E-LEADER

Macao, China 2017



Welcome

Eddie Hui

CEO Advisor IT emaos

Mission is to leverage IT to help others in terms of

Coaching , Training and Consulting

A Management Studies

Integrity Challenges facing a startup in China

By
Eddie Hui
CEO Advisor IT emaos

4

Agenda

- 1. Introduce IT emaos
- 2. Challenges and Answers
- 3. Describe Integrity, China, Startup
- 4. Share Challenges on Integrity facing startup in China

Introduce - IT emaos

2006 Emao Services

2007 Emaos Limited

2008 em@o

2016 IT emaos

Leverage IT to help others in terms of Coaching, Training and Consulting



EMAO Services

Business Consulting & Outsourcing

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Challenges and Answers

Integrity

Challenges facing a startup in China

Integrity

誠 Cheng

Integrity

If you speak with integrity, then you might be succeed to convince others

China



China

Companies like to startup in China because it is a piece of Jade

Start Up



Start Up

初 with a Knife 刀 創 with a Sword 剑

Start Up is facing a lot of Challenges like a Knife and a Sword

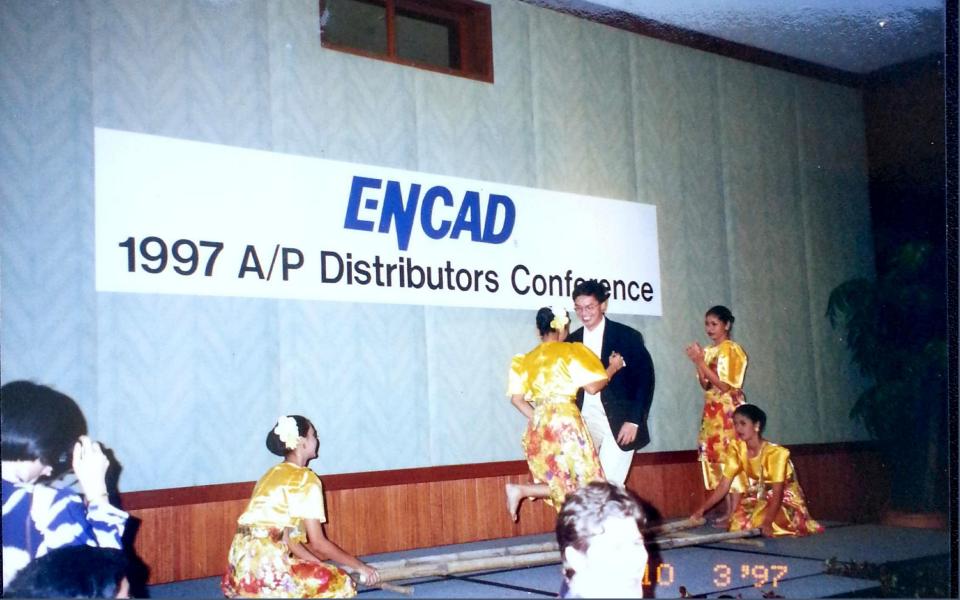














Start Up Process

6 P in

Marketing Selling

Plan Prospecting

People Probing

Products Proposing

Place Purchasing

Price Profiting

Point of Presentation IPO

Integrity Challenges

- 1. Secretary loves to join new startup
- 2. Fake subsidiaries oversea
- 3. Under-table to build reference
- 4. You only know what the clients really wants when both naked

Integrity Challenges

- 5. Traffic in a e-Commerce platform could be fake
- 6. Business plan for investor including fake Big Gun
- 7. Insider Hacking on Intellectual Property
- 8. Revenue before IPO is fake

Conclusions

Challenges facing a startup are everywhere not just in China

We are just candid 坦白 to share

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Further Challenges?

Thank You Very Much!