

2017 ASES SUMMIT

PROPOSAL FROM ASES-ZHEJAING

CONTENTS

THE LOGO AND THEME OF SUMMIT 01

A SHARE EXPERIENCE SUMMIT 02

AN INTRODUCTION OF ASES-ZHEJIANG 03

CONTACTS OF ASES-ZHEJIANG 04

THREE PAGODAS

- Landmark of Hangzhou
- Symbolizing career peaks
ASES aims to achieve

SNOW BRIDGE

- A famous sightseeing spot of West Lake, the landmark of Hangzhou
- Symbolizing the role of ASES Summit Zhejiang in promoting mutual communication and understanding



TRADITIONAL CHINESE SEAL - HANGZHOU

- The seal is a rendition of the Chinese character 'Hangzhou'
- The second character “州” represents “the city”, which looks like three people walking together, showing the welcome of Hangzhou

ASES-ZHEJIANG

- The earliest chapter of ASES in China
- See more contents of ASES-Zhejiang in Part 3

THEME

MOBILE INTERNET: ANOTHER LIVING STYLE

Have you ever discovered that the mobile Internet has defined our living style in a brand new way? Globally, people become more accustomed to paying with credit cards and mobile phones instead of cash. Mobile payment like PayPal, Venmo and Alipay has greatly changed people's lifestyle both in the U.S. and China. At the same time, the multifunctional platforms on the mobile phones have also changed our way of transportation and entertainment. Following the transformational trend led by companies like Alibaba, Didi and Ctrip, we have entered a new era of Mobile Magic.

In this summit, we will furtherly discuss our brand new living style, viewing from 3 subtopics: **mobile payment, mobile transportation and mobile entertainment**. We will hear voices from experts, experience the advanced mobile living style through city survival challenges, and brainstorm the future trend together in panel discussions. Let's Get Mobile!



THREE SUBTHEMES

MOBILE PAYMENT, MOBILE TRANSPORTATION, MOBILE ENTERTAINMENT

A MOBILE TRANSPORTATION

To some extent, battle in mobile transportation between Didi and Uber accelerated the promotion of mobile life. As mobile transportation becomes more and more popular, it is also faced with many criticisms and problems. **How could mobile transportation companies survive and develop in different environments?**



C MOBILE ENTERTAINMENT

Mobile entertainment has revolutionized how we spend our spare time. We can spend hours and hours chatting online, shopping online and watching living shows online. **We are amazed at the combination of Internet with nearly all kinds of recreations. Is that enough? We can always go further.**

B MOBILE PAYMENT

Benefiting from the development of mobile devices, mobile payment has become more and more popular, especially in Hangzhou, which is the most well-developed city of online transaction in China. **Come to this city to explore the charisma of mobile payment, and think what is the future of mobile payment in different countries & areas?**

CONTENTS

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CONTACTS OF ASES-ZHEJIANG 04



ASES: A CITY — HANGZHOU



THE SILICON VALLEY OF CHINA

Hangzhou, the capital of Zhejiang Province and the silicon valley of China, is the birthplace of Alibaba, which is the biggest e-commerce tech company in the world. Three out of five biggest Internet company in China have their major headquarter here.



ONLINE PAYMENT

Hangzhou owns the highest penetration rate of online payment in the world. Residents here can easily spend a cashless month just with their mobile phones.



ENTREPRENEURSHIP

Hangzhou is the city with the most entrepreneurs in China, and Zhejiang University contributes nearly half of them. Owing to the highest entrepreneurship rate among all Chinese universities, ZJU has incubators funded by school and alumni for creative projects.



GREAT BEAUTY

Hangzhou, known as the “best tourist city in China”, ranked 16 in the top "52 places to go" by New York Times, the most famous sightseeing sight of Hangzhou—the West Lake is the most popular sights in China and also a UNESCO world heritage site.



ASES: A **SHARE** EXPERIENCE SUMMIT



KEYNOTE SPEECH

The most brilliant professional entrepreneurs in the field will share their stories and ideas to bring something great. Potential speakers include Jack Ma, chairman of Alibaba; Allen Zhang, founder of Wechat; and William Ding, establisher of Netease.



DEBATE

Delegates will be divided into groups to debate on concerned topics like “Morality Problem Behind Uber And DiDi Taxi. (For more topics, please look at our full proposal)



PANEL DISCUSSION

Subtopics include “Mobile Payment”, “Mobile Transportation” and “Mobile Entertainment”, which will be delivered by various experts. During the discussions, YOUR ideas are what we value.



EXPERIENCE

Every delegate is encouraged to experience the most popular mobile internet apps in China such as live broadcast apps, Alipay and etc. Take a deep breath and embrace the excitement these Chinese apps bring to you.



ASES: A SHARE **EXPERIENCE** SUMMIT



COMPANY VISIT

All delegates will be invited to visit famous Internet companies and incubators headquartered in Hangzhou, these visits would offer deeper insights of the mobile Internet companies.



SURVIVE CHALLENGE

Delegates would be divided into several groups, and each one is only permitted to take a smart phone with 100 Yuan in Alipay e-pocket and no cash at hand. The group who earn the most amount of money in a day will win the challenge.



CITY TOUR

Hangzhou has been ranked first in 'The Best Tourist City in China' for ten years. We would like to invite all delegate to fully indulge in the beauty of Hangzhou through a one-day city tour.



ASES: A SHARE EXPERIENCE SUMMIT



DAY 0

REGISTRATION
OPENING CEREMONY
WELCOME PARTY



DAY 1

SPEECH SESSION



DAY 2

SPEECH SESSION
COMPANY VISIT



DAY 3

SPEECH SESSION
CITY SUIVIVAL PITCH



DAY 4

CITY SUIVIVAL
CHALLENGE



ASES: A SHARE EXPERIENCE SUMMIT



DAY 5

SPEECH SESSION
WORKSHOP



DAY 6

CITY TOUR



DAY 7

FAREWELL PARTY
CLOSING
CEREMONY

*Cover Picture: 2016 ASES-Zhejiang Commencement Party, ASES graduates



Potential Keynote Speakers



Fan Zhiming

President of Ant Financial Service Group

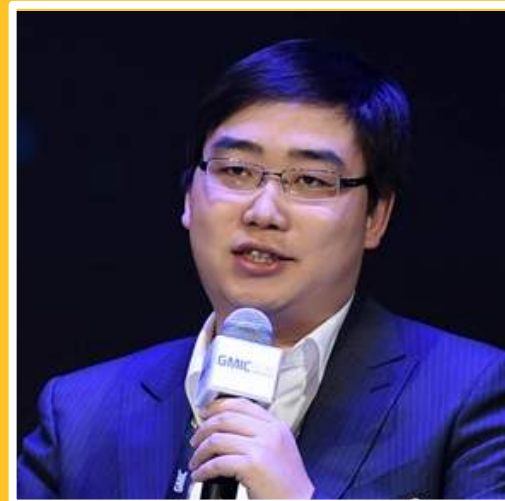
Topic: Mobile Payment:
Development and Promotion



Jack Ma

Chairman of Alibaba Group

Topic: More than payment:
the future of mobile payment



Wei Cheng

CEO of DiDi Taxi

Topic: Mobile Transportation
in China



Hua Su

CEO of Kuaishou Live

Topic: How can a live
broadcast platform survive?

Summit Highlight

—Deep into Top Tech Companies



All of our delegates would be invited to visit top Internet companies and incubators headquartered in Hangzhou, including:

- Alibaba, world largest e-commerce company.
- NetEase, one of the largest tech companies specialized in online games development
- GeTui, LBS push service supporter behind all of the major mobile applications in China



Through visiting the Internet pioneers, we hope that all delegates could attain a deeper insight of mobile Internet companies in China

Summit Highlight

—Deep into A Glamorous City



Delegates would join in a one-day city tour to have a deeper understanding of the unique charm of Hangzhou. Hangzhou is:

- One of the seven ancient capitals of China with a long history
- The best tourist city in China with splendid culture
- E-commerce hub and financial center



Through visiting tourist attractions and experiencing life in Hangzhou, we hope that all delegates could fully enjoy the mixture of traditional culture and modern living style in Hangzhou

Summit Highlight

—Deep into Business Environment



Delegates would be invited to communicate face to face with successful entrepreneurs who come from Zhejiang University, including:

- Yi Fang, CEO of GeTui
- Weixing Chen, Founder of Kuaidi
- Erica Yu, Vice president of GGV



Through speeches and discussions, we hope that all delegates could have a better understanding of business environment and entrepreneurship of ASES ZHEJIANG.

CONTENTS

THE LOGO AND THEME OF SUMMIT 01

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WHO WE ARE



ASES-Zhejiang is one of the most active ASES branches in the world with seventeen-year of history. We were founded by Yi Fang, a continuous ZJU entrepreneur who now owns Getui, the most successful Chinese Internet company in Push Notification Service. We provide students in Zhejiang University with opportunities to think as an entrepreneur and become one. We have unflinching determination and passion to host a successful summit!



DAILY ACTIVITY

STARRY STARRY NIGHT

A Night Special Edition of ASES Sharing Meeting (Roof-Sharing)

SHARE



OPEN SHARING

A Special Edition Before Recruiting

HIKING IN THE WILD

Ice Breaking Activity of ASES

OUTING



SPECIAL PICNIC

Welcome Party of New comers of ASES

ASES GO FOR 2017

Christmas Party and Gift Exchange

PARTY



CREATIVE SHOWCASE

ASES Annual Homecoming Event

WHY ASES-ZHEJIANG

01

HANGZHOU CITY

The most innovative, rich-in-culture and beautiful city in China

02

OUTSTANDING SPEAKERS

Insightful and experienced speakers of mobile internet

03

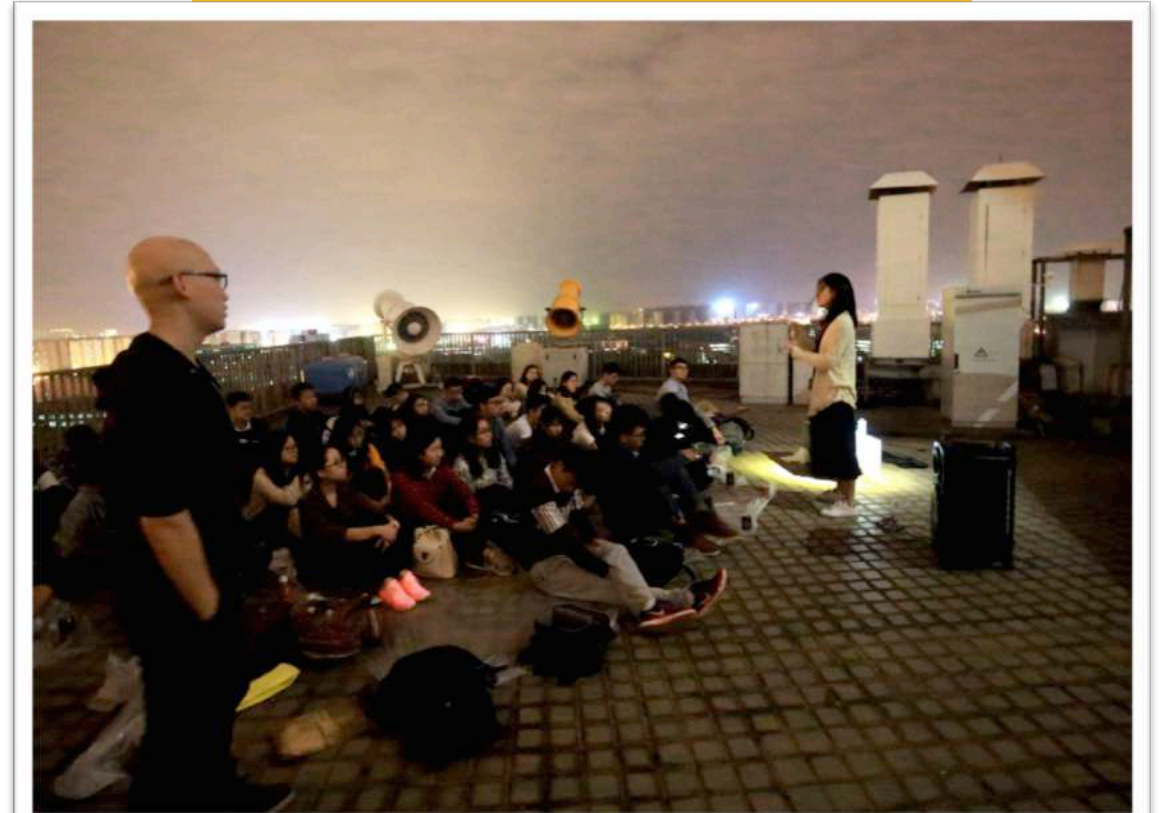
WELL DESIGNED SCHEDULE

Comprehensive schedule combined with sharing and experiencing

04

BRILLIANT UNIVERSITY AND TEAM

Zhejiang University and ASES-Zhejiang



CONTENTS

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THANKS!

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