



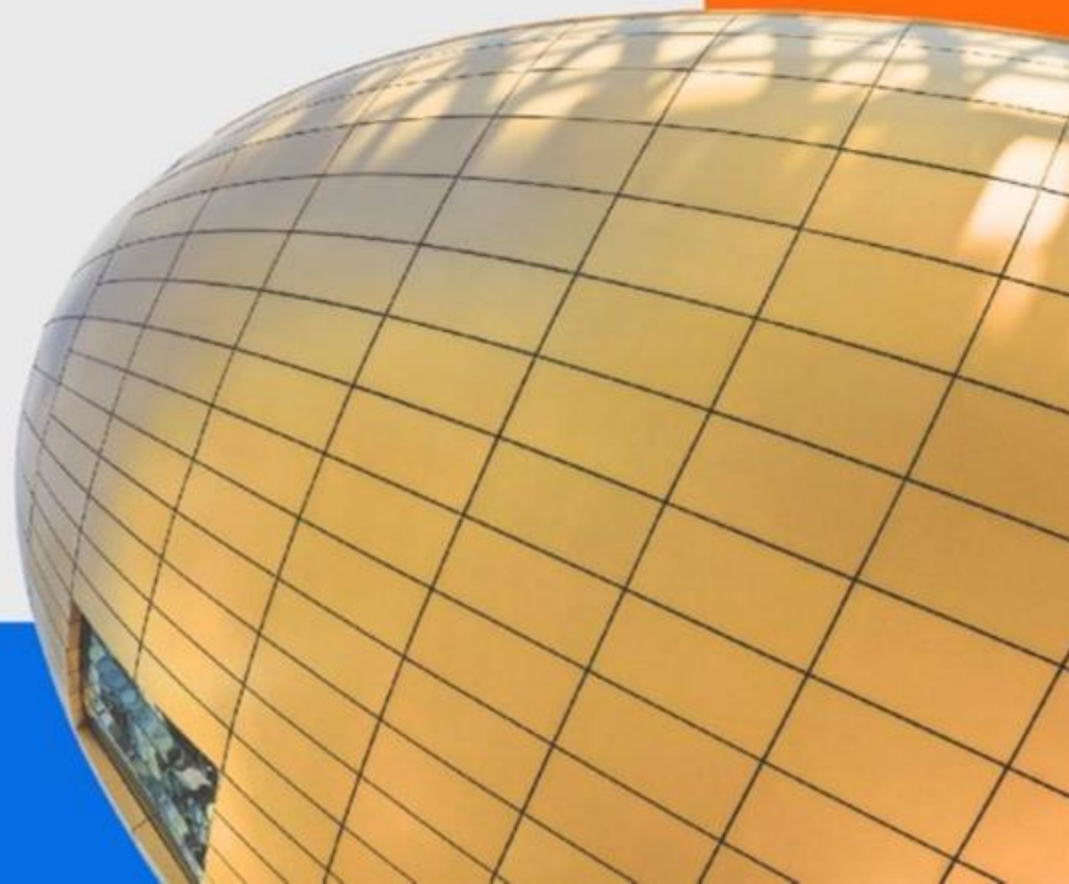
# People Hub

User Guide

Updated on 31 July 2025

HONG KONG'S LARGEST INNOVATION  
& TECHNOLOGY ECOSYSTEM

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# 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, 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.



uatmentee9@outlook.com

## Startup Registration

\* Please fill in all mandatory fields.

Company name (Based on HKSTP PartnersConnect portal)
Nefertiti Limited
Business title (Based on HKSTP PartnersConnect portal)
Tester
Email address (Based on HKSTP PartnersConnect portal)
UATmentee9@outlook.com
Business number (Based on HKSTP PartnersConnect portal)
12345678
Current company size (Based on HKSTP PartnersConnect portal)
3
Company profile (Based on HKSTP PartnersConnect portal)
Data Analytics hub for NFT collectors
Product description (Based on HKSTP PartnersConnect portal)

### Problem statement \*

Enter your company's 1st problem statement

### Category \*

Category of your 1st problem statement

### Questions to mentors \*

Based on your 1st problem statement, what are your questions to mentors

# GETTING STARTED – MENTORS



- Sign up and create a comprehensive profile to showcase your expertise and background.
- Please have your **profile picture** (in JPEG or PNG format; within 1MB file size) and **CV** ready before start registering.
- Select **your expertise, background. industry vertical, business functions, geographic focus, technical and soft skills, bio, trends and niches** and let us know what kind of startups you are looking for or **what can you provide for our startup**
- Specify the types of startups you're looking to mentor to ensure strategic alignment and impactful connections

The screenshot shows the 'Mentor Registration' page on the HKSTP People Hub. The page has a header with the HKSTP logo and 'People Hub' text, and a user email 'peoplenet.testmentor1@outlook.com'. The main heading is 'Mentor Registration'. Below it is an 'Important Note' section with two points: 1. The registration process will take about 10 minutes. 2. Please have the following ready before you start registering: a. Your profile picture (in JPEG or PNG format, file size less than 1MB) b. Your CV (in PDF format). A red asterisk note says '\* Please fill in all mandatory fields.' The form consists of several input fields: 'Salutation' (with a dropdown), 'First name', 'Last name', 'Email address' (pre-filled with 'peoplenet.testmentor1@outlook.com'), 'Mobile number', and 'Preferred Language for Meeting (can select more than one option)'. To the right of the form are five selection boxes: 'Your expertise (select at least one option) \*', 'Your background (select at least one option) \*', 'Industry Vertical (select at least one option) \*', 'Business Functions', and 'Trends & Niches'. Below these are two more boxes: 'Geographic Focus' and 'Soft Skills'. At the bottom is a box for 'Technical Skills'.

# FINDING STRATEGIC MATCHES

## Startup Profile

HKSTP People Hub

My Match Help Startups My Profile KaryTest Mentor

logo

Incubation

Invite to Meet

Company Profile

Current Company Size:

Company Profile:

Product Description:

Company Website:

Tags

Feedback for

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 & Marketing

Description:

Date: 2025-03-19

Category: Sales & Marketing

Description:

Date: 2025-03-19

Category: Fundraising (Venture Capital)

Description:

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

Seed Stage

Sub-seed / Pre-Seed

Industry (C1) and Business Focus (D)

AI & Creative

Media/Video/Animation

Financial/Accounting

Legal/Compliance

Geographic Focus (E)

Europe

Latin America

Interested Trends and Niches (C2)

Financial/Accounting

Legal/Compliance

Technical skills (F) and Soft skills (G)

Marketing

UX

Management

Technical Writing

Total: 1 review(s)

Katie Kwok

2025-02-26

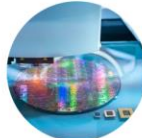
Rating: ★ ★ ★ ★

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)

Exit (IPO)

Exit (M&A)

Brand Governance

Academic/Research

Geographic Focus (E)

Europe

Asia Pacific

Africa

Industry Verticals (C1) and Business Functions (D)

Aerospace & Spacecraft

Agriculture

Logistics/Supply Chain

Energy

Healthcare & Life Science

AI/ML/Robotics

UX/UI Design

UX/UI Design

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 companies** participating in the **Ideation (with the second milestone completed)**, **Incubation**, **Incu-Bio**, and **Acceleration** programmes

## **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 to meet on People Hub?**

Yes, a startup company may invite up to 10 different mentors for meeting at the same time.



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

