

**2019**

# CUBIC Shanghai Week

A five-day program in Shanghai to validate your business readiness for entering the Chinese market

In Collaboration with **Startupbootcamp**



**@BIC®**





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# Who are We?

CUBIC is a Market Expansion Services provider specializing on helping foreign companies break into the China market and scale up quickly. They are China growth experts and a necessary local resource to enabling success in the China markets.

**25+**

Years experience in incubating, accelerating, and connecting startups to buyers, investors, and partners.

**80+**

Business Clients

**\$30M**

Total Funding Attracted

**1800+**

Investors and  
Entrepreneurs Connected

”

Octagon has been working hard to court resources, funding and support locally, but the CUBIC program provided a unique opportunity to expand our search to the plethora of such resources and possibilities available in China.

**Nathaniel Sherden**  
**VP Chemistry, Octagon Therapeutics**



# What is Shanghai Week?

This program is designed to validate the business-readiness of companies strongly motivated to expand into the Chinese market. During an intensive and productive five-day trip in Shanghai, startups acquire a business toolkit enabling them to enter and scale their business in China.

In one-on-one meetings with experienced buyers, investors, partners, or suppliers, participants receive advice on product positioning and market approaches.



# When is Shanghai Week?

**OCT. 21ST, 2019**

Life Sciences Cohort:

- Biotech
- Medtech
- Pharma
- Digital Health

**NOV. 11TH, 2019**


Urban Tech Cohort:

- Smart Constructions
- Clean Energy
- New Material
- Transportation



# What Shanghai Week Offers?

- On-the-ground exploration of business opportunities in China
- Comprehensive understanding of the Chinese business landscape
- Validation of your product's market-fit and strategy for the Chinese market
- Toolkit of practical knowledge for doing business in China
- Meetings with local leading corporates and investors

A black and white photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and the Shanghai Tower, with the city reflected in the water. The image is framed by red geometric shapes in the corners.

# Who Should Apply Shanghai Week?

## STARTUPS AND GROWTH COMPANIES WITH

- Proven product and commercial success in at least one international market
- Specific interest and motivation to expand business to China, but who are still investigating the best approach
- Sufficient financial and management capacity to devote to market entry in China.



# Sneak Peek of Topics

We'll continue to introduce our speakers and will also preview the critical themes that will drive the seminars, workshops and conversations for the Shanghai Week.

\*\*Topics may be refined as each cohort's members are confirmed.

## About Market

- Business landscape in the Chinese market
- Specific industry overview and entry standards and thresholds
- Chinese ecosystem around growth-startups and tips and tricks to succeed

## About Regulations

- Common legal structure and know-how for Chinese entity formation
- Essential financing and taxation policies and tactics for foreign business in China

## About Culture

- Business etiquette tips and tricks
- Cultural mindset differences within the business setting





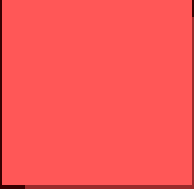
# Sneak Peek of Speakers

Who you can expected to meet at Shanghai Week?



## Zhigang Think Tank (Consulting) [www.wzg.net.cn](http://www.wzg.net.cn)

Zhigang Think Tank is one of the China's leading strategic consulting companies. From 1995, Zhigang Think Tank has built 5 branches in the economic centers in China. Relying on the public credibility and huge client base accumulated over the past 25 years, Zhigang Think Tank has collected the core resources of enterprises, incubators, VC firms and media, and has carried out hundreds of projects in over 50 cities and regions.



## Yingke Law Firm (Legal) [www.yingkeinternational.com](http://www.yingkeinternational.com)

As a global law firm from China, Yingke aims to serve the world with "one-stop" legal and commercial services. Yingke Law Firm, a leading law firm in China, was established in 2001 with our headquarters in Beijing. Today, we have 76 offices – 50 domestic and 36 overseas – located in key financial, business and regulatory centers in Asia, Europe, South America and North America.



## EAGLE IP Limited (Legal) [www.eipgroup.asia](http://www.eipgroup.asia)

Chau-Eagle is a boutique patent firm that meets today's needs of multi-national corporations with R&D facilities in Asia requiring high quality, cost-efficient patents. The firm has been ranked No. 1 NEW YORK FIRM (No. 6 in the U.S.) in Intellectual Asset Management's "Top 10" U.S. Law firms which secured the highest quality U.S. patents in the category of consumer electronics.



## American Culture Consultants (Culture) [www.americancultureconsultants.com](http://www.americancultureconsultants.com)

American Culture Consultants® offers one-on-one consulting and cultural education guidance to ease the transition for new residents or foreign visitors in the United States. We can assist your business or association in overcoming communication difficulties amongst multinational clients, partners or employees. We are also available to help foreign business travelers with any needs they may have pertaining to American culture or protocol.



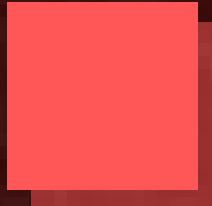
## KPMG CPA (Taxation) [www.kpmg.com](http://www.kpmg.com)

8.5 years working experience in KPMG (big four) including 6 years in auditing, 1 year in consulting and 1.5 years in tax planning. 4.5 years CFO in multinational group.



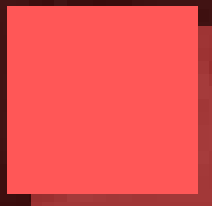
# Sneak Peek of Speakers

## LIFE SCIENCES



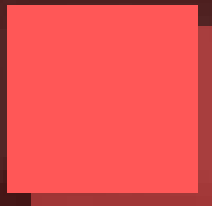
### Johnson & Johnson Innovation Lab (Enterprise) [www.jlabs.jnjinnovation.com](http://www.jlabs.jnjinnovation.com)

Shanghai JLab is one of the 4 innovation hub of J&J across the world. It is created to access the best science and technology in Shanghai for the early-stage consumer, medical device, or a biopharmaceutical company.



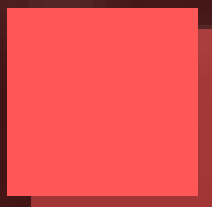
### Zai Lab (Enterprise) [www.zailaboratory.com](http://www.zailaboratory.com)

Zai Lab is a global biopharmaceutical company, discovering, developing, manufacturing and commercializing innovative medicines. It is headquartered in Shanghai and was successfully listed on NASDAQ in September 2017.



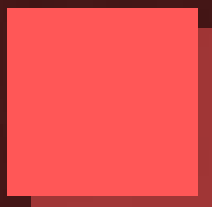
### Qiming Venture Partners (VC/PE) [www.qimingvc.com](http://www.qimingvc.com)

Qiming manages 7 US dollar funds and 5 RMB funds with \$4 billion assests under management. Qiming has backed over 280 young, fast-growing and innovative companies in the internet and consumer, healthcare, information technology and clean technology sectors.



### Fosun Tonghao Investment (VC/PE) [www.tonghaocapital.com](http://www.tonghaocapital.com)

Fosun Group is a leading investment company with the value of more than \$2 billion. Fosun Tonghao is a high-tech venture capital under the Fosun Group, which focuses on medical health and TMT high-tech fields. The investment stage covers angels, A and B rounds.



### Medicilon (Service Provider) [www.medicilon.com](http://www.medicilon.com)

Medicilon is one of the professional preclinical CRO in China, which provides one-stop integrated services including biology, chemistry and preclinical. Medicilon offers fully integrated pharmaceutical services for the global scientific community.



# Sneak Peek of Speakers

## URBAN TECH

**[www.600496.com](http://www.600496.com)** (Enterprise) **Jinggong Steel Building Group**

Jinggong Steel Group is the No.1 non-state-owned enterprise in structural steel industry of China. Established in 1999, Jinggong has completed numerous domestic and overseas construction projects of major public landmarks, including Jeddah Kingdom Tower, China's national stadium and 2022 Qatar worldcup stadium.

**[www.tencent.com](http://www.tencent.com)** (Enterprise) **Tencent**

Tencent is the company with highest value in China in 2019. It is a leading provider of Internet value-added services. Its investment sector has a broad scope across TMT, healthcare, entertainment, smart devices etc. to build up a whole ecosystem.

**[www.shanghai-electric.com](http://www.shanghai-electric.com)** (Enterprise) **Shanghai Electric**

Shanghai Electric is large integrated equipment manufacturing group specialized in energy equipment, industrial equipment and integration services. It is one of the Fortune 500 and its brand was valued at \$9 billion, ranking 2nd in the industry.

**[www.corporate.jd.com](http://www.corporate.jd.com)** (VC/PE) **JD Strategic Investment**

JD.com Inc is the second largest online shopping platform in China as well as a Fortune 500 with the value of \$40 billion. Its strategic investment focuses on a number of key areas including smart logistics, smart supply chain, artificial intelligence, AR/VR, security.

**[www.svv.io](http://www.svv.io)** (VC/PE) **Shenzhen Valley Ventures**

SVV is a hardware-focused venture capital partnering with startups to prototype, test, debug, and manufacture their hardware products. SVV focuses primarily on seed or series A funding in the healthcare, robotics, artificial intelligence and big data.



# Orientation

**Attend seminars in which a top Chinese think tank shares its 20+ years of experience in strategic consulting for government, corporations, and small businesses.**

An introduction to China's current business landscape, market trends, consumer spending power, and the pros and cons of doing business in China. Representatives of a top Chinese think tank present on:

- Booming segments of the Chinese market
- Pros and cons of different ways for foreign companies to enter the marketplace
- Opportunities and challenges in the Chinese market
- Choosing and negotiating with Chinese partners
- Policies and initiatives that drive innovation and collaboration in China



Orientation

Validation of  
Business  
Readiness

Toolkit  
Seminars  
& Workshops

Venture  
Capital  
Access

Industrial  
Tour

# Validation of Business Readiness

**Meet potential partners and receive individual market and product assessments in the context of the Chinese market.**

The validation of your market readiness is broken into two parts. Each part features keynotes and workshops to thoroughly cover and resolve all your questions and concerns.

Part 1 focuses on market and product validation. Experts from the industry will share their expertise and advise the participating companies one-on-one about their product positioning and possible market approaches.

Part 2 examines the broader perspective of the business ecosystem, including policy and regulations, the availability of government support, local industry and corporate resources, talent resources, investment environment, etc.





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## Toolkit Seminars & Workshops

**Acquire essential and applicable knowledge in the areas of law, tax, regulations, IP, and patents.**

Topics will cover:

- China's IP legislation, reformation, enforcement and the differences from US
- Understanding distribution channels in a specific domain
- Customer acquisition in the Chinese market
- Investment expectations, policies, and procedures
- Opportunities for upgrading the supply chain to newer technology
- The journey of entrepreneurship in China
- and more.





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## Venture Capital Access

**Company showcasing and one-on-one meetings with investors from the private and public sectors to get tailored advice on how to acquire local funding.**





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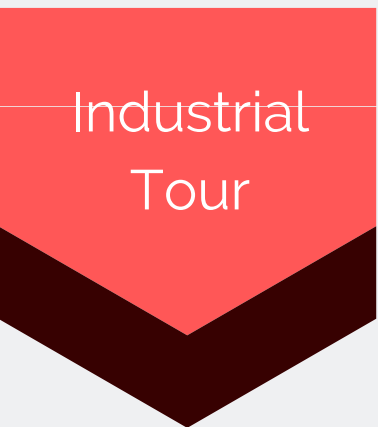
Toolkit  
Seminars  
& Workshops



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Industrial  
Tour



## Industrial Tour

**A visit to cities with specialized industrial hubs to gain more insight about the ecosystem and the roadmap of industrialization in China.**





# PROGRAM COSTS

EARLY BIRD PRICE: Ends on 8/5/2019

**\$2,980** Per Person

STANDARD PRICE:

**\$3,880** Per Person

\*EXCLUDING INTERNATIONAL AIRFARE

## FEE COVERS:

Program

Hotel accommodation

Local logistics

Catering included for group activities

Activities/events



# Application Process

## SIGNUP

Sign-ups begins four months prior to the program kick-off date. Please fill out the sign-up form with the basic information about your business, your plan for the Chinese market and your expectations for the program.

## SELECTION

Our team will review the sign-ups on a rolling basis. In order to better understand each team's expectations and suitability for the program, we may invite you for an interview.

## CONFIRMATION

If we collectively decide the program is right for your business, we will confirm your participation and sign a service agreement with you. Confirmations are made on a rolling basis until all the slots (up to 15 per cohort) are full.

## PAYMENT

Upon signing the agreement, the program fee will be due. Slots will be secured only upon payment completion.

## WEBINAR

At least four weeks before departure, please plan on attending a meet & greet event for companies in your cohort (life sciences or urban tech). Teams unable to join in person may participate virtually. Details regarding logistics, agenda and more will be released as the departure date approaches. You can also check out our FAQ while you prepare for the trip.



# Timeline

**06/03** Signup Begins

**08/05** Early Bird Ends

**09/06** Life Sciences  
Signup Ends

**09/16** Urban Tech  
Signup Ends

**09/27** Life Sciences  
Q&A Webinar

**10/07** Urban Tech  
Q&A Webinar

**10/21** Life Sciences  
Cohort Kickoff

**11/11** Urban Tech  
Cohort Kickoff

# Entertainment Activities



## LOCAL COMMUNITY MIXER

A chance to interact with a local Chinese innovative community to learn and share entrepreneurial experiences.



## CHINESE BANQUET FINE DINING

A place to experience Chinese culture with authentic food and a taste of traditional table etiquette.



## HUANGPU RIVER NIGHT CRUISE

A chance to exchange experiences and learnings with peers while enjoying the extraordinary view of the Bund with amazing city skylines.



# Signup Now

at [www.cubic-boston.com/#/shanghaiweek](http://www.cubic-boston.com/#/shanghaiweek)

**REQUEST ADDITIONAL INFORMATION**

[contact@cubic-boston.com](mailto:contact@cubic-boston.com)



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