



CKGSB

Chuang Community

長江創創社區

*Power up start-ups and innovators*

- Chuang Origin
- Introduction to Chuang Community
- What and How Chuang does
- Cases of How to Succeed in China

# Chuang Origin - About CKGSB

CKGSB aims to cultivate business leaders with a **global vision**, a **humanistic spirit**, a strong sense of **social responsibility** and an **innovative mind-set**.

Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is China's first **faculty-governed**, **non-profit**, **independent** business school.



Dr. XIANG Bing

CKGSB Founding Dean  
Professor of China Business & Globalization

Official Website: <http://www.ckgsb.edu.cn> ; <http://www.ckgsb.kr>

*" True success requires a blending of value systems. An entrepreneur with a sense of mission should possess clear objectives that safeguard the best interest of the organization while achieving success with integrity ."*

*"Our pioneering experiment, combining instruction in both management and the humanities, sets us apart as a new-generation business school with global ambition."*



Mr. Li Ka Shing

Founder of Li Ka Shing Foundation  
Chairman of CK Hutchison Holdings Limited and Hutchison Whampoa Limited

## Faculty

**40+**

full-time professors

**20+**

professors once tenured  
at top global institutions

**70+**

global academic awards  
by faculty

**400**

innovative case studies

## Program

**MBA**

Full-time MBA  
Part-time Finance MBA

**EMBA**

Executive MBA  
Dual-Degree EMBA with IMD  
**Korean EMBA**

**DBA**

Doctor of Business  
Administration

**Executive  
Education**

China CEO Program

## Partner

Columbia University

Cornell University

ESMT (Paris, France)

Harvard Kennedy School

IMD (Switzerland)

NUS (Singapore)

Stanford

UCLA

University of Virginia

etc...

More than **50%** of CKGSB's **10,000+** alumni are at the CEO or Chairman level; and their companies together accounted for **17%** of China's GDP in 2015.

**Jack MA**

Founder and  
Chairman  
**Alibaba Group** -  
China's largest E-  
commerce company



**CHEN Yidan**

Co-Founder  
**Tencent** - China's  
largest internet  
company



**LIU Qing**

President,  
**Didi Chuxing** -  
China's largest car-  
hailing company



**Charles-Édouard**

**Bouée** President,  
**Roland Berger** -  
world's leading global  
consultancy



**LIANG Xinjun**

Vice Chairman and  
CEO of **Fosun Group** -  
China's largest  
privately-owned  
conglomerate



**SUN Yiping**

CEO, **Mengniu Group**  
- leading dairy  
product  
manufacturers in  
China



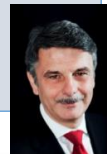
**LI Dongsheng**

Chairman and CEO,  
**TCL** - leading  
electronics company



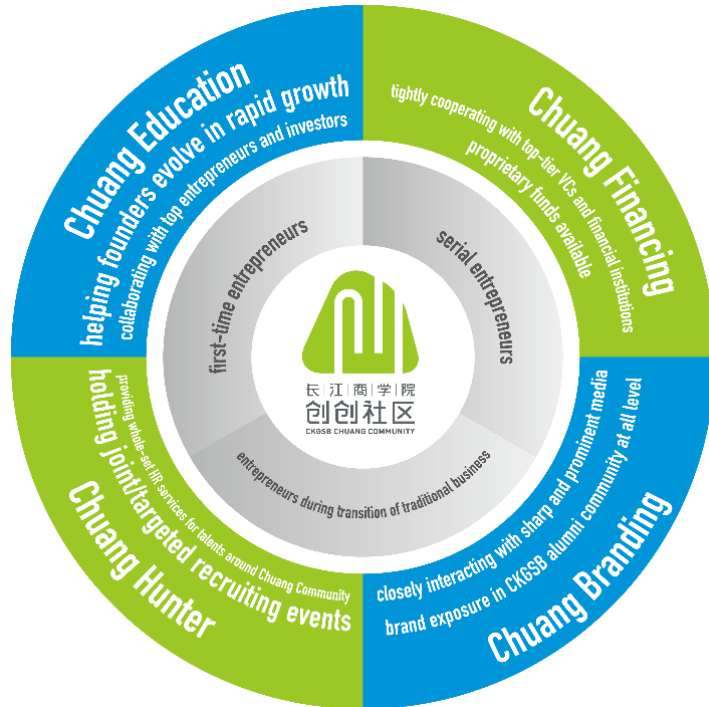
**Ralph Speth**

CEO,  
**Jaguar Land Rover** -  
UK's largest  
automotive  
manufacturing  
company



# Intro - Chuang Community

**CKGSB Chuang Community** is an eco-system for start-ups, initiated by CKGSB and CKGSB alumni in May 2015.



## Chuang Service

- Chuang Education
  - Tencent, Baidu and IBM cooperation
  - Open courses available for community members
- Chuang Financing
  - Top VCs and financial institution collaboration
  - Chuang Fund on the way
- Chuang Branding
  - Exposures and events opportunities
- Chuang Hunter
  - Executive hunting and joint recruiting

# Chuang Founders and Mentors



**LIU Jing**

Professor of Accounting and Finance,  
Associate Dean of CKGSB



**CHI Yufeng**

Perfect World Co.Ltd (002624.SZ)  
leading Online Gaming company



**SHEN Ya**

VIP Shop (VIPS. Nasdaq)  
The No.1 "Flash-sale" E-C in China



**YU Feng**

YF Capital  
TOP VC



**ZHANG Yong**

SiChuan Haidilao Catering Co.Ltd.  
Most Popular Hot-pot Restaurant



**ZHU Jiman**

Harbin Gloria pharmaceuticals Co.Ltd.(002437.SZ)  
Well-known Pharmaceutical Company

Our mentors are CEOs of ...



etc ...

Chuang Community is co-founded by Professor LIU Jing with five prestige Alumni.

1. Chuang – Tencent Program
2. Chuang – Baidu Program
3. Chuang – Combinator



# Chuang-Tencent Program

**Chuang Community + Tencent** + **excellent founders of Start-ups**

**Strength of CKGSB** : frontier academic research, in-time case study, and elite alumni sharing

**Strength of Tencent** : the best mobile internet resources, design thinking, product operation and social networks

## Course Structure

- Six compulsory modules
- Sector focused elective modules
- Overseas optional module
- Chuang Practice with mentors

## Target Applicants

- Founders of start-ups after Series A fund-raising

## Community Learning

- Community open courses
- Extracurricular clubs



**Tencent 腾讯**

智慧沟通 灵感无限



# Chuang-Tencent Program



*My company grows rapidly and I need to keep it on track while dealing with multiple variables at the same time.*

2 programs launched, 94 founders recruit

During the 1<sup>st</sup> program:

24 (58%) companies have successfully marched to the next round financing

19 companies have closed next round of financing, total value of more than RMB 5 billion

5 companies are in the middle of the next round financing, expected to be closed by the end of 2016

# Chuang-Baidu Program

**Chuang Community + Baidu** + **successful reforming entrepreneurs**

**Strength of CKGSB** : 40+ world-class professors + global perspective in business education + resourceful elite alumni networks

**Strength of Baidu** : cutting-edge technology, internet eco-system resources, big data and AI capability

## Courses Structure

- Compulsory modules: Innovation, strategy, finance, marketing, organization behavior and leadership
- Overseas optional module
- **Customized** sector focused elective modules with private advisory board

## Community Learning

- Community open courses
- Extracurricular clubs



## Target Sectors

1. Technology Innovation
2. Online Education
3. Mobile/E-commerce
4. Mobile/Digital Health
5. Online to Offline Service
6. SaaS Service



# Chuang-Baidu Program

WiFi Master Key



TechTemple  
Startup Zen.



(300494.SZ)

37.com  
(002555.SZ)

蜜芽宝贝  
MIYABAIBEI.COM

进口母婴限时特卖



The 1<sup>st</sup> program launched in June, with 40 founders

Sum of the total valuation/market value RMB 100 billion+

*I need to understand how capital market works; also, I want to make global strategy, and expand to the world market.*

Internet plus



*I have a mature company in traditional industry. I want to learn how traditional business could be power-up when wiring in.*

plus Internet



The 3<sup>rd</sup> product, launched in September, fully supported by Chuang Community and CKGSB Alumni

## Our strength :

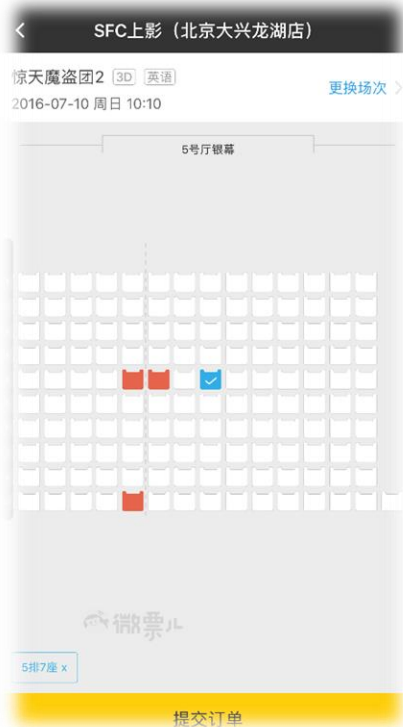
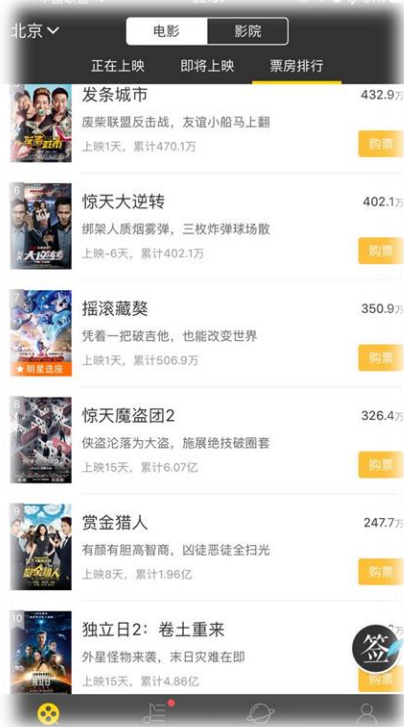
- In-time cases + insightful experience sharing
- Resourceful elite alumni networks + advanced startup founders
- Problem-solving mini board meeting
- Whole package startup service provided by renowned institutions
- Startup eco-system

## Target

1. Early stage start-up founders in new economy
2. Venture capitalists
3. CKGSB Alumni facing business transition



## Top online ticket app and heading to media conglomerate



Core business:

1. Online ticket selling  
Movies, shows and sports
2. Movie distribution
3. Movie production and investment



VIP KID  
— 美国小学在家上 —

I live in China.  
I go to school in America.

## VIPKID 美国小学在家上

受到知名投资人李开复和徐小平的青睐，获得创新工场、经纬中国、红杉资本、北极光创投、真格基金等知名投资机构的投资。



Core business:

1 v 1 online English teaching

Age: 5 - 12

American Elementary School System

- Teachers: 3000+ in north America
- Students: 20,000+ in China
- 30%+ month over month growth



Core business

- Plastic surgery content sharing Community
- 600k+ UGC Journals
- 1 million+ photos
- 600+ hospital connected
- 4000+ SKU



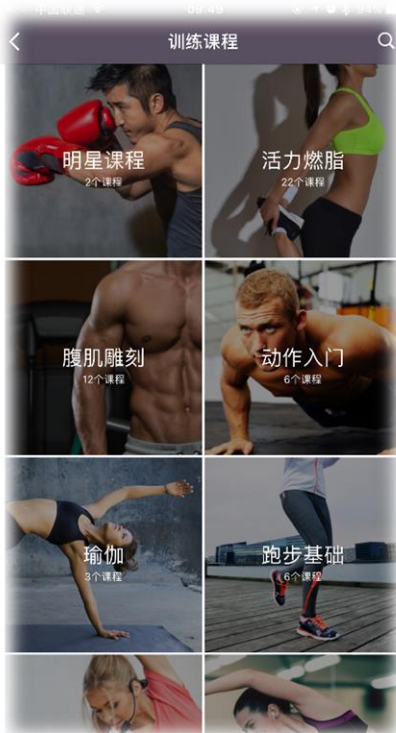


## The most popular app for mobile real-time show



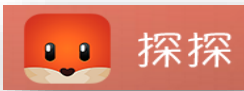
### Core business

- Mobile real-time shows
- Virtual item selling as gift
- 100 million+ users
- 10 million+ DAU



Core business

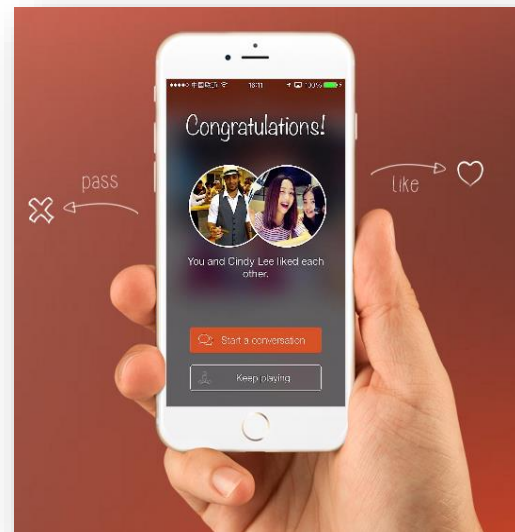
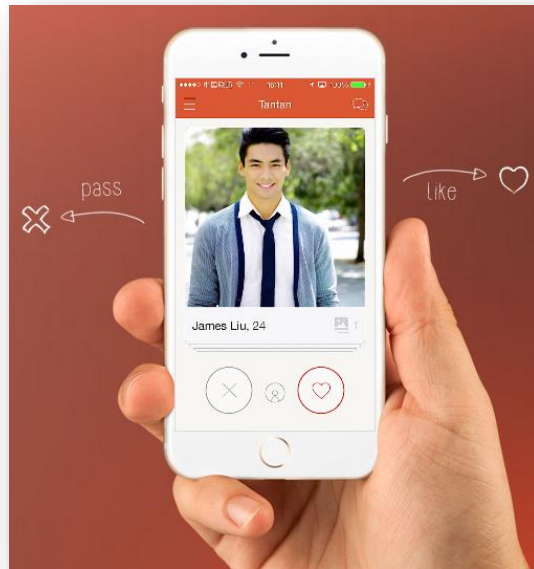
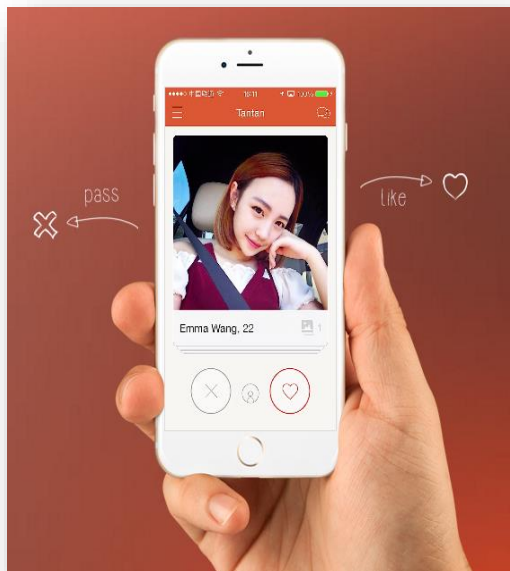
- Fitness plans and community
- Sports gear e-commerce
- 40 million+ users
- 15 million+ MAU
- 2 million+ DAU



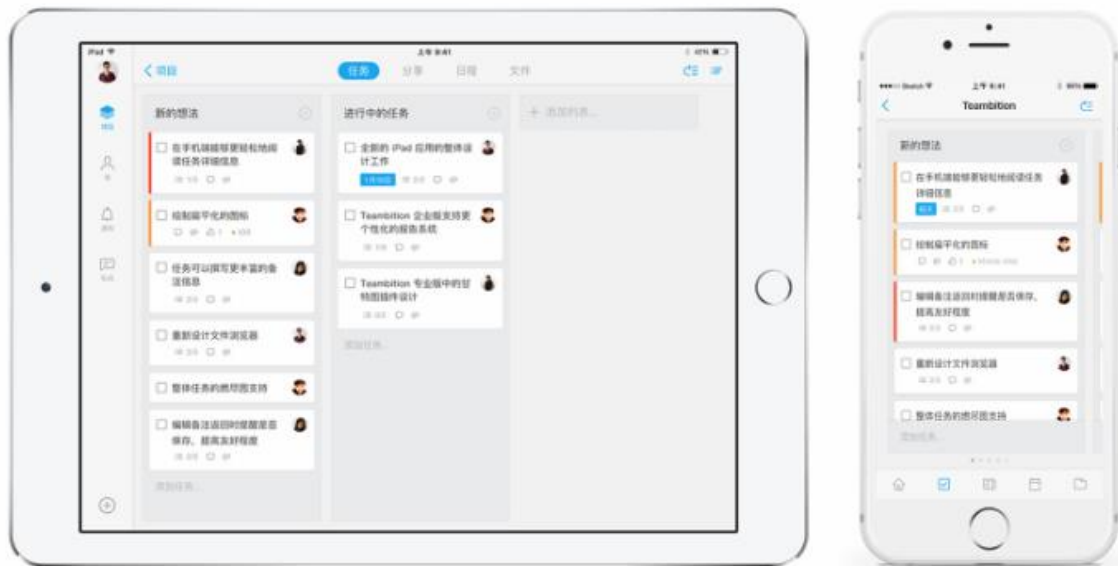
Leading blind dating app in China

354,675,336

happy matches were made on Tantan, and counting

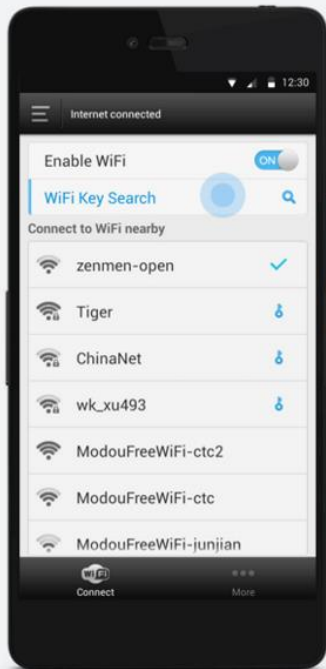


- Swipe to like or pass
- Match when both side like
- say goodbye to the awkwardness



All-in-one communicating and collaborating efficiency tool; Make working lives simpler but more productive

- Kanban management system
- 1 million+ completed projects
- 1 million+ registered teams



### WiFi Key Search

Search for all available WiFi hotspots around and get a list of shared ones marked by the Blue Key. Stay on-air!

### Auto Connect

Connect to shared WiFi hotspots in one click without finding out and re-typing passwords. Connect on the go!

- 900 million+ users worldwide  
2 million in Korea
- 500 million+ monthly active users
- 4 billion+ wifi connections

# CKGSB Young Investors Forum



主 办:



- Incubated by CKGSB and Chuang Community.
- We organize **insightful** speeches and panel discussions
- We invite people with insights and **creative ideas**. They could be sharp innovators, knowledgeable professors, experienced investors or CEOs.
- Series of events are centered around **start-ups, entrepreneurs, investors** and anyone enthusiastic on innovation.



- Partners of top VCs, some are alumni
- Excellent start-up's founder peers from Tencent, Baidu ecology
- Exposure to show product to China Market

**不忘初心，不惧未来**  
*Keep your heart of origin*  
*Fear not the future*

*Chuang Community will keep you company*



Chuang Community  
company account in WeChat