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香港總商會 1861



Innovation to Solve Industry Hurdles

創新方案克服行業挑戰

ParticleX helps start-ups that are developing solutions to address specific business challenges and prepare for ESG changes

ParticleX 協助初創企業開發方案應對營商挑戰，並為環境、社會及管治變化做好準備

Many start-ups have great ideas, but transforming these into market-ready products takes financing, and a lot more besides. That is where ParticleX comes in: a tech-based start-up investor and innovation enabler.

ParticleX focuses on start-ups that employ AI, blockchain, data analytics, robotics and IoT to address a particular industry problem, and also in finding solutions to ESG issues. Since late 2017, it has invested in 39 start-ups.

“Combining network, capital and research resources, we accelerate the pace of innovative technology and help early-stage startups to win cross-border opportunities,” said the company’s CXO Mingles Tsoi.

Start-ups often begin with an impressive product or service, and may even have a decent business plan, but ultimately fail because they underestimate the issue of cash flow. Tsoi explained that ParticleX focuses on start-ups that have sustainable business models and a unique value proposition as well as a realistic go-to-market plan.



“Our investment decisions are made with consideration of those who are able to prove a strong commitment and vision as technopreneurship, that are excelling in technological development and with a clear vision of their industry’s future landscape,” Tsoi said.

ParticleX’s team have backgrounds in a broad range of disciplines including investment, business development, serial entrepreneur, as well as tech-savvy scientists and researchers. This enables the company to conduct a thorough and systemic screening process to identify the strengths and

weaknesses of start-ups they are interested in working with.

Tsoi believes that start-ups and big corporates can work together for mutual benefit. Start-ups can create solutions that drive efficiency at larger companies, and also find innovative ways to raise the quality of services at big businesses to improve customer engagement.

“With a multidisciplinary matching approach, we aim to bridge the gap between start-ups and corporates, as well as angel investors and government incubators,” said Tsoi.

Joining the Chamber has given ParticleX more opportunities in this area, by expanding the company's network of contacts from a wide variety of backgrounds. And it also gives them a say in the evolution of the high-tech landscape in Hong Kong. "By becoming a member, we also hope to be in a better position to ensure policymakers take our interests into account," said Tsoi.

Besides investing in promising start-ups, the company also has a broader mission

不少初創企業都滿有創新點子，但將意念轉化為產品需要資金和多方面的支援，科技初創企業投資者及創新推手 ParticleX 正好提供助力。

ParticleX 專門投資應用人工智能、區塊鏈、數據分析、機械人和物聯網技術解決行業難題，以及為環境、社會及管治（ESG）議題尋找方案的初創企業。自 2017 年底成立至今，該公司已對 39 家初創企業作出投資。

公司首席探索官蔡明都表示：「我們結合網絡、資金和研究資源，加快創科發展步

公司能對初創企業進行全面及系統性的審查，了解潛在合作對象的優勢和弱點。

蔡明都認為初創企業能與大集團攜手合作、互惠互利。初創企業能為大型公司開發創新方案，提升大企業的營運效率和服務質素，從而改善客戶體驗。

他表示：「我們利用跨領域配對方式，旨在充當初創公司與企業集團、天使投資者和政府孵化器之間的橋樑。」

加入總商會讓 ParticleX 有更多機會與各行各業的會員建立聯繫，並就香港高科技產業的發展表達意見。「我們希望透過加

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Mingles Tsoi, CXO, ParticleX
ParticleX 首席探索官 蔡明都



to encourage innovation. Since 2020, ParticleX PropTech Global Challenge aims to connect global start-ups with innovative solutions to the real-world challenges in the property sector, and integrating the ESG issues in the operation.

Looking ahead, Tsoi is pursuing some areas that might emerge from changing consumer behaviour brought about by the pandemic. Start-ups specialising in price comparison may come to the fore, he said, as consumers are becoming more price-sensitive due to the economic uncertainties while also doing more online shopping. Companies that focus on testing and food technology could also be a good choice as businesses and customers increasingly focus on hygiene and safety.

伐，並協助處於起步階段的初創企業把握跨境機遇。」

初創企業起步時每每有一些令人印象深刻的產品或服務，甚至有周全的業務計劃，惟因低估現金流問題而失敗告終。蔡明都解釋，ParticleX 專注於投資具可持續業務模式、獨特價值定位和務實市場營銷計劃的初創企業。

他說：「我們作出投資決定時，會考慮投資對象是否全情投入創業、具備科技企業家的遠見、在技術發展方面表現突出，以及清晰了解行業的未來路向。」

ParticleX 的團隊成員來自廣泛背景，包括投資和業務拓展專家、連續創業家，以及精通先進科技的科學家和研究人員，讓

入總商會，確保政策制定者充分考慮我們的權益。」蔡明都說。

除了投資於前景可期的初創企業，該公司亦以鼓勵創新為己任。ParticleX PropTech Global Challenge 自 2020 年起舉辦，旨在聯繫全球初創企業，合力為房地產業面對的實際挑戰尋求創新解決方案，並把 ESG 議題融入業務流程。

展望未來，蔡明都正探索一些由疫情下消費者行為轉變帶動的新興領域。他說，經濟不明朗令消費者轉向網上購物，對價格更為敏感，因此一些專門格價的初創企業或能脫穎而出。此外，企業和顧客日益注重衛生安全，檢測和食品科技企業亦不失為投資良機。



Company 公司名稱：**Particle Accelerator Ltd (ParticleX)**
HKGCC Membership No. 總商會會員編號：HKP0634
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Website 網站：<https://www.particlex.com>