



香港工業總會  
FHKI

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Federation of Hong Kong Industries

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Industry News

## Press Release

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### Three IoT Startups win Top Honours at Hong Kong Startup Council's STARS Pitch

Hong Kong Startup Council, under the auspices of Federation of Hong Kong Industries (FHKI), successfully held the STARS Pitch on 19 May (Friday). Kuaiwear Limited, Bonnect (HK) Limited and The Contact Store Limited were the standouts in the event and won the Most Disruptive STAR and Rising STAR awards respectively.

The Judging Panel conferred the Most Disruptive STAR award on Kuaiwear for its innovative applications of Internet of Things (IoT). Kuaiwear presents a disruptive business model in the sport training market having developed their KuaiFit Wearable Coach Headphones that automatically adapt sport and fitness training plans to individuals and provide smart voice coaching via accurate sensors, patented technology and proprietary software algorithms; and KuaiFit Marketplace, an online platform that provides training plans for sport and fitness, by allowing coaches to create and upload training plans, and users to conveniently access training at a lower price.

Bonnect and The Contact Store were awarded the Rising STAR in STARS Pitch. Bonnect offers smart solutions to capture and analyse massive data in babies' everyday lives. Its main product and service offerings are IoT solutions that enhance baby feeding experience and health development. The company's first product Feedi Baby is a smart baby bottle dock which records, analyses and facilitates baby growth by automatic diet logging, supported by App Feedi for parents to capture other data on baby demographics and growth patterns.

Another awardee, The Contact Store, is well-experienced in research and development of single-serve capsule beverage system for coffee, tea, juices and herbal drinks. Its proprietary technology "Smart Brewing Technology" (SBT) provides users the best brewing experience with seamless integration of API, APP and big data analysis. With Wi-Fi connection, users can customise their preferred taste by adjusting different parameters. Targeting at the global Food and Beverage sector, SBT's mission is to facilitate the smart product development for major brands and manufacturers, with the vision to be a leading platform for next-generation IoT consumer electronics.

Among the judges of the event, OurCrowd Australia and Asia Partner & Managing Director Dan Bennett concluded, "The quality of the companies pitching is great testimony to an excellent selection process and ongoing support by FHKI and the Council. There are some large market opportunities being focused on by this cohort and I look forward to closely observing how the companies and founders progress and grow."

The Council launched STARS Programme in January this year to provide local startups with mentoring advice, industrial partnership and go-to-market support to accelerate their business growth. With the first cohort of STARS Programme is themed the IoT, members



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have already been paired with suitable mentors for support and guidance in areas of prototyping, design, production, marketing, business operation and more.

In September, the Council plans to organise a demo day for startups to showcase their achievements and to entice more investment from FHKI members and startup investors. By means of investment or collaboration with startups, industrialists also get the chance to transform and upgrade their traditional operations, develop new businesses and operating models.



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### Photo Captions:

- (1) Hong Kong Startup Council Vice-Chairman Jason Chiu gives his welcoming remarks.



- (2) Startups demonstrate their IoT products and share their entrepreneurial aspirations and challenges faced in operations.





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- (3) Group photo of judges and winners of the Most Disruptive STAR and Rising STAR awards.



- (4) Group photo of the Council's leadership, mentors, judges and startup founders.



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