

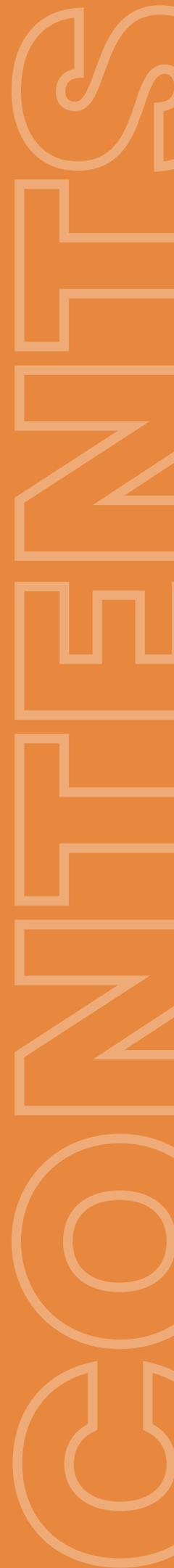
薯片叔叔共創社
esperanza

ANNUAL REPORT 2021

年
報
2021

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FOREWORD

Time flies. This is the third annual report of Esperanza. I am delighted that Esperanza was granted the S88 charity status last February.

When Rachel and I started this NGO in 2018, we had a strong belief that it should be a do tank rather than a think tank. 2021 was a year that we turned advocacy into action.

COVID-19 has triggered monumental changes in how we learn, live and work. It has accelerated the adoption of education technologies that would have taken years – if not decades – to happen. Capacity building is the cornerstone of a learning innovation ecosystem. To help educators integrate technology more effectively in curriculum design and pedagogy, Esperanza partnered with the International Society for Technology in Education (ISTE) to offer a professional development programme in blended learning. I am honoured to receive the 2021 ISTE Impact Award for Esperanza's work in improving student learning and creating system-wide changes in education.

Last year Esperanza also worked with several Edventures GBA Fellows to introduce their innovative learning solutions to students and enterprises in Hong Kong. This includes amongst others CoderZ from Israel, a virtual robotics, coding and STEM learning platform. Over 3,000 Hong Kong students learnt on the CoderZ platform in a gamified and self-directed way. We are thrilled that one of the Hong Kong teams won 3rd place at the CoderZ League World Finals.

Funding is often one of the growing pains of startups. This is particularly the case for EdTech startups as they tend to have longer business development cycles and lower (though more stable) returns. In Hong Kong EdTech investment has yet to go mainstream with institutional investors and impact

investors. Esperanza has begun to build an EdTech investor community in Hong Kong, whilst encouraging foundations to support the development and piloting of EdTech solutions.

Education, or more precisely learning, is now organized in a more community-based manner. Collaboration is integral to Esperanza's work. A big thank you to all our local and international partners, and to our board of directors. Last year our board bid farewell to Ms Maria Lam and welcomed two new directors – Mrs Gloria Chan and Mr Daniel Cheng – to support our work with educators, family offices and EdTech investors.

In the last few months, we have been doing a mapping study of the learning ecosystems in Hong Kong and around the world. We would like to understand more about the perceptions of Hong Kong as a place for education innovation and technology, the work of key players and what else different parties can do to build a more vibrant ecosystem. One key recommendation emerging from the study is the setting up a new learning innovation hub in Hong Kong to connect, coordinate and facilitate the work of different organisations in the ecosystem.

Hong Kong was caught unprepared by Omicron at the beginning of this year. Different organisations have learnt in a hard way that there is no room for complacency and business as usual. I am hopeful that COVID will become an epidemic in most parts of the world in 2022, including Hong Kong. But the legacy of the pandemic will remain with us forever. To find our feet in the new abnormal, let's learn to unlearn and relearn, and instill an impetus of change in our society.

John C Tsang
Founder, Esperanza

前言

時光飛逝，不經不覺，這已是薯片叔叔共創社第三份年報。很高興告訴大家，薯片叔叔共創社去年2月已獲稅務局發給S88慈善機構資格。

Rachel與我在2018年創辦這個非政府組織時，我們希望它是一個做多於想、行動多於討論的組織。2021年正是我們將倡議轉化為行動的一年。

疫情令我們生活、學習和工作都出現巨變。本來需要數年甚至數十年才會受人重視的教育科技，現已漸漸為各方採用。能力創建是學習創生態系統的基石。為協助教育工作者更有效將科技整合到課程設計和教學中，薯片叔叔共創社夥拍國際教育科技協會(ISTE)，推出混合學習專業發展計劃。我很榮幸因為薯片叔叔共創社在改善學生學習和啟發系統性教育變革得到ISTE嘉許，獲頒發 2021年 ISTE 影響力獎。

去年，薯片叔叔共創社還與「教育科技企業全球拓展計劃」中數個團隊合作，向香港的學生和企業推介他們的創新學習方案，當中包括來自以色列的虛擬機器人、編碼和STEM學習平台CoderZ。超過3,000名香港學生在CoderZ平台上以遊戲化和自主的方式進行學習。其中一支香港隊伍更在CoderZ聯賽世界總決賽中獲得季軍，成績令人振奮。

資金往往是初創企業成長一大障礙，教育科技初創企業尤甚，因為這些企業的業務發展週期一般較長，回報儘管更穩定但相對不高。在香港，教育科技尚未成為機構投資者和影響力投資者的主流投資項目。薯片叔叔共創社開始在香港建立教育科技投資者社群，同時鼓勵眾多基金支持教育科技方案的開發和試行。

教育(或更準確地說學習)的模式已發展成以社群為本。與其他人合作是薯片叔叔共創社工作重要一環。非常感謝我們所有本地和國際合作夥伴，也非常感謝我們的董事會。去年，我們的董事會與林焯心女士告別後，加入了兩名新董事陳梁淑貞女士和鄭仲勳先生。他們的加盟有助支持我們與教育工作者、家族辦公室和教育科技投資者的合作。

過去數月，我們進行香港和世界各地的學習生態系統進行研究，希望更了解各界對香港作為教育創新和科技之都的看法以及主要持份者的工作，並探討如要建立更有活力的生態系統，各方人士可如何推動。該研究提出一項重要建議，就是在香港設立一個全新的學習创新中心，以連接、協調和便利生態系統中不同機構的工作。

今年年初，香港被Omicron殺個措手不及。不同機構都要猛然面對一個現實，就是因循怠惰的空間已消失，業務不會再如常。我希望2022年全球大部分地區包括香港在內，都會見證COVID由大流行病變為風土病。不過，這次疫情將會永久影響著我們。為了在新的非常態中站穩陣腳，我們必須學會忘卻以前所學及重新學習，並在社會中注入變革的動力。

薯片叔叔共創社創辦人
曾俊華

VISION, MISSION AND VALUES

願景、使命、核心價值



OUR VISION

Together we create purpose and progress for the people of Hong Kong.

我們的願景

我們同心合力，為香港創造目標，一起前行。



OUR MISSION

Esperanza is a glocal platform, working closely together with businesses, non-profits, universities, philanthropists, public and quasi-public organisations in and outside Hong Kong.

- We encourage the community to see possibilities with new and global perspectives on how we could learn, live and work in the 21st century.
- We identify, celebrate and support changemakers who can tackle societal challenges in a meaningful way.
- We connect like-minded people and channel community resources to support changemakers to develop effective solutions with global significance.

我們的使命

薯片叔叔共創社是一個立足本地放眼全球的協作平臺，和企業、非牟利團體、大專院校、慈善事業、香港本地及外地的公營和半公營機構緊密合作。

- 我們鼓勵社會以嶄新的和全球視野檢視各種可能性，以探討我們在21世紀的學習，生活和工作方式。
- 我們發掘，表揚和支持能夠以有意義的方式應對社會挑戰的改革者。
- 我們匯聚志同道合的人，利用社會資源支持改革者開發具有全球意義的有效解決方案。



OUR VALUE

- Optimism drives us.
- Compassion enables us to step into others' shoes and unites society.
- Ingenuity helps reframe problems as opportunities.
- Integrity is essential for building partnerships of trust.
- Think glocal with international perspectives to address Hong Kong's issues.
- Can-do spirit powers us to make the impossible possible.
- Fun fuels joy and creativity.

我們的核心價值

- 樂觀能推動我們不斷向前。
- 同理心能讓我們推己及人，鼓勵大家合力構建共融的社會。
- 創意思維讓我們將問題變成機會。誠信是建立互信的重要基石。
- 全球在地思維 - 以國際視野審視及應對香港的考驗。
- 做得到的精神 - 將不可能變成可能。
- 樂趣 - 注入喜悅，激發創意。

WHO ARE WE 關於我們



John C Tsang
Founder
創辦人 曾俊華



Rachel Chan
Co-Founder
共同創辦人 陳嘉怡

Directors



Daniel Cheng
鄭仲勳



Gloria Chan
陳梁淑貞



Laurence Li
李律仁



C K Mak
麥齊光



Yat Siu
蕭逸

24
APRIL
2021

GET STARTED WITH BLENDED LEARNING

Esperanza introduced the ISTE programme to 220 educators at this webinar. Expert speakers, including Richard Culatta (CEO, ISTE) shared how schools could learn from the remote learning experience during the pandemic and migrate to blended learning when schools resume face-to-face teaching.

在這個網上研討會上，薯片叔叔共創社向220名教育工作者介紹ISTE的計劃。專家講者（包括ISTE行政總裁Richard Culatta）分享學校可如何從疫情期間的遠程學習體驗中學習，在恢復面授課堂後，轉至混合學習。



「邁向混合學習」研討會

2021年4月24日

“The most powerful blended learning is to enable personalised learning.”

Richard Culatta, CEO, ISTE

「混合學習最有力之處，就是促進個人化學習。」

ISTE 行政總裁 Richard Culatta

BUILDING CAPACITY FOR BLENDED LEARNING

ESPERANZA X ISTE BLENDED LEARNING PROGRAMME

19 schools from diverse backgrounds joined the pilot ISTE programme. A highlight was the Summer Learning Academy, a 15-hour online learning programme with 3 self-paced courses and 6 webinars to help participants:

- Identify and understand challenges faced by students and achievement gaps that were widened during distance learning
- Develop strategies for using technology to support and empower students, especially those with special needs
- Leverage student data to better understand and meet the needs of students
- Develop strategies to form meaningful connections with students and families
- Identify communication and instructional strategies that address students' social and emotional learning and well-being
- Leverage technology to allow students to connect with each other and global resources
- Expand their role as teachers to support flexible learning scenarios
- Develop students as engaged, curious learners who take an active role in their learning
- Design lessons that make space for student autonomy and interest-driven projects

薯片叔叔共創社 X ISTE 混合學習計劃

19家不同背景的學校參加了ISTE 的試點計劃。計劃的亮點是一個 15 小時的線上「暑期學習學院」，當中包括3個自學課程和 6 場網上研討會，旨在幫助參與者：

- 了解遠程學習期間學生所面對的挑戰，以及增加學習差別的問題
- 發展使用科技的策略，支援並賦權學生，尤其是有特殊需要者
- 利用數據更確切了解和滿足學生的需要
- 發展策略與學生和家長建立有意義的連繫
- 辨識可針對學生社交、情緒學習和安康的溝通和指導策略
- 利用科技促進學生彼此的聯繫，以及使用世界各地的資源
- 擴展作為教師的角色，以支援靈活的學習場景
- 培養學生對學習的投入、好奇和主動性
- 設計課堂讓學生有自主和進行興趣為本項目的空間

BLENDED LEARNING EXPERIENCE SHARING WEBINAR

To kick off the blended learning projects, the ISTE programme participants learnt from experts and fellow educators on the dos and don'ts of blended learning. John C Tsang conveyed to the participants that a very large part of blended learning is about experiential and project-based learning. "The world is where the classroom should be," he said.



24
SEPTEMBER
2021

混合學習經驗分享 網上研討會

2021 年 9 月 24 日

為了啟動混合學習項目，ISTE計劃的參與者向專家和教育工作者了解混合學習的注意事項。曾俊華向參與者表示，混合學習很大部分涉及體驗式和以項目為本的學習。他說：「整個世界都應該是我們的教室。」

“We should enable students to be active and reflective learners with constructive and interactive learning experiences.”

*Prof S C Kong,
Education University of Hong Kong*

「我們應該使學生成為積極和愛思考的學習者，並讓他們獲得有建設性的互動學習經驗。」

香港教育大學江紹祥教授

BUILDING
CAPACITY
FOR
BLENDED LEARNING

“EdTech should be used to optimise whole child development and student wellbeing – the keys to engage and motivate learning and academic growth.”

Gloria Chan, Education Consultant and Esperanza Director

「教育科技應用來優化學生全人發展和福祉，這些都是吸引及激勵學習及學術成長的關鍵因素。」

教育顧問及薯片叔叔共創社董事
陳梁淑貞

Participants also learnt from the remote work experience of the commercial sector. Jesko von den Steinen shared the PwC experience of working with clients and teams around the world virtually. He underlined the value of peer learning to enhance student engagement.

參與者亦從商界的遠程工作經驗中學習。Jesko von den Steinen 分享了羅兵咸永道與世界各地客戶和團隊的虛擬合作經驗，並強調同儕學習對提高學生參與的重要性。

“If you really want to learn something, teach it to someone else.”

Jesko von den Steinen, Lead Facilitator, PwC Experience Centre

「如您真心想學習，就先向別人教授。」

羅兵咸永道體驗中心首席促進者 Jesko von den Steinen

INTRODUCING INNOVATIVE SOLUTIONS

A key aspect of Esperanza's work is to identify innovative learning solutions from around the world and introduce them to schools and organisations in Hong Kong. We organise an annual Edventures Global Business Acceleration (GBA) Fellowship and Summit, and support the piloting of some of the featured EdTech solutions in Hong Kong.

引入創新方案

薯片叔叔共創社工作一個重要方面是發掘世界各地的創新學習方案，然後介紹給香港的學校和機構。我們每年舉辦「教育科技企業全球拓展計劃」和「全球教育科技峰會」，並支持在香港試行當中一些教育科技方案。

24
MAY
2021

AN EVENING WITH EDUCATION INNOVATION CHAMPIONS

School leaders play a vital role in transforming learning cultures and practices. Building a community of progressive school leaders is imperative to catalysing learning innovations. On 24 May 2021, Esperanza gathered over 40 school leaders to introduce the ISTE blended learning programme and the CoderZ virtual coding platform.

與教育創新領袖的一席話

2021年5月24日

學校領導在改變學習文化和常規方面有著重要的作用。要促進學習創新，就必須匯聚具有前瞻性的學校領導組成社群。2021年5月24日，薯片叔叔共創社與40多名學校領導聚首，介紹ISTE混合學習計劃和CoderZ虛擬編碼平台。



21ST CENTURY LEARNING WITH CoderZ

CoderZ is an award winning EdTech venture from Israel and a winning team in the 2020 Edventures GBA Fellowship. It is a virtual platform enabling students from 6 – 18 to learn robotics, coding, STEM and important 21st century soft skills in a gamified and self-directed way. Students can also join the CoderZ League, an international virtual coding tournament.

Esperanza organised two CoderZ taster workshops in June with educators. 3,169 students joined the CoderZ learning platform and over 700 of them participated in the 2021 CoderZ League HK. The winning Hong Kong teams competed with their peers from around the world. We are delighted that a team from the Hong Kong Academy for Gifted Education won the 3rd place in the CoderZ League World Finals.



使用CoderZ進行21世紀學習

CoderZ是來自以色列的教育科技得獎初創公司，也是「2020年教育科技企業全球拓展計劃」其中一個得獎團隊。6至18歲的學生可以在CoderZ這個虛擬平台上以遊戲化和自主的方式學習機器人技術、編碼、STEM和重要的21世紀軟技能。學生還可參加國際虛擬編碼大賽CoderZ聯賽。

去年6月，薯片叔叔共創社與教育工作者組織了兩場CoderZ體驗工作坊。參加CoderZ學習平台的學生有3,169名，當中超過700人參加了2021年CoderZ聯賽在香港的賽事。勝出的香港隊伍其後再與世界各地同齡的對手決戰。我們很高興香港資優教育學苑的隊伍在CoderZ聯賽世界總決賽中獲得季軍。

INTRODUCING
INNOVATIVE
SOLUTIONS

“CoderZ is an excellent platform for coding newbies to start their journey from virtual learning environments to physical devices. It also comes with class management and rich sets of quality teaching and learning resources.”

*Dr Ray C C Cheung, City University of Hong Kong/
Founder, Hour of Code Hong Kong*

**「CoderZ是編碼新手
從虛擬學習環境過渡至實物設備的
絕佳體驗平台。
它還附載豐富的優質學習及教學資源，
有助課堂管理。」**

香港城市大學及Hour of Code香港創辦人
張澤松博士

Through the introduction of CoderZ, Esperanza advocates the importance of mainstreaming coding education in Hong Kong, for boys and girls alike. We are grateful for the support of Jennifer Yu Cheng Girls Impact Foundation Limited (JYCGIF) in sponsoring 72 female students from Po Leung Kuk schools to learn coding with CoderZ during the JYCGIF Summer Camp. “Coding is so much fun. Very different from what we expected,” said the participants.

薯片叔叔共創社透過引入CoderZ，倡議編碼教育須納入香港男女生主流課程。在此感謝鄭余雅穎培菁女性創效基金(JYCGIF)贊助保良局學校72名女學生在JYCGIF夏令營使用CoderZ學習編碼。參加者表示：「編碼樂趣無窮，與我們想像中很不一樣。」

12
AUGUST
2021

FUTURE PROOF YOUR ORGANISATION WITH GODIGITAL

The pandemic has accelerated the digital transformation of almost all industries and organisations. Together with JobsDB/SEEK, Esperanza launched a GoDigital programme, connecting organizations in need of digital transformation with training partners in the Esperanza and SEEK network, and the funding support from Government's Reindustrialisation and Technology Training Programme (RTTP).

The programme works with 4 training partners, including Go1 and three companies that have joined Esperanza's education ventures programmes i.e. Cybint Solutions (renamed as ThriveDX), Tecky Academy and Xccelerate.

GO DIGITAL計劃

2021年8月12日

疫情加至幾乎所有行業和機構的數碼化轉型。薯片叔叔共創社聯合JobsDB/SEEK推出GoDigital計劃，將需要數碼化轉型的機構與薯片叔叔共創社和SEEK網絡中的培訓合作夥伴連接起來，並協助它們申請政府再工業化和科技培訓計劃（RTTP）的資助。該計劃與4個培訓夥伴合作，計有Go1和3家曾參加薯片叔叔共創社教育初創企業計劃的公司，即Cybint Solutions（後更名為ThriveDX）、科啓學院和Xccelerate。

INTRODUCING
INNOVATIVE
SOLUTIONS

“Workplace learning can help employees find a closer connection between themselves and the company, driving higher engagement, productivity, and retention.”

*Josh Nester, Managing Director
(Online Education), SEEK*

「在職學習有助員工與公司建立更緊密聯繫，從而加強敬業樂業精神，提高生產力和減少員工流失。」

SEEK 常務董事(在線教育) Josh Nester

“The pandemic has forced many businesses in Hong Kong to change their business models. This will require new skill sets such as data analysis, cybersecurity and programming.”

Isaac Shao, Executive, Head of Unification & Transformation, Asia at SEEK

「疫情迫使香港許多企業改變商業模式。這將需要新的技能組合，例如數據分析、網絡安全和編程等。」

SEEK 亞太區首席整合及轉型總監 仇崑石

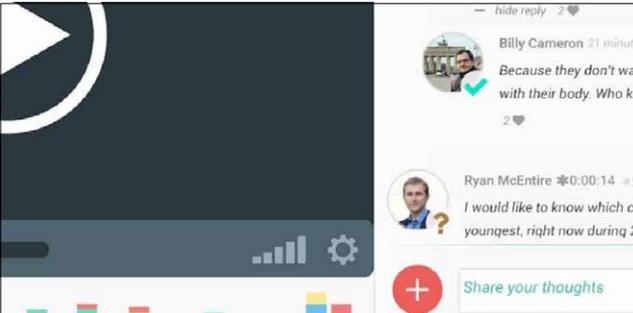


EDVENTURES GLOBAL BUSINESS ACCELERATION (GBA) FELLOWSHIP

Esperanza launched the Edventures GBA Fellowship in 2020 to identify and support the introduction of innovative learning solutions into Hong Kong. These 12 fast growing EdTech ventures were selected to present at the Edventures GBA Summit.

教育科技企業全球 拓展計劃

薯片叔叔共創社於2020年推出「教育科技企業全球拓展計劃」，以發掘創新學習方案和支持它們在香港引入這些方案。以下12家增長快速的教育科技企業獲邀在「全球教育科技峰會」上介紹它們的方案。



Annoto
Israel 以色列

Social learning with online videos
通過在線視頻進行社交學習

<https://www.annoto.net>



einstein™

Fourier Education
Israel 以色列

STEM learning data analysis
STEM學習數據分析

<https://einsteinworld.com>



GLEECHI

Gleechi
Sweden 瑞典

VR training for healthcare
and manufacturing
醫療保健和製造業的虛擬實境培訓

<https://www.gleechi.com>

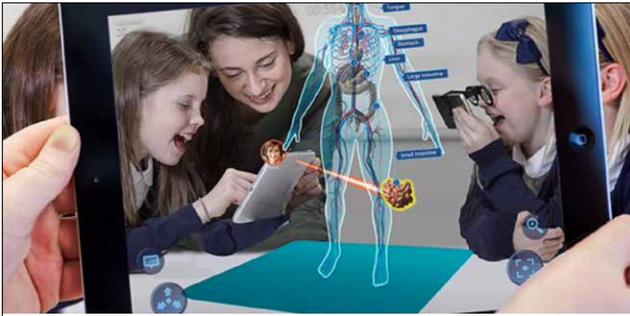


immerse

Immerse
United Kingdom 英國

Virtual enterprise training platform
虛擬企業培訓平台

<https://immerse.io>



Inception XR

Israel 以色列

Reading with extended reality (XR)
擴展實境的閱讀

<https://inceptionxr.com>



Key2Enable

United States 美國

Assistive technologies
for special learning needs
特殊學習需要的輔助技術

<https://key2enable.com>



Knorish

India 印度

Knowledge sharing platform
知識共享平台

<https://knorish.com>



MagiCube

Una Platform

Hong Kong 香港

K12 AI learning platform
K12人工智能學習平台

<https://www.una.study>



MagniLearn

Israel 以色列

Personalised language learning with AI
使用人工智能進行個性化語言學習

<https://www.magnilearn.com>



Motive.io

Canada 加拿大

Work processes and soft skills training with VR
使用虛擬實境進行工作流程及軟技能培訓

<https://www.motive.io>

引入創新方案



PrecisionOS
Canada 加拿大

Surgical training with VR
虛擬實境手術培訓

<https://www.precisionostech.com>



Simbi
Canada 加拿大

**Collaborative reading platform
for social good**
社會公益協作閱讀平台

<https://simbi.io>

03
NOVEMBER
2021

2021 EDVENTURES GBA SUMMIT



The 2021 Edventures GBA Summit (3 Nov 2021) gathered experts to share key trends in major EdTech hotbeds and:

- How technology can improve learning outcome and democratise quality education
- The case for public and philanthropic capital to be involved in funding EdTech startups
- How we might foster cross-sector and cross-border partnerships, including the potential role of Hong Kong

全球教育科技峰會2021

2021 年 **11** 月 **3** 日

在「2021年全球教育科技峰會」(2021年11月3日)上,專家濟濟一堂,分享科技教育熱點的大趨勢,以及:

- 科技如何有助提升教育成果以及促進優質教育的普及化
- 政府及慈善基金於推動教育科技初創企業發展的角色
- 我們應如何促進跨界別和國際合作,以及香港的潛在角色



“Increasing demand for quality EdTech solutions for higher education, vocational training, social and emotional learning and mental wellbeing.”

James Tieng, Co-Founder and Managing Partner, Lumos Capital Group

「高等教育、職業培訓、社交及情感學習、心理健康等方面對優質教育科技方案的需求正有增無減。」

Lumos Capital Group 聯合創始人兼管理合夥人 James Tieng

“One cannot overstate the importance of mobile technology in democratizing access to high quality education.”

Vinit Sukhija, Partner, Learn Capital

「流動科技將高質量教育普及化，其重要性並無高估。」

Learn Capital 合夥人 Vinit Sukhija

“Governments and foundations can play a very important role as EdTech calls for more patient capital.”

Bill Ning, Founding Partner, Blue Elephant Capital

「教育科技需要更多有耐性的資本，政府和基金可發揮重大作用。」

藍象資本創始合夥人 寧柏宇





“People are non-renewable resources. Investing in EdTech actually is investing in ImpactTech.”

Jennifer Cheng, Founder & CEO, NewChic Capital

「人力是不可再生資源。投資教育科技實際上就是投資影響力科技。」

NewChic Capital創辦人
兼行政總裁鄭文音

“It is essential to encourage experimentation and pilots.”

Avi Warshavsky, CEO, MindCET Ed Tech Innovation Centre

「鼓勵實驗和試行很重要。」

MindCET Ed Tech Innovation Centre
行政總裁 Avi Warshavsky

“Helsinki Education Hub is a good example of how putting the resources of different stakeholders can bring success.”

Mia-Stiina Heikkala, Lead Advisor for EdTech Start-Ups and Project Lead, Helsinki Education Hub

「不同持份者的資源集合起來可創造很好的成果，赫爾辛基教育中心就是很好的例子。」

教育科技初創公司首席顧問兼赫爾辛基教育中心
項目負責人 Mia-Stiina Heikkala

“Improving the learning outcome with motivated and engaged learners should be the ultimate objective of EdTech solutions.”

*Olli Vallo, CEO, Education Alliance
Finlan*

「提高學生的積極性和投入程度以改善學習成果應是教育科技方案的最終目標。」

芬蘭教育聯盟行政總裁 Olli Vallo

“With its agility, East meets West culture and more Chinese EdTech companies venturing out of the Mainland market, Hong Kong can be a bridge between Mainland China and the rest of the world.”

Yat Siu, Founder, Outblaze

「憑藉靈活敏捷及東西方文化匯集的優勢，加上愈來愈多中國教育科技公司陸續走出內地市場，香港可成為連接中國內地與世界其他地區的橋樑。」

Outblaze 創辦人 蕭逸

引入創新方案

INTRODUCING
INNOVATIVE
SOLUTIONS



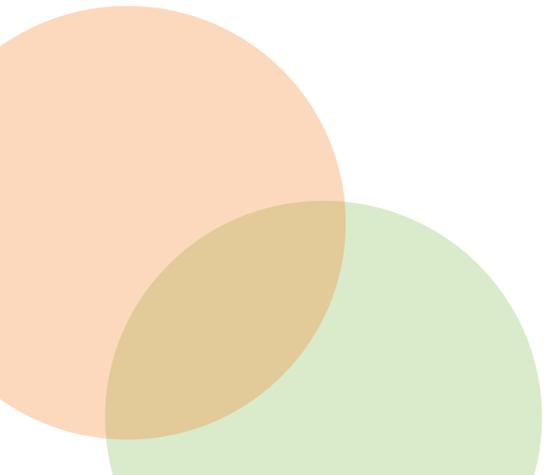
BUILDING AN EDTECH INVESTORS COMMUNITY

cc: michelle dot com - https://unsplash.com/@michelle24tm_source=hadak&utm_medium=referral&utm_campaign=q1-credit

Given the potential of EdTech solutions being able to create both financial and social returns, a global trend is for EdTech ventures to receive both philanthropic and private capital. In Hong Kong, EdTech investment has yet to go mainstream with institutional investors and impact investors are few and far in between.

建設教育科技投資者社群

鑑於教育科技方案有創造財務和社會回報的潛力，教育科技企業同時獲得慈善和私人資本將是全球大勢所趨。在香港，教育科技尚未成為機構投資者的主流投資項目，而影響力投資者更是少見。





28
JAN
2021

DO GOOD AND DO WELL WITH EDTECH VENTURES

Esperanza organized together with Cyberport this webinar, attracting 300 participants from diverse backgrounds. The webinar looked into amongst other things:

- The importance of integrating science of learning in EdTech solutions
- The unique nature of EdTech ventures and considerations for startups and investors
- The measurement of impact
- Why and how family offices and foundations should support EdTech ventures with a continuum of capital tools
- Partnership opportunities with EdTech ventures from the perspectives family office, investor and career professionals

薯片叔叔共創社與數碼港合辦的“Do Good and Do Well with Edtech Ventures”網上研討會，共吸引300名來自不同背景的參與者。研討會探討項目包括：

- 將學習科學整合到教育科技方案中的重要性
- 教育科技企業的獨特性以及初創企業和投資者的考慮
- 影響力的計量
- 家族辦公室及基金會為何及如何以不同資本工具支持教育科技企業
- 從家族辦公室、投資者和專業人士的角度來看與教育科技企業的合作機會

DO GOOD AND DO WELL WITH EDTECH VENTURES

網上研討會

2021年1月28日

“The value of the education business is grossly underestimated.

Informal education, corporate and lifelong learning will certainly be growth areas, as learning should be an integral part of a person’s life and in all organisations.”

Matt Greenfield, Managing Partner, Rethink Education

「教育事業的價值被嚴重低估。非正規教育、企業學習和終身學習具有很大發展空間，因為人生及所有機構都不可缺少學習。」

Rethink Education 管理合夥人 Matt Greenfield

“The benefits of investment can outweigh conventional philanthropy. Scalable EdTech solutions can benefit a lot more people, and the potential investment returns can also be recycled to support other education ventures, creating a virtuous cycle of investment and returns.”

John Duong, Founder and CEO, Kind Capital

「投資教育科技的好處遠超參與傳統慈善事業。可擴展的教育科技方案可惠及更多人，而潛在的投資回報也可再用以支持其他教育企業，創造投資與回報的良性循環。」

Kind Capital 創辦人兼行政總裁 John Duong

BUILDING
AN EDTECH
INVESTORS
COMMUNITY

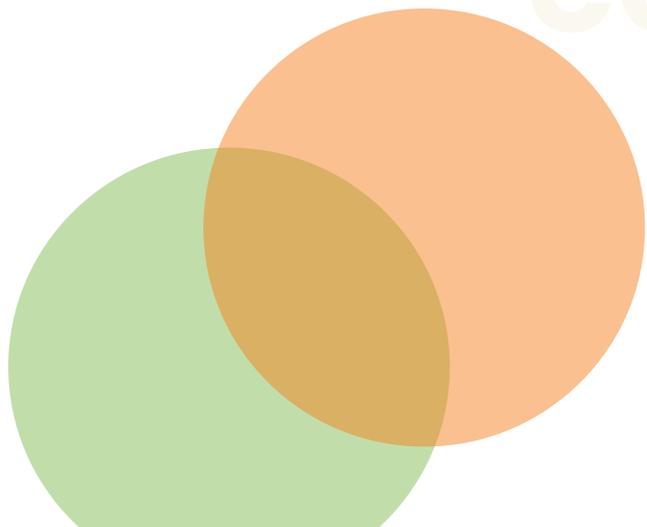
GATHERING OF INVESTORS AND FOUNDATIONS

Last year Esperanza began to organise gatherings of investors and foundations, with a view to forming a community of like-minded funders to look into co-investment and partnership opportunities. A first gathering was organised on 25 August, followed by another one on 14 December to learn about the work of the 2021 Edventures GBA Fellows.

匯聚投資者與基金會

薯片叔叔共創社去年開始組織投資者和基金會聚會，以期形成一個志同道合的資助者群組，探討共同投資和合作機會。首場聚會於8月25日舉行，隨後又再於12月14日舉行一場，以了解「2021教育科技企業全球拓展計劃」中各團隊的工作。

BUILDING
AN EDTECH
INVESTORS
COMMUNITY



建
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MAPPING THE LEARNING ECOSYSTEMS



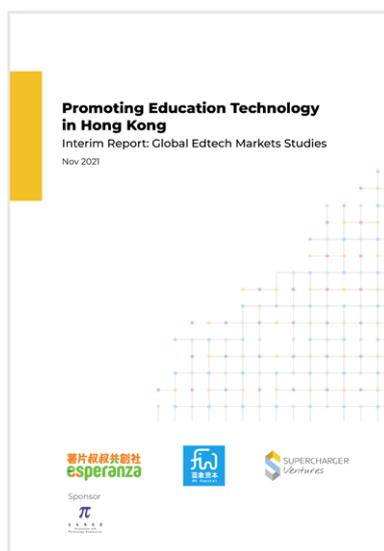
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Together with our research partners BlueElephantCapital and SuperCharger Ventures, Esperanza embarked on a study in August 2021 to look into the EdTech market developments and in what ways Hong Kong could develop itself as an education innovation and technology hub in the Greater Bay Area of China. The study is sponsored by the Innovation Technology Commission of the HKSAR Government.

In November 2021, we published an interim report on the global EdTech markets, highlighting the developments and key players in Europe, India, Israel, Mainland China, South East Asia, the United States. From August 2021 – Jan 2022, we interviewed over 70 respondents in and outside Hong Kong and conducted supplementary quantitative surveys with Hong Kong EdTech startups, educators and business executives. The final report was scheduled for release in March 2022.

了解學習生態系統

薯片叔叔共創社與研究合作夥伴藍象資本和 SuperCharger Ventures 於 2021 年 8 月開始研究全球教育科技市場發展，探討香港可如何發展成為中國大灣區的教育創新和科技中心。該研究由香港特別行政區政府創新科技署贊助。



2021 年 11 月，我們發布全球教育科技市場中期報告，重點介紹了歐洲、印度、以色列、中國內地、東南亞和美國的情況和主要參與者。2021 年 8 月至 2022 年 1 月期間，我們曾訪問超過 70 名香港境內外人士，並與香港的教育科技初創公司、教育工作者和企業行政人員進行了定量調查。總結報告定於 2022 年 3 月發布。

KEY PERFORMANCE INDICATORS

關鍵績效指標

106

Sponsors, partners
and supporting
organisations
合作夥伴



4,999

Number of event participants
活動參加人數



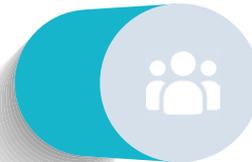
1,689

LinkedIn
Followers
領英追隨者



7,604

Number of people
on database
數據庫中的人數



20,918

FB Followers
臉書追隨者



87%

Event rating
(excellent/good)
活動評價



76%

Learning from events
(a great deal/a lot)
活動學習評價

FINANCIAL REPORT

財務報告2021

Financial Report, Jan 2021 – Dec 2021
財務報告2021年1月 – 2021年12月

Income and Expenditure Statement for the year ended 31 December 2021
收入支出表 (截至2021年12月31日)

		HKD
Income 收入		
Donation	捐款	300,000
Sponsorship in cash	現金贊助	408,530
Sponsorship in kind	服務贊助	220,000
Programme income	活動收入	715,800
Government grant	政府資助	1,009,308
Community membership fees	社區會員費	13,000
Bank interest	銀行利息	5
Other income	其他收入	3,953
	Total 總數	<u>2,670,596</u>
Expenditure 支出		
Programme expenses	活動支出	2,072,384
Other expenditures	營運支出	439,290
	Total 總數	<u>2,511,674</u>
	Surplus/(Deficit) 盈餘/(不敷)	<u>158,922</u>

Balance Sheet as at 31 Dec 2021
資產負債表 (截至2021年12月31日)

Current Assets		流動資產
Account receivable		應收款項
Bank balances		銀行存款
		<u>1,300,543</u>
Total Assets		總資產
		<u>1,308,073</u>
Current Liabilities		流動負債
Account payable		應付款項
Deferred Income (Government Grants)		遞延收入 (政府資助)
Deferred Income (Other Income)		遞延收入 (其他資助)
		<u>140,670</u>
		Total 總數
		1,130,215
Accumulated surplus	累積盈餘	177,858
Total Funds and Liabilities	總基金及負債	<u>1,308,073</u>

THANK YOU

ACKNOWLEDGEMENT

Esperanza would like to thank our sponsors, pro-bono service providers, partners, supporting organisations, staff and volunteers.

鳴謝

薯片叔叔共創社在此感謝我們的贊助商，無償服務供應商，合作夥伴，支持組織，員工和義工。

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