



# Corporate mentors' counseling is officially launched!

## Creative Star's Night

### To promote cross-session cooperation

The 20 CCAT start-up enterprises that have been successfully matched with this year's 9 corporate mentors, in the past month have begun to meet with the mentors, to learn more about each other, to discuss and plan the next three months of counseling and the goals each party wants to achieve.

When beginning this time's counseling, a dinner party of the team with the corporate mentors was specially arranged, so that the teams and mentors could first get to know each other in a more relaxed atmosphere, and establish the basis for mutual trust. Meanwhile, in the more relaxed atmosphere, all participants can talk together about their business objectives, mental journey, so the corporate mentors can have a basic understanding of the individual entrepreneurs.



**Figure 1 Joyful meeting with the mentors and initial counseling session**

### **The key factor of CCAT**

Each CCAT corporate mentor, in addition to the corporate abundant industrial resources, has very solid industry experience. In addition to using their extensive experience to counsel start-up teams to adjust the business model, provide professional recommendations for products and target markets and other assistance, the mentors also spend a lot of time and thought to explore the cooperation with the teams, hoping to use the actual business cooperation bring the greatest benefits for both sides. Innovative services (start-ups) thinking in combination with industry experience (corporate mentors), is without doubt the key of the next phase of Taiwan's industrial revolution, and this is also the idea long time upheld by CCAT.

Currently there are only two months until the finals, and all look forward to see if sparks will continue to fly between corporate mentors and CCAT start-ups, and display wonderful cooperation and counseling achievements during the finals on 10/17!

### **CCAT important annual events**

<b>Stage name</b>	<b>Date</b>	<b>Activities</b>
Semifinals matchmaking (Closed-door)	7/05(二)~7/06(三) 7/05(Tue.)~7/06(Wed.)	Matchmaking display for semifinals
Mentoring period	Jul. to Oct.	
Pre-trial for review for start-up	10/05(Wed.)	Invitation for start-up audit and review and providing advice

Finals announcement (By invitation only)	10/17(Mon.)	Selection of the start-up team with the most potential
CCAT awards ceremony	11/04(Fri.)	Cloud Association in Taiwan General Assembly and Cloud leopards awards ceremony

### **The newly established [CCAT Star Creative Family]**

CCAT is entering into the fourth year, in addition to the guidance of a group of strong corporate mentors; it has accumulated a total of 42 start-ups from the first three sessions. The start-ups have many common topics among them, and this year's team is also able to use the powerful seniors groups, and through understanding of the seniors' entrepreneurial experiences, they will be able to avoid making too many costly mistakes. All the previous CCAT sessions, from innovative cloud technology, online communities, O2O, indoor positioning, smart hardware, plants factories and others, have been a gathering of start-ups from all walks of life, and it is a community with great potential for development and cooperation. Thus, we have specially held on 8/4 the "Creative Star's Night - Fourth CCAT team training opening ceremony", with the hope that this activity can quickly break the barriers between all walks of life, and promote interaction and exchanges between start-ups from different sessions . Currently it has indeed produced results, and the team has begun to arrange other exchange activities such as book readings, corporate travel, etc.



**Figure 2 Group photo at the survival game location**

The organization of this session's ice-breaking trip tried to use innovative ways, first a "laser gun survival game" was held in the afternoon, then the "Creative Star's Night Sharing entrepreneurial experiences" was held in the evening. First using joint operations to build of revolutionary sentiment, then sit down and share the joys and experiences of start-ups.

At the start of the afternoon activities, start-ups from each session formed teams, using the unique team survival game and through every new mission let the entrepreneurs mix together quickly, discuss tactics and teamwork, and quickly establish trust and familiarity between fourth session members and the alumni, and the new teams were able to quickly know each other and establish a relationship of mutual trust between the team members through brainstorming and discussing game strategies together.



**Figure 3 Start-up families work together to complete tasks**

The “Creative Star’s Night” held on that evening arranged for seniors and this year’s new CCAT teams little exchange activities like exchanging venture messages, share with each other the team’s core products and services, and the ups and downs experienced during their entrepreneurial efforts.

During their entrepreneurial efforts, entrepreneurs are often lonely and have no one they can share their thoughts, in the company when facing inability to expand business, financial turnover difficulties, internal management difficulties, etc., it is not easy to do it alone, CCAT hope to establish a mechanism for start-ups to help each, first by holding regular “Creative Star’s Night”, so start-ups can not only have an opportunity to share, learn from each other and cheer for each other.

In addition, another important objective of this activity is to promote greater understanding of each member's business, gather together entrepreneurs from different areas, to effectively promote cross-border and cross-session teamwork and generate more new service and creativity.



**Senior sharing: redEHS general manager, Mosart Semiconductors co-founder (top)  
Viscovery co-founder (left), Yourstar co-founder (middle), HyXen founder (right)**

The current “Creative Star’s Night” is grateful for the enthusiastic support of CCAT graduated alumni, and has invited many CCAT senior start-ups to share with the junior members, including first session redEHS general manager Jeffrey (former Mosart Semiconductor founder). His wealth of business experience and industry background always makes people feel a touch sad when he shares the hardships of entrepreneurship, especially when talking about the pressure of a loss of tens of millions, selling his house, plant investment losses, and stimulate the empathy of the entrepreneurs on location.

On the same evening CCAT also invited two female entrepreneurs, namely, the second session co-founder of Viscovery Connie and third session Yourstar vice general manager Hazel to share their entrepreneurial process. Both founded start-ups together with their husbands, the common joys and ups and downs of entrepreneurship, including the pressure of bank loans and financing, are all very admirable. Second session and co-founder of HyXen Joseph has also founded their

start-up with his wife, and at the time they stepped into the technology industry from the fashion industry, and the integration of different industries is ideal learning for other start-ups. More commendable is the CCAT graduated seniors, who are very willing to share and are willing to assist new entrants into the CCAT program.

The CCAT program, in addition to commitment to common innovation from large enterprises, at the same time also strives to build the ecosystem for innovation and entrepreneurship in Taiwan.

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