

The Startup That Supports Startups

Jumpstart Media helps entrepreneurs realise their potential through various ventures including media, education, networking, event support, and more.

Establishing and running a startup is challenging on all fronts, which is why almost 90 percent of startups fail. According to Relena Sei, CEO of Jumpstart Media, startup failure can be attributed to one major reason. “The problem is that a lot of startups are in a world of their own. They fail to get their message out there because they aren’t connecting with the right mentors, investors, clients, audience or other stakeholders,” said Sei.

“As serial entrepreneurs, we’ve seen a large number of great startups that failed, but really shouldn’t have. Startup failure means lost opportunities where cutting edge ideas could have made a difference. Innovation by startups that fail, no matter how brilliant, do not matter since they fail to make a meaningful impact. That’s why at Jumpstart, we’ve made it our mission is to make innovation matter,” she added.

Three-pronged approach

Jumpstart offers a platform that connects the fragmented startup ecosystem in Hong Kong and across the APAC region for all stakeholders. Founded as a media company with a startup-focused bi-monthly print magazine in Hong Kong, Jumpstart has now expanded to become the largest English print publication in APAC that covers innovation and technology in the startup ecosystem. “Our media arm provides an outlet for entrepreneurs to reach a niche audience interested in innovation,”

explained James Kwan, Executive Chairman of Jumpstart Media.

In addition to its media division, Jumpstart has grown to become an ecosystem builder with two other departments: education and special ventures.

Its education division nurtures corporate innovation and trains founders to succeed with initiatives such as accelerators, boot camps, workshops and corporate innovation programmes.

Through Jumpstart’s special ventures programmes, rising startups can take advantage of all of Jumpstart’s resources to collaborate and execute joint ventures, taking their business to new heights. Current projects include developing a platform that can match founders with potential investors using artificial intelligence (AI), an eCommerce platform focused on innovation, and building a C-suite community.

Tactical advantage

According to Sei, Hong Kong’s vibrant startup community makes it the ideal place for the Jumpstart platform. Supported by government initiatives, such as InvestHK, Cyberport and Hong Kong Science and Technology Parks, Hong Kong has turned into an important startup hub, she added.

“Hong Kong is also the perfect gateway to Asia – its proximity to other emerging

Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters,” said Kwan.

“As an international city, Hong Kong is able to attract a workforce that is multicultural, flexible and multilingual – important for any startup looking at regional or global expansion,” explained Sei. Moreover, over the past five years, there has been a noticeable growth in the number of accelerators, co-working spaces, and even unicorns in Hong Kong – a testimony of its growing importance, said Sei.

Jumpstart intends to focus on growing its special ventures division, working with partners on developing cutting edge proprietary technology. It also aims to expand its partnerships, online presence and print publication. “In the short to medium term, we envision further growing the Jumpstart brand at home and internationally,” said Sei.

Jumpstart Media

- Jumpstart distributes its print magazine across 11 countries, and partners with over 125 events worldwide

 jumpstartmag.com



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James Kwan
Executive Chairman
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