

iQubator – E-Business Accelerator

China Fashion & Design - Kick-start Program





Introducing

IQUBATOR KICK-START PROGRAM

CHINA E-BUSINESS/E-COMMERCE ACCELERATOR



- ✓ **Virtual Offices** (Local Shanghai address & phone number)
- ✓ **Serviced Offices** (Fully equipped workstations and rooms for up to 5 people, meeting rooms, office supplies, reception etc)
- ✓ **BSO - Business Support Office** (A fully supported workstation – accounting, HR, payroll, bookkeeping, work permit, invoicing. Have your business in China running from day one with zero investment and no bureaucracy)
- ✓ **Business incubation** and **investor matchmaking**
- ✓ **Business Visits** (including supplier search, factory visits etc)
- ✓ **Virtual Assistants** (We manage the employees, you give the instructions and pay by hour. Can both support your operations in China, function as outsourced back-office for your overseas HQ or your own personal assistants)
- ✓ **Photo Studio, Showroom, Warehouse, Storage, Logistics, import/export**
- ✓ **iQubator China Kick-start eCommerce Accelerator** (our tailored 3-18 months business accelerator program)
- ✓ **China Online presence set-up** (Weibo account, Taobao shop, payment system integration, web design & development, forum posting & link building, online marketing etc.)

Growth & Stability



- Total cost of the program is no more than the annual salary cost for 1-2 employees in Europe/US.
- Our program complies with most governments' and regional organizations' subsidy programs for international expansion. The government pays half of your investment!

- Scalable program and tailored to each client's needs from 3 to 18 months.
- The contract is signed under Hong Kong jurisdiction – an international financial hub with a transparent common law system.
- No need to start up a company before you have tried out the market.

Low Cost

Low Risk

Accelerated
Growth

Full Support

- Professional Support and advisors make sure your company gets the competitive advantage it needs for success on the Chinese market.
- Synergy effects from the other companies, collaborations etc.
- Flying start of your operations

A One-Stop Shop for launching your China operations offering Offices, HR, Accounting, Photo Studio, IT, online marketing, administration, translations, showroom, storage, warehouse, logistics, server administration, company registration and anything else you may come to think about.

Timeline - Overview



Kick-start 1 year program	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
✓ Operations Setup	➔											
✓ Kickstart full time associate	●											
✓ Business Support Office				●								
✓ Supported Serviced Office							●					
✓ Company Set-up							●					



Timeline – Kick-start Operations setup



Operations Setup	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12
✓ Kick-off meeting (document collection, contract signing)	● →											
✓ Office preparations (Set-up computer, emails, accounts, new local phone nr.)	● →	→										
✓ Kick-start associate training	● →	→	→	→	→	→	→	→	→	→		
✓ Brochure, name, business card translations and printing		● →	→	→	→	→						
✓ Weibo Account Set-up (Chinese Twitter)				● →	→	→	→					
✓ Taobao Shop set-up (China's largest Ecommerce platform)						● →	→	→	→	→	→	→
✓ Photo of products in professional photo studio for web shop and brochures						● →	→					
✓ iQubator web mall set-up								● →	→	→	→	→
✓ Adding samples in showroom and preparing storage room & warehouse							● →	→	→	→		
✓ iQubator consultants prepare a market research and development plan for the client (the iQubatee)		● →	→	→	→	→	→	→	→	→	→	→
✓ Hong Kong company set-up		● →	→	→	→	→	→	→	→	→	→	→

Timeline – Kick-start full time associate, month 1-3



The iQubator Associate begins full time work on directions from the client (the iQubatee).

Suggestions of work tasks:

1. Professional photo studio and camera for taking pictures of products and samples for direct website uploading
2. Administration and updating of website
3. Weibo account updating
4. Forum posting and guerilla marketing
5. Product handling, shelf filing, stock check, packaging
6. Taobao shop & iQubator mall shop administration and live support for iQubatee's customers

1. Market Research and Distributor search
2. Supplier search and contact
3. Visiting events, fairs, suppliers, factories
4. Developing partnerships, network and guanxi
5. Preparing labels for the products
6. Get certifications for the products
7. Support in recruitment of second representative to begin work in the BSO stage from month 4
8. China image development, printing brochures, business cards etc

Timeline – BSO Extension (month 4-6)



- ✓ iQubator assists in import of shipment, custom clearance
- ✓ Kick-start phase research and data is analysed by iQ-Ass and new BSO-rep
- ✓ BSO-rep receives training by iQubatee HQ, iQ-Ass and iQ-Admins
- ✓ More products added to website, Taobao etc
- ✓ Distributor network developed
- ✓ Supplier relation strengthened
- ✓ iQubator helps iQubatee to organize its first event in China for brand building
- ✓ Concentration on sales and marketing
- ✓ Finalize product labels and packaging

During this period the **BSO representative** and the **Kick-start associate** work as a team supported by iQubator operation team

During second quarter the **iQubatee** has 2 full time representatives in Shanghai. The second employee can either be recruited by iQubator, by the Kick-start associate or sent over from the client's HQ.

- ✓ BSO-start-up preparation
- ✓ BSO-rep HR registration within iQubator BSO
- ✓ BSO-Support functions negotiation and adjustments
- ✓ Products reaching out to first distributors
- ✓ BSO-Detailed in separate contract
- ✓ Begin recruitment of more people for the Serviced Office stage

Timeline – Supported Serviced Office, Month 7-12



- ✓ Team of 3 moves in to own furnished room
- ✓ Serviced-office room with operational services
- ✓ Team still operated under iQubator umbrella
- ✓ Team member 4 and 5 is recruited.
- ✓ The Kick-start associate can either stay with the iQubatee or move to new project

iQubatee should have at least 5 employees by end of 12th month and move to offices outside of the iQubator – SIFEC campus.



Timeline – Company Setup, month 7-18



	Month 7	Month 8-12	Month 12-18
Kick-off Meeting	● →		
Collect documents	● →		
Business License	● →	→	
Tax license		● →	
20% share capital			● →
Capital verification			● →
Trading License			● →
VAT license			● →
VAT return license			● →
Accounting service		● →	→
GM & Supervisor serv.		● →	→
HR Service		● →	→
Professional Advice	● →	→	→

GRADUATION!



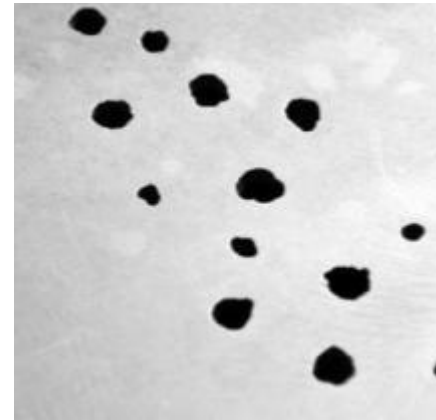
- ✓ New office search
- ✓ Recruitment support
- ✓ Operation services
- ✓ Outsourcing
- ✓ Professional guidance
- ✓ Contact network
- ✓ Alumni network



PROFESSIONAL



DYNAMIC



SOPHISTICATED

CREATIVE



MODERN

