

Entrepreneurial energy 憑創意成功創業



The first time I met Jessie Kwok, a Year 2 student majoring in Financial Journalism at HKBU, she courteously handed me her name card bearing the title “Chief Operating Officer” (COO).

“Wealth could be created by releasing idle spaces which originally had no value.” With this idea, Jessie, in partnership with three friends, founded LeDo Ads, which aims at providing an integrated end-to-end service for advertisement placements. COO is not just a title on paper. Responsible for marketing, last summer she traveled across Hong Kong to pay a personal visit to each and every shop they had earlier identified to introduce them to their business concept: “Did it ever cross your mind that the idle spaces in your shop could generate money? Through our platform, you could put most of those spaces on lease and make extra money every month without lifting a finger.”

Walls and tables make a solid publicity campaign

Idle spaces exist at many conspicuous spots, for example, external walls, café tabletops, checkout counters and even staircases. Such spaces, which have been lying idle, could serve as a medium for reaching potential customers that falls within the budget of many small and medium enterprises unable to afford

初見郭沅頤 (Jessie)，她禮貌地遞上名片，職位是營運總監，同時她也是浸大財經新聞系二年級學生。

「將原本沒價值的閒置空間釋放出來，就可以創造財富。」憑着這個想法，Jessie與三位朋友，合作創立「呢度廣告」平台，提供一條龍廣告投放服務。這位專責市場推廣的「營運總監」可不是紙上談兵，去年暑假她親自到港九新界各目標店鋪，逐一宣傳服務：「可有想過，你店內很多閒置空間原來可以賺錢呢？只要利用我們的平台出租這些空間，每月就可以輕輕鬆鬆賺取外快。」

外牆餐桌全是宣傳渠道

閒置空間可以是任何當眼處，例如店面外牆、餐廳桌面、收銀台、甚至樓梯級。由於這些空間本來就閒置着，而許多未能承擔昂貴廣告費的中小企，卻很想利用這些渠道接觸顧客，「呢度廣告」正好互補所需，是個創造雙贏的平台。

high advertising fees. LeDo Ads fulfils the demand of both the renter and rentee, creating a win-win business relationship.

However, things didn't work out smoothly as planned. Given her youthful appearance and student identity, many shopkeepers initially took her words with a grain of salt, or considered her a nuisance to their business. Some even spoke foul language and asked her to leave their premise immediately. Despite this, Jessie bore no ill feeling and did not feel embarrassed. She persisted in moving them with sincerity. Subsequently she succeeded in inviting nearly 200 shops to join the platform in under three months. "I live in Ma On Shan and study in Kowloon Tong. I used to commute only between these two districts. In these few months, I've been almost everywhere in the 18 districts of Hong Kong."

The platform has been operating for about a year now and has accumulated nearly 500 advertising spots, ranging from *cha chaan teng*, snack shops to bookstores. As for advertisers, tutorial schools, drama troupes and even mobile game developers have signed up for their service. "A Mainland mobile game developer wanted to enter the Hong Kong youth market so they contacted us to put their game QR code stickers onto the dining tables of 24 restaurants all over Hong Kong. On the day of the launch, the game recorded the highest download rates among game apps."

Seizing every opportunity for exposure

As a journalism student, Jessie understands very well that exposure is as important as hard work. With this in mind, she and her team have been proactively taking part in various exhibitions and competitions, seizing every promotion opportunity to get the name of their company out there. They have captured a number of awards, namely Hong Kong LCT Award 2017, Outstanding SME Award and (Best Business Solution) Bronze Award, as well as Hong Kong Young Entrepreneur Award 2016. Recently, through LinkedIn and other social media platforms, she successfully approached some large enterprises including a credit card issuer which invited the young entrepreneurs to discuss business opportunities.

Jessie thinks that the flexibility, willingness to take initiative, a good nose for business and cheekiness acquired through journalism training at HKBU can all be applied to her startup, at the same time the knowledge and broadened perspectives gained from running her own business are also extremely useful to her journalistic works. At present, she needs to have regular meetings with her team every Thursday and Friday. Every week is a hectic cycle: "Though I'm busy, my class attendance rate is over 90 per cent. I never skip class unless I fall sick." Every day she goes to bed at midnight and wakes up at seven in the morning sharp. "Even if I have morning classes, I could spare one hour to handle my work beforehand." With such vigour and passion, it's little wonder she could make her startup dream come true so quickly; quite a feat for someone so young.

然而，面對一位外表仍有點稚氣的「學生妹」，不少店舖負責人開始時都半信半疑，甚至嫌她「妨礙做生意」，更有人夾雜幾句髒話請她盡快離開。可是，Jessie完全不覺得難受或尷尬，繼續以誠意打動，結果在三個月內，成功促成近200家商舖加入平台。「我家住馬鞍山，學校在九龍塘，日常出入多數是兩個區，但在這三個月，我幾乎走遍全港18區的大街小巷。」

公司至今運作約一年，累積了近500個廣告點，既有茶餐廳、小食店甚至書店。廣告客戶則包括補習社、劇團、以至手機遊戲製作商。「一家內地手機遊戲公司，希望打進香港年輕人市場，透過我們在全港24間餐廳，把印有遊戲下載QR Code的貼紙貼在餐桌上，結果遊戲上架第二天已登上排行榜首位。」

爭取每個曝光機會

除了勤力，修讀新聞學的Jessie更明白曝光率重要，於是她與團隊積極參加大小展覽和比賽，力爭每個推廣機會，同時也橫掃多個獎項，包括2017香港資訊及通訊科技獎「最佳中小企業獎」、「最佳商業方案銅獎」，還有「香港青年創業家大獎2016」等。最近，她更透過LinkedIn等社交平台，主動聯絡到信用卡集團等大企業，得到見面洽談機會。

Jessie認為從新聞學訓練學到的靈活主動、敏銳觸覺和「厚面皮」，全都可應用於創業上，而創業為她帶來的見識和視野，也對採訪很有幫助。現在她每逢周四、五都會與團隊開例會，一星期七天都很忙：「雖然忙，但我上課率是九成以上，除非生病否則我從不『走堂』。」她習慣每晚12時睡覺，每天早上定必七時起床：「即使有早課，也足夠讓我在上堂前騰出一小時空檔處理工作。」憑這份幹勁和熱誠，不難明白為何她年紀輕輕，就可以快人一步實踐創業理想。

