

Seminar Series of Innovation and Entrepreneurship

To cultivate students full of innovative ideas and entrepreneurship desires to become entrepreneurs, the Centre for Innovation and Entrepreneurship of the UM provides this seminar series of innovation and entrepreneurship to all undergraduate and postgraduate students. To train innovative thinking and basic entrepreneurship knowledge, the series aims at helping participants develop innovative products and services, make business plans, start entrepreneurial marketing, protect intellectual properties, evaluate the project value, and prepare for financing and road show.

The seminar series contains: how to build a startup team, writing a business plan, financing for a startup, techniques for road show, entrepreneurial planning, frontier technology, etc. During the classes, students try to form a mock company by themselves, learning and practicing market segmentations, evaluation of technical feasibility, competitive position, business model, marketing strategy, analysis of sales channels and other practical exercises which make students more familiar with entrepreneurial methods. In the end, students could try to become entrepreneurs and apply for incubation in the Centre for Innovation and Entrepreneurship. Some projects of last year have made a great stride in the Greater Bay Area and have won prizes in national innovation and entrepreneurship competitions. It is hoped the teams could do even better.

I. Course

Date:	20 th & 27 th of March, 3 rd & 10 th of April 2019 (Updated)
Time	Wednesday. Please refer to the Contents for details.
Quota:	60
Target:	Undergraduate and postgraduate students of UM & Representative of team applying for incubation at the Centre.
Fee:	Free of charge (MOP200 deposit)
Location:	N1-1004, University of Macau
Medium of Instruction:	Mandarin
Application:	1. Online application: https://goo.gl/forms/NHJPRZmuqbjKMZrB3 2. Download and complete the application form and email to ICI.Innovation@um.edu.mo
Deadline of Application:	Extended to 13th March 2019
Announcement of Admission:	Extended to 15th March 2019
Deposit:	The deposit should be paid at the Centre for Innovation and Entrepreneurship (N1-1001) within 2 working days upon admission notification. Otherwise, the quota should be deemed given up. The deposit will be fully refunded to students with attendance reaching 80%.
Certificate:	Participants with attendance reaching 80% and completing the class requirements will be awarded a certificate issued by the Institute of Collaborative Innovation.

II. Instructor

Prof. Jerome Yen is currently interim director of Institute of Collaborative Innovation, head of Centre for Innovation and Entrepreneurship and distinguished professor of Business Information Systems. Before joining the University of Macau, he was the director of internet finance at the Hong Kong Applied Science and Technology Research Institute. He has also worked in the University of Hong Kong, Hong Kong University of Science and Technology and Chinese University of Hong Kong with profound research experience in management information systems, finance, commerce, risk management and internet finance, especially in finance supermarket and its business model and technologies. Besides, Prof. Yen has also held the position of senior vice president and deputy chief risk officer in a company of Forbes 500 and Fortune 500.

Under the leadership of Professor Yen, the Center for Innovation and Entrepreneurship has attracted the first 24 teams for incubation and launched a series of entrepreneurial activities, including the innovation and entrepreneurship courses and seminars, UM Innovation Week, Mobile APP Training Camp, and Venture Capital Day for Medical and Health Sciences. It aims to provide diverse support from instructors, techniques, and fundings to help students turn innovative thinking into products or services into the market, in order to achieve the entrepreneurial plans.

III. Contents (Tentative)

- ❖ Introduction to innovation and entrepreneurship; formation of startup team.
- ❖ Selection of product services and industries; writing business plan.
- ❖ Introduction to innovative technologies, such as blockchain, big data and artificial intelligence, etc.; introduction to intellectual properties protection.
- ❖ Marketing researches and strategic marketing.
- ❖ Financial management methods for startup teams.
- ❖ Comments of roadshow from senior entrepreneurial tutors for accelerating implementation and incubation of projects.



Lecture	Date	Time	Seminar Contents
#1	20 th March	13:00 – 14:30	1. Writing business plans and roadshow training
#2		14:30 – 16:30	1. Innovation and entrepreneur opportunities in Great Bay Area 2. Elevator presentation training
#3	27 th March	16:30 – 18:00	1. Introduction to intellectual property protection
#4	3 rd April	14:30 – 17:30	1. Market pain points and opportunities 2. Products design, market positioning and marketing strategy
#5			1. Project evaluation and financial planning 2. Financing and entrepreneurial development plan
#6	10 th April	16:00 – 17:30	1. Finalize Entrepreneurship projects and roadshow