



# People Hub

User Guide

Updated on 6 May 2025

HONG KONG'S LARGEST INNOVATION  
& TECHNOLOGY ECOSYSTEM

# WELCOME TO PEOPLE HUB



**People Hub** is a groundbreaking platform that places people at the core of innovation. It provides comprehensive profiles of HKSTP mentors and in-programme startups, highlighting their expertise and needs. The platform enables users to connect, express interest in meetings, and seamlessly track progress and outcomes.

- Designed for our startup ecosystem, it connects startups and mentors efficiently using smart, tag-based matching.
- Say goodbye to manual coordination and hello to a streamlined, user-friendly experience!

# GETTING STARTED – STARTUPS



- **Sign in with Founder's OnePass Account**, and your basic information will automatically sync from our CRM system. *\*We strongly recommended founders/founding team members to register by themselves.*
- Complete your profile by selecting critical details: **problem statement, startup stage, business model focus, industry verticals, trends & niches, business functions, geographic focus, technical skills, and soft skills.**
- Include specific questions to attract the mentors who can provide tailored advice for your unique challenges.

|  |
|--|
| <b>No. of Past Startup Experience (current company does not include) *</b> |
| 0  |
| <b>Problem statement *</b>   |
| Enter your company's 1st problem statement                                 |
| <b>Category *</b>  |
| Category of your 1st problem statement                                     |
| <b>Questions to mentors *</b>  |
| Based on your 1st problem statement, what are your questions to mentors    |
| <b>Problem statement(2)</b>  |
| Enter your company's 2nd problem statement                                 |
| <b>Category</b>  |
| Category of your 2nd problem statement                                     |
| <b>Questions to mentors(2)</b>   |
| Based on your 2nd problem statement, what are your questions to mentors    |
| <b>Problem statement(3)</b>  |
| Enter your company's 3rd problem statement                                 |
| <b>Category</b>  |
| Category of your 3rd problem statement                                     |

|  |
|--|
| <b>Questions to mentors(3)</b>   |
| Based on your 2nd problem statement, what are your questions to mentors  |
| <b>Startup stage *</b>   |
| Please select  |
| <b>Startup business model focus *</b>  |
| Please select  |
| <b>Industry Vertical - the industry that your company aim to enter the most *</b>  |
| Please select  |
| <b>Trends &amp; Niches - a specific patterns or areas of interest within a broader market that are gaining attention and your company is interested the most *</b> |
| Please select  |
| <b>Business Functions - a specific function that your company is eager to strengthen or enhance currently *</b>  |
| Please select  |
| <b>Geographic Focus - a specific geographic area that your company is eager to enter *</b>   |
| Please select  |
| <b>Technical Skills - a specific skill that your company is eager to uplift or strengthen *</b>  |
| Please select  |
| <b>Soft Skills - a specific skill that your company is eager to uplift or strengthen *</b>   |
| Please select  |

# GETTING STARTED – MENTORS



- Sign up and create a comprehensive profile to showcase your expertise and background.
- Select your **industry verticals, trends & niches, business functions, geographic focus, technical and soft skills, bio, and what you can offer startups.**
- Specify the types of startups you're looking to mentor to ensure strategic alignment and impactful connections

Mentor's background (select at least one option) \*

Industry vertical (select at least one option) \*

Trends & niches (select at least one option) \*

Business functions (select at least one option) \*

Geographic focus (select at least one option) \*

Technical skills (select at least one option) \*

Soft skills (select at least one option) \*

Bio (max. 1000 characters) \*

Enter your bio here (will be displayed in your profile page) (Max. 1000 characters)

What kind of startups are you looking for? \*

E.g. Start-up focus on biotechnology.

What can you provide to our startup? \*

E.g. I can provide industry best practice advice.

Among all selected tags above, which 3 tags would you prefer to show in your profile? \*

Please select

# FINDING STRATEGIC MATCHES

## Startup Profile

HKSTP People Hub

My Match Help Startups My Profile KaryTest Mentor



### Company Name

Incubation

[Invite to Meet](#)

#### Company Profile

Current Company Size:

Company Profile:

Product Description:

Company Website:

#### Problem Statement

Date: 2025-03-20  
Category: Growth Strategies  
Description:

Date: 2025-03-20  
Category: Fundraising (Venture Capital)  
Description:

Date: 2025-03-19  
Category: Financial Planning  
Description:

Date: 2025-03-19  
Category: Sales Management  
Description:

Date: 2025-03-19  
Category: Fundraising (Venture Capital)  
Description:

#### Tags

Startup stage (A1) and Startup Business Model Focus (A2)

Seed Stage, MVP, B2C, B2B, C2C or C2B2B

Industry (C1) and Business Focus (D)

AI & Creative, Media/Entertainment

Finance/Accounting, Legal/Compliance

Geographic Focus (E)

Europe, Latin America

Interested Trends and Niches (C2)

Finance/Accounting, Legal/Compliance

Technical skills (F) and Soft skills (G)

Leadership, Negotiation, Emotional Intelligence

#### Feedback for

Total: 1 review(s)

 **Katie Kwok**  
2025-02-26

Rating: ★ ★ ★ ★

tag-based to find startups or mentors that match your needs

## Mentor Profile

HKSTP People Hub

My Match Help Startups My Profile KaryTest Mentor



### Mentor's Name

At HKSTP Mentorship Programme - I can be:  
Mentor: Running buddies  
Mentor: General mentor

#### Overview

Expertise (B) and Background (B1)

East (EPG), East (EKA), Brand Governance, Academic/Research

Geographic Focus (E)

Europe, Asia Pacific, Africa

Industry Verticals (C1) and Business Functions (D)

Aerospace & Spacecraft, Agriculture, Logistics/Supply Chain, Gaming, Healthcare & Life Science, HR/Communications, UI/UX Design, UX/UI Design

Interested Trends and Niches (C2)

Web3/Crypto/Blockchain, Web3/Crypto/Blockchain, AI/Machine Learning

Technical Skills (F) and Soft Skills (G)

UX, Cloud Computing, API Integration, Leadership, Negotiation, Emotional Intelligence

Startup Experience: No

Preferred Language: Cantonese

#### My contact

E-mail:

Mobile Number:

#### My Preferences

What kind of startups are you looking for?

What can you provide to our startups?

#### Feedback for KaryTest Mentor

[I want to update my CV or my profile](#)

# FINDING STRATEGIC MATCHES



- Use the platform's **tag-based search** to find startups or mentors that match your needs (that's why you will have to select the critical details carefully!)
- Browse detailed profiles to explore backgrounds, skills, and goals, ensuring you connect with the right fit.

## Connecting and Meeting

- Send meeting invitations directly through the platform to schedule strategic discussions with your matches.
- Stay organised by viewing “Upcoming Meetings” and “Meeting Requests” to manage your schedule and prepare for productive sessions.

## What are the benefits of using People Hub?

- **For Mentors:** People Hub connects you with promising startups, allowing you to collaborate with founders and co-create innovative projects. Engage early with emerging talent and contribute to the growth of the next unicorn!
- **For Startups:** People Hub helps startups connect with experienced mentors to gain valuable guidance and support. Mentors can contribute to the growth of promising startups and expand their network. The platform facilitates more meetings, event co-creation, and collaboration within the startup ecosystem.

## Who can use People Hub?

People Hub is currently available to HKSTP mentors and HKSTP in-programme startups participating in the Incubation and Incu-Bio Programmes. The platform will accommodate more startups from different programmes in the future.

## **Are all employees from a startup company eligible to use People Hub?**

No. Only employees with the Portal Admin role in our CRM system are eligible to create an account on People Hub. This encourages key members of the company to invite mentors for meetings and discussions.

## **How do I access People Hub?**

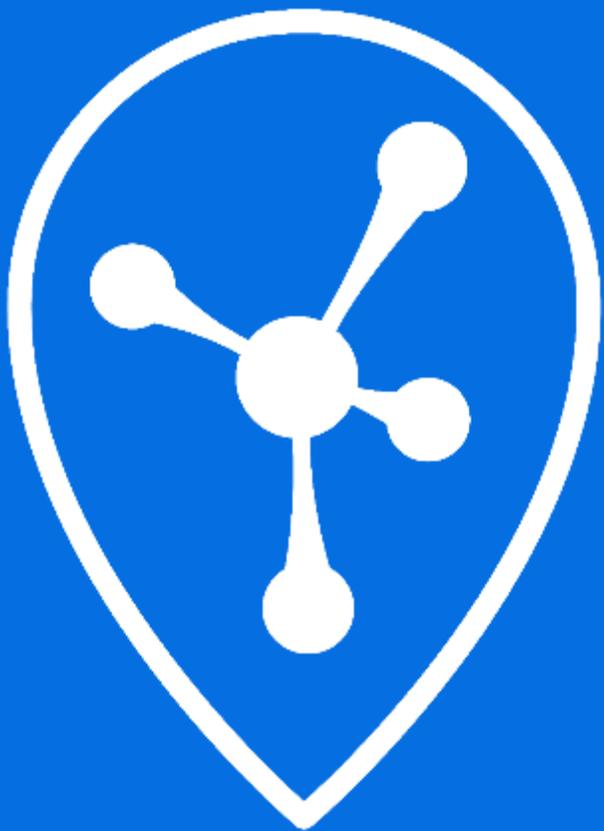
You can access People Hub by logging in with your HKSTP OnePass account.

## **Can I edit my profile on People Hub?**

- **For Mentors:** To edit your bio or other personal information on your profile page, please contact HKSTP at [mentorship@hkstp.org](mailto:mentorship@hkstp.org).
- **For Startups:** Your company profile is synchronized with CRM once every 24 hours. To modify your company's problem statement(s) and tags, please contact HKSTP at [mentorship@hkstp.org](mailto:mentorship@hkstp.org).

## **Can a technology startup invite more than one mentor at the same time to meet on People Hub?**

Yes, a startup company may invite up to 10 mentors to a meeting.



[www.hkstp.org](http://www.hkstp.org)

