

Eureka Nova of New World Group Partners with Mizuho Bank

Introducing Mizuho Crowd Brain - an Accelerator Programme to Connect Startup to Asian Markets

[2 September, 2019] Eureka Nova is an accelerator of New World Development Company Limited. Since its establishment in 2017, Eureka Nova had nurtured more than 20 incubatees by empowering them with professional training programmes and business integration opportunities with the New World Group and other corporates. Stepping into a new era, Eureka Nova is proud to announce its collaboration with the Mizuho Bank Limited (Mizuho Bank) from Japan for the very first time. Introducing Mizuho Crowd Brain an accelerator programme powered by Eureka Nova in Hong Kong, featuring a brand new co-working space at the K11 Atelier located in the global landmark Victoria Dockside, to hyper boost startups and pave the way for their expansion in Asian markets by pooling resources of the two leading corporations.

Mizuho Crowd Brain is the first-ever accelerator programme in Hong Kong established by the Mizuho Financial Group of Japan. Powered by Eureka Nova, founded by Mr. Adrian Cheng, Executive Vice-Chairman and General Manager of the New World Group, the accelerator programme aims to identify the best technology-focused Fintech and Culture Tech startups from Hong Kong, Mainland China and other Asian cities. Fintech refers to innovative products and services that shaping every aspects of the banking and financial industry; while Culture Tech encompasses a wide spectrum of products and services that change people's lives by the integration of culture and technology, such as art, media, learning tools, entertainment, lifestyle, health and wellness etc.

A Rare Opportunity for Business Integration, Product and Market Validation, and Investment

Startups admitted to the Mizuho Crowd Brain accelerator programme will be entitled to complimentary co-working space at K11 Atelier, Tsim Sha Tsui, Hong Kong together with a 6-month carefully designed training module featuring business gurus and experts from New World Group, Mizuho Bank and many other supporting partners from the startup community of Hong Kong and Mainland China. While the Demo Day will mark the finale and essence of the acceleration programme with pitching presentations, startups will have a rare opportunity to access to business integrations, product and market validation as well as investment by impressing the management from New World Group and Mizuho Bank, investors and business partners, with their business concepts and innovative products.

Join Hands to Build a Diversified Startup Ecosystem

Masayuki Sugawara, Managing Executive Officer, Head of East Asia of Mizuho Bank explains the collaboration with New World Group, "We're excited to announce our partnership with New World Group and Eureka Nova to power Mizuho Crowd Brain. Together we envision a program that successfully allows us to connect with startups who share the same passion on business innovation and we will work closely with them to scale up their businesses, by pulling together the resources from Hong Kong, Mainland China and Japan under the two corporations and its supporting organizations."

Ms Doris Luey, Head of Social Innovation, New World Group talks about the Group’s commitment in building the startup ecosystem, “We believe innovation and technology is the power of changes that make the world better. New World Group is dedicated to create a diversified ecosystem through Eureka Nova for entrepreneurs and change makers who are going to shape the future by innovation and technology. The Mizuho Crowd Brain is an acceleration programme powered by Eureka Nova which the two corporations share the same commitment to develop an open platform to elevate startups from Hong Kong, Mainland China and Japan to enter multiple Asian markets where we see exciting opportunities.

Eureka Nova, founded by Mr. Adrian Cheng, Executive Vice-Chairman and General Manager of the New World Group, has been committed to build a diversified startup ecosystem and to celebrate mind-blowing business concepts and innovations honoring the spirit of "blending old and new to surpass boundaries" inherited from the Group. The Mizuho Crowd Brain acceleration programme powered by Eureka Nova will demonstrate the synergy by pooling resources, networks and business connections across New World Group, Mizuho Bank and the supporting partners including Alibaba Entrepreneurs Fund, Hong Kong Cyberport, Deloitte, Hong Kong Science and Technology Parks Corporation and Research Institute of Tsinghua University in Shenzhen.

Mizuho Crowd Brain acceleration programme powered by Eureka Nova is now open for startups focus on Fintech and Culture Tech. For startups eager to hyper boost their businesses, please visit us at www.EurekaNova.com or our Facebook Page or our WeChat account of Eureka Nova to get more details on the program and application process. Application deadline on 15 September, 2019.

**Mizuho Crowd Brain Accelerator Programme
Powered by Eureka Nova of New World Development**

Theme	<p>Fintech & Culture Tech</p> <ul style="list-style-type: none"> • Fintech - innovative products and services that shaping every aspects of the banking and financial industry • Culture Tech - innovative products and services that change people’s lives by the integration of culture and technology. Encompasses a wide spectrum of disciplines such as art, media, learning tools, entertainment, lifestyle, health and wellness etc.
Eligibility	<ul style="list-style-type: none"> • An established business entity • Core business relates to Fintech and Culture Tech • Must have prototype or product for market • Must have revenue • Ability to demonstrate to have sufficient funds, or have plans to raise sufficient funds, for the entity's intention to operate for at least one year upon admission to The Programme

	<ul style="list-style-type: none"> • Must have a viable business plan for a product or service to be ready for marketing in 24 months • Must have a founding base in Asia, or have intention to expand to Asia in particular to China or Japan in the near future or to make alliance with Asian corporates
Program Offerings	<ul style="list-style-type: none"> • Access to business operations for product and market validation • Mentorship from business leaders of the two leading corporates, Mizuho Bank, Ltd and New World Group • Mentorship from expert teams of the supporting organizations including Alibaba Entrepreneurs Fund, Hong Kong Cyberport, Deloitte, Hong Kong Science and Technology Parks Corporation and Research Institute of Tsinghua University in Shenzhen • Networking occasions to connect to senior leaders of various fields • Opportunity to pitch to large Japanese corporations • Free office space at K11 Atelier, 18 Salisbury Road, TST, HK* *charges may apply for private room at your choice
Selection Criteria	<ul style="list-style-type: none"> • Innovativeness, uniqueness, business model, feasibility and team
Programme Details	<ul style="list-style-type: none"> • www.EurekaNova.com • Facebook / WeChat: Eureka Nova
On-line Application	<ul style="list-style-type: none"> • http://bit.ly/2zBunVz
Application Deadline	<ul style="list-style-type: none"> • 15 September, 2019
Programme Commencement Date	<ul style="list-style-type: none"> • Mid-October, 2019

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About New World Development Company Limited:



Founded in 1970, New World Development Company Limited (“the Group”, Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality defined by The Artisanal Movement, New World Group’s core business areas include property development, property investment, infrastructure and services, department stores and hotels. As at 31 December 2018, the total asset value of the Group amounted to approximately HK\$481.3 billion. The Group has an effective interest of approximately 61% in NWS Holdings Limited (Hong Kong stock code: 0659), approximately 75% in New World Department Store China Limited (Hong Kong stock code: 0825) and wholly owned in New World China Land Limited.

About Mizuho Bank:



Mizuho Financial Group is one of the largest financial institutions in the world, offering comprehensive financial and strategic services including private banking and venture capital through its subsidiaries. The group has over 900 offices and 60,000 employees worldwide in nearly 40 countries throughout the Americas, EMEA, and Asia. As of March 31, 2019, its total assets were \$1.8 trillion.

The Mizuho Hong Kong branch combines Mizuho Bank, Mizuho Securities Asia, and Asset Management One into a single office. This leverages our broad suite of complementary, integrated financial products and services to create tailored solutions that satisfy a wide variety of client needs.

About Eureka Nova:



Eureka Nova is an accelerator powered by the New World Group committed to business integration. Our programs are built to hyperboost startup products and services with New World Group and global partners to facilitate opportunities for startups to validate and commercialize their businesses. Our mission is to make our mark in the startup ecosystem and to make Hong Kong the platform to scale innovative and disruptive technologies.