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## **BizGym.com and Cyberport Hong Kong Announce Online Chinese Entrepreneurship and Business Planning System**

**(Honolulu, November 28, 2012)** – BizGym.com and Hong Kong Cyberport Management Company Limited (Cyberport) have formed a partnership to create a Chinese language version of the BizGym online entrepreneur’s toolset. The new system will be branded as the “Cyberport Business System powered by BizGym” and will feature team-matching, collaborative business planning and direct linkage to Cyberport’s micro-fund application process. Operations will begin by yearend in Hong Kong and mainland China. Government-owned Cyberport is Hong Kong’s largest information technology accelerator.

The partnership resulted from Hawaii Tech Asia (HTA), a recent delegation to Asia led by HiBEAM where Hawaii-based technology companies were showcased in Hong Kong and Beijing. In addition to HiBEAM, a Hawaii nonprofit that helps launch and build early stage Hawaii technology companies, HTA was sponsored in part by the State Department of Business, Economic Development & Tourism, under a grant from the U.S. Small Business Administration HiStep (Hawaii’s State Trade & Export Promotion) Program.

BizGym founder Steve Sue notes, “I’m awed by how professional, strategic and fast both Cyberport and HTA were in creating this program so I look forward to a long and fruitful relationship. I’m also grateful to the HTA program for setting up such high-value relationships and counseling us on deal-making in the region.”

Bee Leng Chua, HiBEAM executive director, said: “We’re very pleased with this outcome because it shows that Hawaii companies with the right product and leadership can do business in Asia and Hong Kong, and that Hawaii Tech Asia is an effective platform for doing so. We’re glad that we could support BizGym with relationship networks and export knowledge. I also believe that Steve’s energy, vision, know-how and timely follow up helped Cyberport decide that BizGym is the right partner for them.”

“We are very excited about the impact of this partnership that will have on the Asian market in this part of the world. The online business accelerator toolset enhances the Cyberport Creative Micro Fund application process with new capabilities. To start, we will apply this in the Guangdong –Hong Kong ICT Young Entrepreneur Programme. With Cyberport’s good networks in mainland China and Asia, we will promote to more Chinese organizations in adopting the use of the system,” added Dr. David Chung, Chief Technology Officer of Cyberport.

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### **About BizGym**

BizGym.com is a free online rapid-development business system that utilizes mind-maps and a “twitterized” coaching approach that helps entrepreneurs through the business visioning and planning process. BizGym employs a “freemium” business model in which the majority of features are offered free and upgrades such as a financial forecasting package are offered to advanced users for a fee.

### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.