註冊電子通訊，當中約二百個需要他們回覆。曾經有一段時間，他們的社區經理要花一整天回答客人的電郵，有時候連技術總監、程式開發總監和軟件工程師也要參與其中，務求可以全面收集客人意見。

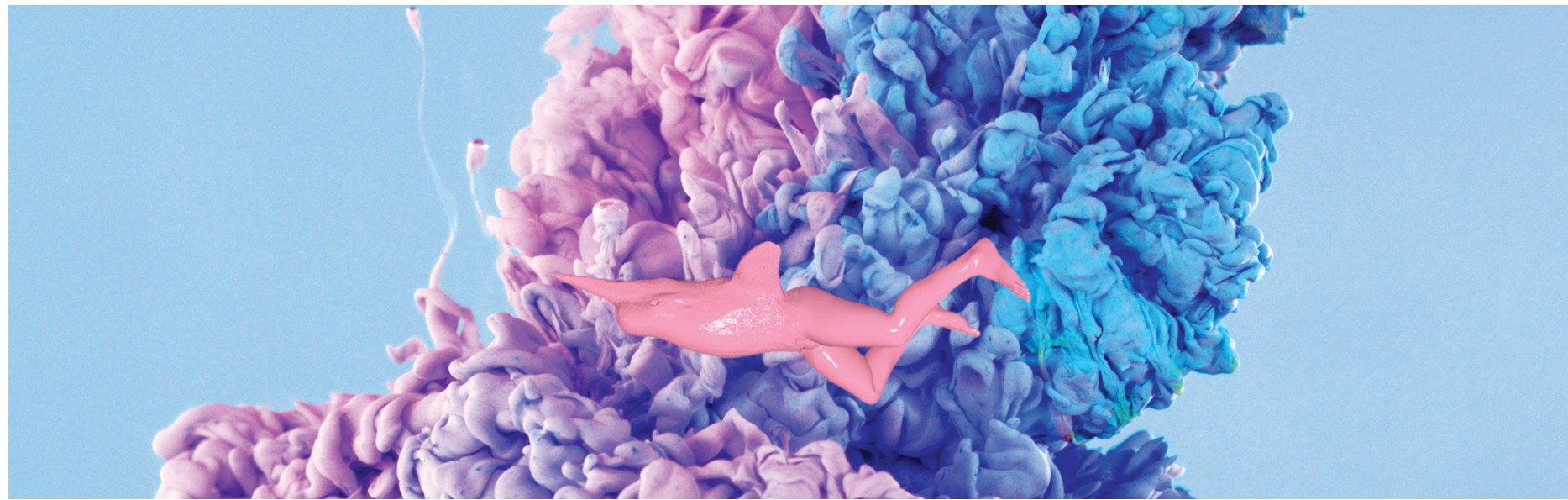
#### 業務還在擴張

Eoniq 的網上市場已經趨向成熟，他們正準備開發線下市場，提供即場客製化手錶服務。Quinn 有信心一小時內能完成裝嵌一隻手錶，人手方面，最快三星期就能訓練到裝嵌基本手錶的製錶師。

面對業務擴張，Quinn 提到品牌現在並沒有任何投資者：「我們還沒有試清楚品牌的 product-market fit（簡稱 PMF，意指產品與市場需求的配合度），無謂浪費金錢。到我們學會如何用一元變成十元，就會接受注資。」



\* Eoniq 現為南豐作坊其中一家培育先導計劃的作坊公司（Pre-pilot Incubatee）



Ji Hye Yeom, *A Night with a Pink Dolphin*, 2015. Courtesy the artist

## MILL6 FALL PROGRAM: "TECHSTYLE SERIES 1.0 : ARIADNE'S THREAD"

**When it comes to technology and textile, we usually think about hi-tech fabrics and fast fashion. But if we want to understand this topic better we need to dig deeper. We must stretch our minds to embrace new concepts, to see the threads that connect history and future.**

**As part of an ongoing mission to advance our thinking in this space, MILL6 Foundation is introducing a new program to explore the concept of "TECHSTYLE".**

提到科技與紡織，我們一般聯想到高科技紡織品及速食時裝，但若要進一步了解這課題，便要作更深入的探索。我們必需放開懷抱，接受新的概念，才可看到聯繫歷史與將來的脈絡。

為延續一貫啟發思考的使命，六廠基金會將開展一系列探索新經緯 "TECHSTYLE" 概念的節目。



Ms Angelika Li, Director of MILL6 Foundation  
六廠基金會總監李安琪女士

**六廠秋季項目：  
「新經緯系列 1.0：  
亞莉雅德妮的線球」**

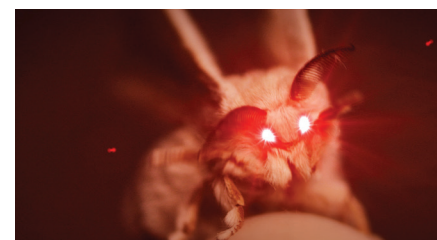


MILL6 Foundation is presenting "TECHSTYLE Series 1.0: Ariadne's Thread", the inaugural edition of its annual series exploring the implications of technology in textile. MILL6's rich and diverse Fall program builds upon the critical mission to explore new meaning, experience and innovation in textile arts.

#### The Metaphor of Ariadne's Thread

"TECHSTYLE Series 1.0: Ariadne's Thread" is a two-part series comprising a video art exhibition at Sheung Wan Civic Centre in November and an international discussion forum in December at Asia Society Hong Kong Center, seeking to exchange and generate knowledge to support the changing landscape of textile today. 'Ariadne's Thread' will survey the intersection of women and technology, a vital component of the industry's continued evolution.

The title, 'Ariadne's Thread,' refers to Greek mythology, wherein Ariadne, daughter of Minos, helped Theseus escape from the confines of Minotaur's labyrinth with a ball of thread. Nowadays the term has become a metaphor of finding solutions through exploring all possibilities.



Sputnikol, *RED SILK OF FATE - TAMAKI'S CRUSH*, 2016  
Project by Design Fiction Group, MIT Media Lab/  
Commissioned by Fukutake Foundation. Courtesy the artist and SCAI The Bathhouse, Tokyo.

六廠基金會主辦的「新經緯系列 1.0：亞莉雅德妮的線球」是「新經緯系列」首個年度項目，專注探討於紡織文化及技術。六廠基金會的秋季節目，秉承保存香港紡織文化的宗旨，啟發更多紡織藝術的創新意念、經驗和革新技術。

#### 亞莉雅德妮線球的隱喻

「新經緯系列 1.0：亞莉雅德妮的線球」的兩大專題活動，包括設於上環文娛中心的錄像藝術展及假亞洲協會香港中心舉行的國際研討會，就著當代社會的紡織生態推動各個界別的知識、意念和技術的交流，開啟多元對話。「亞莉雅德妮的線球」將焦點放在女性與科技之間的交匯點，兩者對工業的持續發展不可或缺。

「亞莉雅德妮的線球」一題源於古希臘神話，克里特島國王的女兒亞莉雅德妮將一個線球交給鐵修斯，助他逃出迷宮。由此引伸，這個辭彙亦寓意以充滿創意的方式在千頭萬緒中找到解決難題的方法。



Rachel Maclean, *Feed Me*, 2015  
Courtesy the artist and Video Umbrella.



**TECHSTYLE SERIES 1.0 :  
ADRIANE'S THREAD**

FABRICA.WEAVE

MILL6 FALL PROGRAM: TECHSTYLE SERIES 1.0



Dara Birnbaum,  
*Technology/Transformation: Wonder Woman*, 1978/9  
Courtesy Electronic Arts Intermix, NYC and the artist



# “WOMEN HAVE ALWAYS BEEN THE BULWARK OF THE TEXTILE INDUSTRY, WHICH WAS THE CORNERSTONE OF THE DEVELOPMENT OF HONG KONG BOTH CULTURALLY AND ECONOMICALLY. THEIR CONTRIBUTION TO THE DEVELOPMENT OF HONG KONG WAS SIGNIFICANT.”

「女性一直是紡織業的中流砥柱，亦是香港文化及經濟發展的基石。她們的付出對香港發展極其重要。」

ANGELIKA LI 李安琪



Ms Mizuki Takahashi, Senior Curator, MILL6 Foundation  
六廠基金會高級策展人 高橋瑞木女士



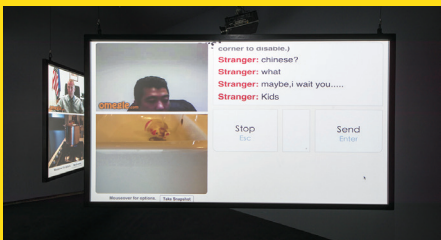
Magdalen Wong, *Let's Do Magic*, 2014  
Courtesy the artist



Natacha Nisic, *Nord - Women*, 2007  
Courtesy the artist



Tina Havelock Stevens,  
*I Don't Want To Set The World On Fire*, 2016  
Courtesy the artist



Cao Fei, *Strangers*, 2015  
Courtesy the artist, Vitamin Creative Space and Omegle.com

## 9 Female Artists from Around the World

The exhibition features 9 female artists from around the world, presenting video works that explore women's engagement in technology across multiple disciplines. Artists Dara Birnbaum, Cao Fei, Tina Havelock Stevens, Vvzela Kook, Rachel Maclean, Natacha Nisic, Sputniko!, Magdalen Wong, and Ji Hye Yeom will explore the thus far under-researched topic via a series of new media works.

From a journey into the depths of space, to an aspiring genetic engineer who seeks to determine her own fate, to a reenactment of the textile production line upon the closure of a cotton mill, the selected works form a layered narrative that reveals the empowerment of women, and their intimate relationship with technology, and the connections formed through shared history and heritage.

## 九位來自世界各地的女性藝術家

是次展覽將展出九位來自世界各地的女性藝術家的錄像作品，在多個領域探討女性對科技的關注和參與度。參展藝術家包括達拉·畢恩包 (Dara Birnbaum)、曹斐、天娜·哈維洛克·史蒂芬斯 (Tina Havelock Stevens)、曲倩雯 (Vvzela Kook)、麗素·麥蓮 (Rachel Maclean)、娜塔莎·尼希克 (Natacha Nisic)、人工衛星子! (Sputniko!)、黃頌恩 (Magdalen Wong) 及廉智惠 (Ji Hye Yeom)，她們透過新媒體作品討論這些重未被深入研究的題目。

這些入選的錄像故事內容題材廣泛，從開展旅程至探索太空深處，或是描述一個滿懷理想的遺傳工程師試圖掌握自己的命運，又或要重新啟動一家倒閉棉紡廠的紡織生產線。所有作品層次分明地敘述女性強大的力量和她們與科技密不可分的關係，重塑我們共同擁有的歷史和文化遺產等種種關聯。

## Discussion on Women and Technology in Textile

“TECHSTYLE Series 1.0: Ariadne's Thread” will also present an international discussion forum that focuses on women's commitment to technology in textiles. Co-presented by Asia Society Hong Kong Center, the conference with have a keynote speech headlined by the artist Sputniko!. The panel will address 4 critical issues:

- Where are women's voices in textile and technology?
- Women, textile and technology in Hong Kong and China,
- Technology and textile with responsibility, and
- Toward a new horizon in textile exhibition.

With a stellar line-up of speakers, academics, textile experts, professionals, artists, curators and critics will collectively confer about the future of textile.

## 探討紡織業的女性與科技

「新經緯系列 1.0：亞莉雅德妮的線球」亦會舉行一場國際研討會，探討女性在紡織科技上的貢獻。研討會為期一天，由六廠與亞洲協會香港中心合辦，並由藝術家人工衛星子！作主題演講。研討會將探討四個重要議題，包括：

- 女性在紡織與科技的聲音
- 女性、紡織與科技在香港和中國的發展與趨勢
- 科技與紡織責任
- 紡織展覽新領域

研討會雲集世界各地業界翹楚，包括學術領袖、紡織界學者、專家、藝術家、策展人和藝評人，為紡織界的未來帶來更多嶄新思維。

## Women and Innovation in Textile

Historically, women have been significant producers and consumers in the textile industry. They have both been impacted by and stood for some of its most important innovations.

Angelika Li, Director of MILL6 Foundation, says, “Women have always been the bulwark of the textile industry, which was the cornerstone of the development of Hong Kong both culturally and economically. Their contribution to the development of Hong Kong was significant.”

During the boom of Hong Kong's industrialization in the 60s and 70s, textile industries fed half of the mouths of Hong Kong at one point. Angelika adds, “This was also an era when the social status of women changed in Hong Kong. Women had become more independent joining the workforce, often as the key bread winners, and provided for the family, especially to send the brothers to schools and higher education.”

Mizuki Takahashi, Senior Curator of MILL6 Foundation, adds, “When I saw the old photo of female workers in Nan Fung textile factory, from their looks in dignity and pride, I immediately recognized how women have contributed to textile production and innovation for years. Their significant role should be discussed. I am convinced we can learn much through their practice and history.”

## 女性與紡織業創新

歷史上，女性一直是紡織業最大的生產者與消費者，她們提出了很多重要的創新，同時深受其影響。

六廠基金會總監李安琪指出：「女性一直是紡織業的中流砥柱，亦是香港文化及經濟發展的基石。她們的付出對香港發展極其重要。」

六七十年代的香港經濟起飛，紡織業一度養活過半香港人口。李安琪補充：「這亦是香港女性地位改變的時代。女性可以自主投入勞動市場，成為家庭經濟支柱，特別是賺錢為兄弟供書教學，甚至接受高等教育。」

六廠基金會高級策展人高橋瑞木表示：「當我翻看一批在南豐紗廠工作的女工的舊照片，看到她們身上散發的傲氣和自信，我立時意識到女性多年來對紡織製造和革新的貢獻。我們應該認真討論她們在紡織世界的重要角色，從她們的實踐和歷程當中我們定能學習到很多重要的價值。」

## Textiles and Curatorial Practices

The “TECHSTYLE Series” is a multi-layered program consisting of exhibitions, discussion forums and archiving activities that intends to exchange knowledge, ideas and techniques regarding various issues surround textiles today. Angelika says, “The series aims to incorporate multiple voices concerning contemporary social inquiries into textiles.” The program's approach is therefore truly interdisciplinary, weaving together science, technology, art, history and sociology.

Indeed she sees a close connection between textiles techniques and curatorial practices. “I consider curatorial practice as part of textile, in the weaving and interweaving of ideas, thoughts and discourses to generate new fabrics of meaning. Our programs are oriented to both the past and present, providing historical points of reference on textile and interpretations of its traditions, while contributing to new creation and innovation and proposing new values and possibilities for the future.”

## 紡織與策展

「新經緯系列」是一個獨特的多元平台，包括展覽、研討會、檔案保存等等，以推動當代紡織的知識、意念及技術交流。李安琪表示：「這個系列旨融合當代社會對紡織的各種聲音。」因此這個系列真真正正地跨越學科，將科學、科技、藝術、歷史、社會學，交織一起。

事實上，她眼中策展其實無異於紡織：「我認為策展也是一種紡織，在不同意念、想法及論述的編織與交織的過程中，生產出全新意義的紋理。我們的項目同時放眼過去及現在，一方面陳列紡織的歷史及對其傳統的詮釋，另一方面亦希望啟發新創作及創新，為未來提出新的價值及可能性。」

## MILL6 FALL PROGRAM: "TECHSTYLE SERIES 1.0 : ARIADNE'S THREAD"

WWW.  
MILL6.ORG.HK

六廠秋季項目：  
「新經緯系列 1.0：  
亞莉雅德妮的線球」



## 1.1 VIDEO ART EXHIBITION 錄像藝術展

Opening Reception  
開幕酒會

2016.11.18

Fri 6:30 - 8:30pm  
RSVP 留座登記 :rsvp@mill6.org.hk

Exhibition  
展覽

2016.11.19 – 12.06

Tue to Sun 11:30 am - 7:30 pm  
Closed on Mon

Venue 場地  
Exhibition Hall, 6/F, Sheung Wan Civic Centre, Hong Kong  
香港上環文娛中心  
6樓展覽廳

## 1.2 DISCUSSION FORUM 研討會

2016.12.03

Sat 11:00 am - 6:00 pm  
Registration 登記入場 10:30am

Venue 場地  
Asia Society Hong Kong Center,  
9 Justice Drive, Admiralty, Hong Kong  
香港金鐘正義道九號  
亞洲協會香港中心

ENQUIRIES 查詢：  
enquiry@mill6.org.hk  
+852 3979 2301 (9am-6pm)

Free admission with limited seats.  
Register by 25 Nov.  
免費入場。  
座位有限，請於十一月廿五日前登記。

MIZUKI TAKAHASHI 高橋瑞木





## STARTUP IN THE SPOTLIGHT

初創焦點：Snaptee



手機創意平台  
人人都是設計師

# SNAPTEE: REALIZING PEOPLE'S CREATIVE ASPIRATIONS

Take a photo on your phone, add a filter, text or special effects...et voilà! You have your very own artistic creation. Now, with the help of Snaptee, you can be wearing your design in no time.

Three and a half years ago, Hong Wai-lun and Gary Lee founded Snaptee when they realized that nearly everyone they knew was using an iPhone to take beautiful photos and posting them on Instagram. That led them to start Snaptee, a mobile app that allows users with no design expertise to turn their photos into uniquely personal T-shirt designs.

With Snaptee, users can add texts, filters, and other special effects to their photos through the app's design interface. Users can then preview what their design will look like when printed on a T-shirt. If they like it, they can immediately place an order and pay. Sounds simple and easy, but Wai-lun says the app requires fine-tuning: "Currently, the resolution is only 95%; the remaining 5% is not accurate. Perhaps it's due to the varying T-shirt sizes. For example, the design will look different when it's previewed on a large t-shirt versus a medium t-shirt. We still need to get it right."

### PIXELS TO PRODUCTS: BRINGING DESIGNS TO LIFE

Within three and a half years, Snaptee has already built up a stable customer base from the U.S., Japan, Europe and Hong Kong. A customer may place

an order for 100 T-shirts for himself or herself. Or there may be photography aficionados who create T-shirts from photos they take every time they go hiking. One customer from Japan even sold the T-shirts ordered from Snaptee on his own website for a healthy mark-up. This does not bother Wai-lun at all. "I feel like I'm helping him realize his dream by being a part of his entrepreneurial process." Wai-lun believes that everyone has his or her own sense of aesthetics, and Snaptee is an open platform that enables people to unleash this creativity.

Snaptee gives users a lot of freedom. As long as the user agrees, even nude photos can be turned into products. However, Snaptee checks every single order to ensure that no copyrights are at risk of being infringed. In recent years, there has also been the sensitive issue of ISIS; one customer wanted to print the ISIS flag on a T-shirt. In the end, the order was rejected.

### A SMARTER APP WITH A.I.

Snaptee's marketing department is dedicated to establishing strong relationships with customers. Around 50% of all past customers remain active users. They track and analyze customers' usage behavior – pages visited, the amount of time a user stays on a page, etc. – in order to determine what the customer is interested in.

Even more than marketing, Snaptee invests heavily into product development, constantly striving to improve the user interface and user experience. They recently developed a chat agent in order to collect customer feedback more effectively. According to Wai-lun, one of their goals for the coming year is to try to use artificial intelligence to take on some of the chat agent's work. He also hopes to incorporate AI-enhancements in the T-shirt design interface, for example, automatically removing the background from an image or offering basic styles or design suggestions.

按手機快門拍照、加濾鏡、文字、特別效果……禮成！你有你的藝術風格。一按一掃，Snaptee 幫你穿上你的作品。

三年半前項偉倫和另一位創辦人 Gary，發現幾乎每個人都用 iPhone；加上當時 Instagram 十分流行，大家拿著手機就可以拍很好看的照片。這發現令他們決定共同籌辦自助設計 T 恤的手機軟件 Snaptee，讓不懂設計的人，也有能力設計屬於自己 T 恤圖案。

Snaptee 是一個手機程式，用家能透過設計介面為照片加上文字、濾鏡或其他特效，然後預覽圖案呈現在 T 恤上的效果；喜歡的話，可以直接付款下單。聽起來方便易用，但偉倫說預覽的功能還需要調整：「現在的像真度只有 95%，其餘 5% 的不準確，可能是因為衣服的尺碼，譬如說大碼和中碼在預覽時候會有偏差，我們還需要調整拿捏。」

### 由像素到成品

開業三年半，Snaptee 擁有穩定的客群，主要來自美國、日本、歐洲和香港。有客人會一次過買一百件衣服自用；也有一些攝影發燒友，每逢爬山時拍了得意之作，就會在 Snaptee 訂做 T 恤。曾經有日本的客人透過 Snaptee 做了幾款 T 恤，然後放在自己的網店裏，以高於 Snaptee 的價格出售。偉倫毫不介意：「感覺我好像幫他實現了夢想，參與了他創業的過程。」偉倫經常強調，每個人有不一樣的審美觀，Snaptee 正好提供一個開放平台，讓大家發揮自己的創意。

Snaptee 是一個自由的平台，只要顧客願意，裸露的照片也可以製造成品。但他們也會審核每一張訂單，但凡牽涉到版權問題的圖片一概不會受理。另外一個情況是非常敏感的伊斯蘭國（ISIS）議題：曾經有人想把 ISIS 的旗幟印在 T 恤上，結果被他們退單了。



### 人工智能 改善介面

Snaptee 一向有市場部門負責與顧客建立關係，約 50% 曾經光顧過的客人仍然是活躍用戶（active user）。他們會透過追蹤顧客在軟件逗留的頁面、時間長短等數據，分析他們的行為與喜好。

比起行銷，Snaptee 花更多資金在產品研發上，務求不斷改進軟件介面以及用家體驗。他們最近研發了「聊天專員」（chat agent），希望能在收集顧客意見和反饋兩方面更有效率。偉倫說，未來一年的其中一個目標，是嘗試利用人工智能分擔聊天專員的工作；另一方面，希望把人工智能結合設計 T 恤的介面，讓系統自動為圖片去除背景，並衍生出數個基本款式讓客人選擇。



01



Upload your image, and choose the filter, adjust the tone, brightness, contrast, etc.

上載圖片，挑選濾鏡、調校色彩、亮度、對比等。

02

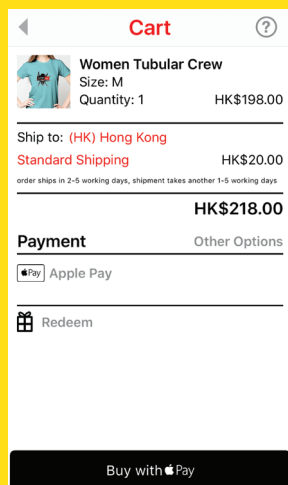


You may add text, with the support of a wide range of fonts and colors.

你可隨意加上不同字型及顏色的文字。

# HOW SNAPTEE WORKS

03



Done! Your unique design tee will be mailed to you.

設計完成。你的專屬設計 T 恤將以郵寄方式送到府上。

04



You may even share your designs with other Snaptee users.

你還可以跟其他 Snaptee 用戶分享自家作品。

來看看 SNAPTEE 如何運作

## BRINGING THE SNAPTEE EXPERIENCE INTO STORES

Currently, Snaptee receives three to four thousand orders a month through its mobile app. With a stable revenue stream, Snaptee is taking its product development offline. They have set up pop-up stores in shopping centers, theme parks and kids' arts centers. "This year, we're experimenting with the offline experience. We're offering other ways for people to design T-shirts aside from using a mobile phone. Irrespective of the means, our brand is about the same thing: making T-shirt design something accessible."

Snaptee recently set up a stall at a theme park event at Asia World Expo. Kids could draw something, immediately get it scanned and preview the finished T-shirt design on a large screen. As with the app, if they liked their design, they could immediately place their order and the T-shirt would arrive at their home in 14 days.

Wai-lun says that physical stores are still in the trial phase. In addition to theme parks, Snaptee has also set up pop-up stores in shopping centers, inviting artists to do calligraphy or draw for customers on the spot. If the customers liked the end result, they could immediately buy the artwork. The artist would receive all of the proceeds for the original artwork and a portion of T-shirt sales.

Because people are more willing to spend time at theme parks stalls, Snaptee plans on setting up fixed stalls. This will allow them to collect and analyze data more easily as they continue to create a new business model. Snaptee is now expanding their presence to Japan. It is about to set up a pop-up store in a shopping center in Hokkaido, and hope that they can establish 10 points of sales in Japan's theme parks.

## FOCUS ON THE FUTURE

Most start-ups benefit from investor support, and Snaptee currently has around 20 investors. Wai-lun does not hide the fact that the company is still yet to turn a profit, he says, they are all investors who are "willing to take risks". "Every investor has a portfolio. Some investments may have a higher return, some are higher risk. I think we belong to the high-risk group."

After a moment of thought, Wai-Lun added: "People who only look at the present will not make money, because everyone else can see what's happening now; it's very tedious. A company that can make money after 1 year, 3 years or 5 years is very stable, but that's not what a startup is."

\* Snaptee is one of The Mills Fabrica's pre-pilot incubatees.



## 實體市場 全新體驗

現在 Snaptee 的手機軟件，每個月有三千到四千張訂單。有了穩定收入，Snaptee 正逐步發展線下實體市場，在購物中心、主題公園和兒童畫室等設置 pop-up store：「我們今年另外一個嘗試是籌劃線下體驗 (offline experience)。除了手提電話，我們還提供其他方法讓大家設計 T 恤；無論是甚麼形式，我們的品牌都圍繞著同一個理念：把設計 T 恤變成一件容易接近 (accessible) 的事。」

Snaptee 最近在博覽館舉行的主題公園活動開設了一個攤位，小朋友即場畫畫，然後把畫作放進掃描器裏，便可以在旁邊的大屏幕上看到 T 恤成品的預覽圖。跟手機軟件一樣，客人看過預覽後，喜歡就可立刻下單，T 恤會在十四天內送到府上。

他直言實體店還在試驗階段，除了主題公園，Snaptee 也曾經在購物中心辦 pop-up store，邀請藝術家即場為客人寫書法和畫畫。如果顧客喜歡藝術家的作品，顧客還可以當場買下作品，收益全歸藝術家本人，T 恤也會跟藝術家分成。

因為客人在主題公園比較願意花時間留在攤位，所以他們計劃在主題樂園開設固定攤位，方便收集和分析數據，有助他們日後發展成一套完整的經營模式 (business model)。現在 Snaptee 已經開始進軍日本市場，即將與北海道一個購物中心合辦 pop-up store，並期望未來能在日本的主題公園，設立十個實體銷售點。

## 高風險投資 放眼未來

大部分初創企業都少不得投資者的支持，Snaptee 現在有約二十個金主，偉倫不會向他們掩飾公司現在還處於等待回本的階段，故此稱他們都是屬於「願意冒一些風險」的投資者：「每個投資者會都有一個投資組合 (portfolio)，有部份能多賺點，有的是高風險的，那我想我們是屬於高風險的。」

偉倫想了一下，續道：「只看現在投資的人是不會贏的，因為眼前發生的，所有人也看得到，很乏味；能預測一年、三年、五年後賺多少、很穩定的生意，並不是 startup 的模式。」

\* Snaptee 現為南豐作坊其中一家培育先導計劃的作坊公司 (Pre-pilot Incubatee)



I FEEL LIKE I'M HELPING HIM REALIZE HIS DREAM BY BEING A PART OF HIS ENTREPRENEURIAL PROCESS.

感覺我好像幫他實現了夢想，參與了他創業的過程。

WWW.SNAPTEE.CO



# SNAPTEE



# STARTUPS 101: THE PITCH DECK

Great idea? Looking for investors? Dive into our quick-start guide for helpful tips and a downloadable pitch template.

Ok, you have got a great idea. Hopefully you also have a great product. But if you are looking for investors, the first thing you have to do is explain WHAT you are doing, and WHY they should invest in you.

In this article you will find some simple tips for creating a great “pitch deck”, and more importantly, understand why you should not need one.



## RULE #1: PITCH DECK SHOULD BE SHORT, SIMPLE AND TO-THE-POINT

IF YOUR PRODUCT IS STRONG ENOUGH THEN A GREAT DECK IS NOT REALLY IMPORTANT. BUT NINE TIMES OUT OF TEN, YOU WILL BENEFIT BY THINKING ABOUT YOUR BUSINESS PROPOSITION.

**WHAT IS A PITCH DECK?**  
A pitch deck is a series of slides (powerpoint, keynote, etc) that explains the basics of your business. It explains what you are doing and why you are going to be successful. It should be short, simple and to-the point.

**WHY IS IT IMPORTANT?**  
If you are asking for investment, you will need to tell your story. Investors want to know where their money will be spent, and they want to trust that you have a good plan and great potential. In fact, the #1 most valuable thing about creating a pitch deck is that it forces you to think hard about your startup.

**HOW IS IT USED?**  
Sometimes you will be asked to email your deck, but you will usually use it in face-to-face meetings with potential investors.

## 創業 101: 投售簡報

有些絕妙的主意？正在尋找投資者？這裡有些快速指南和有用提示，還有投售簡報範本可供下載。

好了，假設你已經有了絕妙的主意，也有信心能夠製造優良的產品，那麼在尋找投資者時，你的首要任務是向他們解釋你正在做甚麼，而他們又為甚麼應該投資你的初創企業。

這篇文章會告訴你一些製作上乘「投售簡報」(pitch deck) 的點子，更重要的是，讓你明白你為何可能不需要它。

## 規則 #1: 投售簡報應該簡明扼要、一針見血

如果你開發了一件驚世的產品，投售簡報可能真的無關宏旨。但在十居其九的情況，思考一下業務方案總會帶來裨益。

**投售簡報是甚麼？**  
投售簡報是一連串概述業務的投影片 (powerpoint、keynote 等)，解釋你正在做甚麼和為何將取得成功。投售簡報應該簡明扼要、一針見血。

**它為何那麼重要？**  
如果你正在尋找投資者，便需要向他們講述你的故事。投資者都會想知道他們的資金用途，也必先相信你有一個成功在望而且有發展潛力的計劃。事實上，製作投售簡報 #1 最重要的事，是它逼令你認真思考自己的初創企業。

**它有甚麼用途？**  
有時候有人會要求你把簡報經電郵傳送給他們，但多數情況下，你會在跟潛在投資者會面時使用到投售簡報。



# ESSENTIAL SLIDES

## 基本投影片

Your pitch deck is actually a simplified outline of your entire business. You should keep the number of slides to a minimum, between 8 to 12.

Having trouble getting started? Here is a list of basic slides you should include. Feel free to change the order, and add or remove slides depending on your particular business needs.

投售簡報是你整個業務的精要大綱。投影片的數目要盡可能控制在八至十二張之內。

不知該從何入手製作投售簡報？這裡列出你的簡報應包含的投影片內容。你可就著你的業務性質調整次序及加減投影片。



**TEAM**  
Who are you? What have you done? Investors want to know who they are investing in, so give them a taste. Don't forget to add partners or advisors to your list.

**團隊**  
你是誰？你做了甚麼？投資者想知道他們投資在誰身上，所以讓他們知多一點。別忘了在名單上加上你的夥伴和顧問。



**SPLASH SCREEN**  
The introduction — one big logo and one line describing your business.

**啟動畫面**  
簡介 —— 大大的公司標誌，和用一句話形容你的業務。



**BUSINESS MODEL**  
This is where you describe how you make money, now and/or in the future. Make sure to articulate the big picture, and keep it simple.

**商業模式**  
形容一下現在和 / 或將來如何取得利潤，記得要簡明扼要地道出整體藍圖。



**LANDSCAPE, OPPORTUNITY, OR PROBLEM**

Talk about the market desire for what you are doing, or the problem that most people are facing. Include a picture and a couple statistics — but don't over - do it!

**環境、機遇、問題**  
談談你做的事如何切合市場需求，或怎樣解決許多人面對的問題。可以包括一幅照片、一些統計，但千萬別太多！



**MARKET ADOPTION/TRACTION**  
Show how you're already making progress! Facebook followers? Stockists? Sales? Press coverage? Don't be shy, talk about it.

**市場採納與牽引力**  
顯示你已經取得進展！面書的追隨者？零售商？銷售額？傳媒報道？不用害羞，告訴別人吧！



**PRODUCT/SOLUTION**

Introduce your amazing idea. If you have product, show it. If you only have a prototype, show that. If you have neither, stop reading and come back when you do!

**產品 / 解決方案**  
介紹你的絕妙主意。如果已經投產，那麼就展示產品吧；如果只有試造的原型，那麼也可以展示。如果兩者都沒有，回去造一個再回來看這篇文章！



**COMPETITION**  
Describe your competition - other companies that are aiming for the same customers. Explain in a few words why you are different. Try to show which companies are closest to you, and which are not, because people will make assumptions that might not be correct.

**競爭**  
形容一下面對的競爭 —— 其他針對同樣客戶群的公司。以三言兩語解釋自己出眾之處。談談與你最類似、但其實有所分別的公司，因為別人的假設不一定正確。



**FINANCIALS**  
Not a required slide, but if you are making / spending money you should provide a very simple summary. Be prepared to defend and define these numbers.

**財務**  
這並非必要的投影片，但如果你已有一些進賬與開支，便應該提供一個非常簡單的摘要，並要預備界定和解釋這些數據。



**THE ASK**  
Not required but sometimes helpful. What are you going to do with the investment? Scale the team? Penetrate new markets? Ramp up production? Don't put in the exact amounts you are trying to raise, because those could change!

**問題**  
這也並非必須，但有時會有幫助。你會把資金用在甚麼地方？擴大隊伍？滲透新市場？增加生產？不用列出籌措資金的確實目標金額，因為那是隨時有變的！

## RULE #2: 10/20/30

### 規則 #2: 10/20/30

**PITCH GURU GUY KAWASAKI'S RULE OF THUMB:**

**10 SLIDES, 20 MINUTES, AND A 30 POINT FONT.**

**投售大師 GUY KAWASAKI 提出的基本規則：**

**10 張投影片、20 分鐘、30 點的字體。**



# 6 HELPFUL TIPS

## 六個有用的小貼士

### RULE #3: PRODUCT, PEOPLE, AND POTENTIAL

### 規則 #3: 產品、團隊、潛力

AT THE END OF THE DAY, INVESTORS WANT TO BELIEVE IN A GREAT PRODUCT WITH HUGE POTENTIAL. GREAT TEAM MEMBERS? EVEN BETTER.

說到底，投資者傾向相信擁有強大潛力的優質產品，如有精良的團隊則更佳。

# BRAND STARTUP? MAKE IT LOOK GOOD.

<p>DOWNLOAD TEMPLATES</p> <p>Head to <a href="https://themillsfabrica.com/resources/pitchdeck">themillsfabrica.com/resources/pitchdeck</a> for downloadable templates to help get you started!</p> <p>下載範本</p> <p>你可以到 <a href="https://themillsfabrica.com/resources/pitchdeck">themillsfabrica.com/resources/pitchdeck</a> 下載範本，開始製作你的投售簡報。</p>	<p>延伸閱讀</p> <p>Top 10 Mistakes Entrepreneurs Make</p> <p>十個創業家常犯的錯誤</p> <p><a href="https://www.youtube.com/watch?v=HHjgK6p4nrw">www.youtube.com/watch?v=HHjgK6p4nrw</a></p>	<p>Sample Pitch Deck: AirBnB</p> <p>投售簡報的例子：AirBnB</p> <p><a href="https://www.slideshare.net/benjamin-evans/air-bed-breakfast-pitch-deck-18014008">www.slideshare.net/benjamin-evans/air-bed-breakfast-pitch-deck-18014008</a></p>	<p>Sample Pitch Deck: Buffer</p> <p>投售簡報的例子：Buffer</p> <p><a href="https://www.slideshare.net/Bufferapp/buffer-seedrounddeck">www.slideshare.net/Bufferapp/buffer-seedrounddeck</a></p>
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BUY A PRESENTATION “REMOTE CLICKER” 買一個簡報用的遙控器

If you don’t have a wireless clicker, go buy one now. It will help you to focus on your message while you practice.

如果你沒有簡報用的無線遙控，趕緊買一個吧，那麼你練習時才可以專注於想傳達的訊息。



BE PREPARED FOR HARD QUESTIONS 預備回答難題

After your presentation you will be asked questions like “where do you see yourself in 3 years”, or “what’s to stop a competitor or large company from taking your market?”. Don’t say “good question”, but take the time to think and respond. The more prepared you are, the better your performance.

簡報過後，你可能被問及這些問題：「三年後你覺得自己會發展得怎樣？」、「如何防備競爭對手或一家大公司搶去市場份額？」不要說一句「好問題」然後才思考如何回應。準備越好，你的表現會越佳。



PRACTICE 練習

Don’t think you can walk into a meeting without practicing. Practice 20 times, and then 20 more. Why? You need to appear confident and sure of your topic, and make sure you don’t go over time. Trust us on this one...

別妄想自己可以毫無準備走進會議室。練習 20 次，再練習 20 次。為甚麼？因為你需要對你的題目充滿自信，並確保自己不會超時。相信我們吧……



REMEMBER YOUR TARGET AUDIENCE 緊記你的目標觀眾

Techstyle heros, you are (usually) not going to be pitching the next Facebook. Therefore you should try to target investors who have experience or interest in your industry. They will understand you better, and will “speak your language”.

各位新經濟王者，你的企業（一般）都不會是下一個面書，所以你應該針對一些對你的產業有所認識的投資者。他們和你有共同語言，也較容易明白你的創業大計。



SHOW PRODUCT 展示產品

This tip is especially for techstyle startups and brands: if you have a product or a prototype: bring it with you and show it.

這個貼士特別為新經濟產業的初創企業和品牌而設。如果你有一個產品或樣品，記得帶去並展示它。



KEEP IT SIMPLE 簡明扼要

Keep all of your slides simple. Do not use small text, and do not read directly from the screen. You have limited time so tell your story with as little content as possible.

投影片盡可能簡單。不要用細小的字體，也不要直接讀出投影片上的內容。時間有限，要利用簡潔的內容講述你的故事。

新經濟產業貼士：初創品牌？簡報外表要漂亮！

If your product depends on design, your pitch deck better look amazing, afterall, if a chef is opening a new restaurant and the tasting menu sucks, are you going to eat there?

如果你的產品講究設計，投售簡報的模式，最好也教人眼前一亮。打個比喻，一個廚師開餐廳，如果試菜菜譜上的東西也做得難吃，誰還會光顧？

# FROM LEGAL PERSPECTIVE: WHY HONG KONG IS GREAT FOR STARTUPS

“Fortune 500s” to startup innovators and entrepreneurs all choose to set up their businesses in Hong Kong. We talked to one of the city’s top legal advisors to find out why.

Hong Kong is well known as an international business and financial center. One main reason is the ease and flexibility of establishing a legal entity in Hong Kong.

We spoke with Jennifer Cheng of JTC Solicitors to bring you some professional advice on what you should consider before launching your startup in Hong Kong.

眾所周知，香港是一個國際商業及金融中心，其中一大原因是在香港成立法人相對容易及靈活。

我們與莊鄭律師事務所的鄭敬儀律師談過，對於在香港成立初創企業前應先考慮的事項，她提供了一些專業意見。



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## 從法律角度看香港為何適合初創企業



由《財富》500 強的大公司到革新的初創小企業全都選擇在香港開展業務，我們與城中頂尖的法律顧問談談箇中原因。

Thanks for talking to us! What are the options of business vehicles for starting a business in Hong Kong, and which is the most useful?

In Hong Kong, the most commonly used business vehicles are private limited company (Limited Company), sole proprietorship and partnership. These vehicles are rather different. Majority of business owners choose to use Limited Company as their business vehicles.

Why is that? How about sole proprietorship and partnership?

Unlike Limited Company, sole-proprietorship and partnership are not separate legal entities. Hence, sole-proprietors and partners assume unlimited personal liability for debts and liabilities of their businesses.

So here’s the big question: Is Limited Company a suitable business vehicle for my startup?

Ask yourself some relevant questions:

- Do you need (or want) to shield your personal assets from the risks of your business?
- Do you see any future prospect of third party investors investing into your business?
- Is your business reasonably funded at the beginning?
- Will you employ employees?
- Does your business involve contractual arrangements with third parties (e.g. vendors)?

If you answered “Yes” to most of the questions above, Limited Company is likely a more suitable business vehicle for your business. Other factors you should also consider include (i) timeline, (ii) budget, (iii) tax and (iv) the desired degree of control over your business etc.

Is Limited Company a vehicle only for small companies? Will my startup look weak if I use this vehicle?

Not at all. Large companies commonly adopt Limited Company as their vehicle for businesses for the following reasons:

- Separate legal entity —— A Limited Company is a legal entity separate from its shareholders. It may enter into contracts, incur debts and employ staff in its own name.
- Limited liability —— The liabilities of the shareholders of a Limited Company are limited to their respective investment amounts in their Limited Company.
- Ease of raising capital —— A Limited Company can raise capital by issuing shares or securities to existing or new shareholders.
- Ease of transfer of ownership —— Partial or complete transfer of the ownership of a Limited Company can be achieved by transferring part or all of its shares.
- Uninterrupted succession —— Changes to directors and/or shareholders and their respective shareholdings will not affect the continued existence of a Limited Company.
- Tax benefits —— A Limited Company enjoys certain exclusive tax benefits in Hong Kong.

謝謝你來跟我們分享！在香港可選擇甚麼企業模式以開展業務？哪一種最有用？

香港最常用的營商模式包括私人有限公司（「有限公司」）、獨資經營和合夥經營。這些模式有頗大分別。但大部分經營者都會選用有限公司的模式。

為甚麼？那麼獨資經營和合夥經營又是怎樣的？

有別於有限公司，獨資經營及合夥經營並非獨立法人，因此獨資經營者及合夥人須為其業務營運而產生的債務承擔無限的個人法律責任。

以下是一個重要的問題：我是否適合以有限公司的方式開展業務？

您可考慮一些相關問題：

- 您需要（或希望）保護您的個人財產以免其受您的業務營運風險所影響嗎？
- 您預料您的業務有第三方投資者進行投資的潛力嗎？
- 您是否已獲得合理的業務啟動資金？
- 您會否聘請僱員？
- 您的業務會否牽涉與第三方（如供應商）的合約安排？

如您對以上大部分問題均答「是」，則您的業務似乎應較適合以有限公司的模式經營。您亦應考慮以下因素，例如：(i) 時間表、(ii) 資金預算、(iii) 稅務及 (iv) 您期望對企業的控制程度等。

有限公司模式只適合小型公司嗎？若使用此模式，我的初創公司會否看來很薄弱？

不會。一般大公司都採用有限公司的經營模式，原因是：

- 獨立法人地位 —— 有限公司是獨立於其股東的法人，它能以其獨立名義簽訂合約、負債及僱用員工。
- 有限法律責任 —— 有限公司股東的法律責任只限於各自投放在該公司的投資額。
- 易於籌集資金 —— 有限公司可透過向現有股東或新股東發行股份或證券以籌集資金。
- 易於轉讓擁有權 —— 有限公司股東可轉讓其部分或所有股份，以轉讓公司的擁有權。
- 永續性 —— 有限公司董事及/ 或股東及其股權的變更並不會影響該公司永續存在。
- 賦稅優惠 —— 在香港，有限公司可享某些獨有的賦稅優惠。





## ABOUT THE MILLS

The Mills is a landmark revitalization project from Nan Fung Group scheduled for completion in 2018, a celebration of shared industrial legacy with Hong Kong, and a step towards a future of applied creativity and innovation.

The Mills is composed of 3 main pillars: Fabrica, Shopfloor and MILL6 Foundation. Building on a foundation of legacy and heritage, visitors can explore the continuity of an authentic Hong Kong story, where themes of textile and industry are woven into experiences of innovation, culture, and learning.

## 關於南豐紗廠

南豐紗廠預計於 2018 年落成，是南豐集團策劃的地標式保育項目，見證香港紡織工業的承傳，並帶領本地應用創意及創新產業邁進新里程。

南豐紗廠由南豐作坊、南豐店堂及六廠基金會三大支柱組成。建基於集團的承傳與歷史，並以紡織和工業為根基，交織出創新、文化及學習體驗，讓訪客從中探索不斷延續而真實的香港故事。



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