

# DeLight Project

Startup can prosper in Greater China

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# 1. DeLight -- Answer to World LED issues

## ▶ LED Lighting Issues

- Mixed bag of drivers. Unified Driver solution
- Health Issues on dimmers. Early adoption of CCR
- Pollution upon disposal. Eliminate electrolytic Cap
- Ineffective Installation. Use ELV to avoid high costs

## ▶ General Lighting Issues

- Fragile Central Computer. DS means no fallible part
- User convenience. User direct view scenario setting
- Meets Government requirements. CA24, HKBEC etc.

▶ DeLight Solved all the above issues

# 2. Hardwork -- against all odds

DeLight Solved all the above (and below) issues

- ▶ **Difficult and Ambitious Targets**
  - No e-Cap Power supplies
  - Intelligence without Central Computer
  - Fail safe hardware
    - Failed hardware (lights) covered by others
    - Next generation: 100% functional despite failure

Government Mandates

California Title 24

Hong Kong BEC (similar to CA24)

Safe and Easy

No electrician license required. No tools

# 3. HK Development Atmosphere

- ▶ Easy and quick test and experiment
  - Local access to parts, PCB, gear, tool and consultants
- ▶ Government Support
  - Hong Kong, China and APEC government support
    - APEC competition championship – Smart Building Champion
    - Beijing Startup competition – Energy Sector Champion
  - Startup Funding
    - Rent free
    - Start up funding
    - Possible Investment (Angel by Government)

# 4. Peer and Mentor Networking

HK Science and Technology Park

- ▶ Excellent Peer Group setting
  - All high caliber people
  - Keen Entrepreneur
  - Lessor (HK Gov) runs social functions
- ▶ Inter-peer problem solving
  - Solve your problem, I mentor you
  - Change role on another issue, you mentor me
- ▶ Less jealousy, more collaboration
  - Usually mutual support, even during competition

## 5. HK Support programs -- US teams welcome

- ▶ Easy to obtain Government Programs
  - Enterprise Support Program – 50% matching funding
  - PAG -- Patent Application Grant (100% for up to USD 40K/patent)
  - Government Trial use budget -- HK Gov pays for test use in any HK Gov unit
  - Funding coaching -- matching Angel to Series B funding
  - Greater China has similar programs

# 6. Market Trials -- HK Gov

- ▶ Good Intent Clients
  - Social Groups and Charity Org pays to try inventions
- ▶ Government Units Trial mentality
  - HK Airport, EMSD, EPA, etc. courageous to trial
  - Small but significant size real life trial (not demo)
- ▶ Liberal feedback mechanism
  - Discloses to you and suggest changes
  - Patience to wait for next version
  - Helps your PR

# 7. Encouragement -- meet the World

- ▶ HK Gov Encourages all to leverage on the World
- ▶ Please export -- to the World
  - 0.5% credit insurance, pays 90% if client do not pay
  - Under some circumstances, Gov waives the fee
- ▶ Please IPO here
  - HK is one of the highest P/E on technology Startup
  - HK has “H” Shares to leverage on China Stock Market
  - Liberal Banking Center. Low Interest.
- ▶ **Happy Start-up !**



# Thank You

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