

SOFTLAYER®

StartUps
HK

Startup Communications

WORLD COMMUNICATION FORUM 2013



@CASEY_LAU

Startups in Asia



- Huge growth in 2012.
- 200 HK startups. Dozen accelerators, co-workspaces and Angels.
- Japan, China, Singapore largest ecosystems.
- International talent



Startups Communicate with

- Investors
- Media
- Government
- Customers
- Other startups
- Clients



Challenges

- Clarity talking to non-tech people
- Thinking globally, acting locally
- Elevator Pitches
- Trust
- Budget for PR
- Traction



Startups Future

- Concise buzz-worthy stories.
- Success stories beyond IPO's
- Transparency
- Social media/Early Adopters
- International Startup Associations



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