

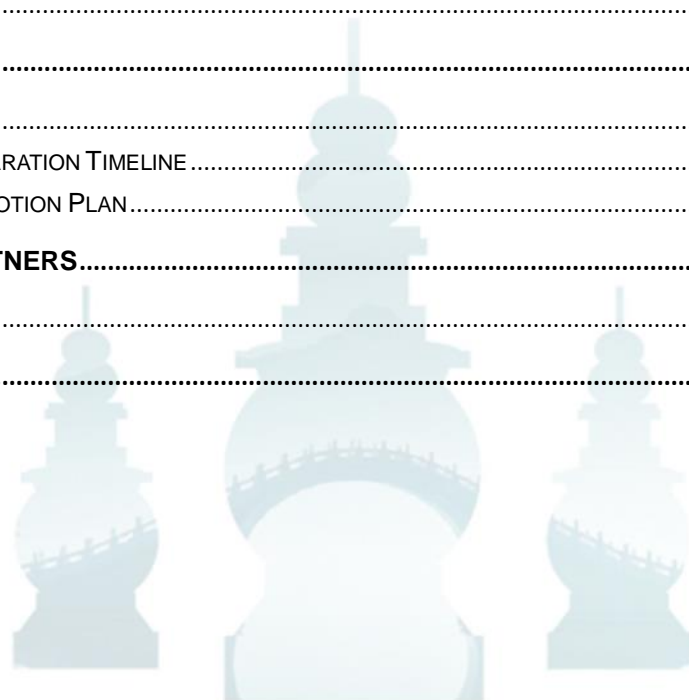
# ASES ZHEJIANG SUMMIT-2017



## SUMMIT PROPOSAL

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# ASES SUMMIT ZHEJIANG



# 1 Introduction

Last September, Hangzhou, the Silicon Valley of China has successfully held the G20 summit and shown its entrepreneurship deeply roots in its city's culture. As one of the most economically developed and culturally vibrant cities in China, Hangzhou has witnessed the tremendous impacts of China's Mobile Internet Revolution. Even a street vendor would install a mobile payment APP like Alipay to provide convenience to customers. Living in Hangzhou, you will find that a smart phone is indispensable in your daily life, as it can meet almost all requirements of your needs for eating, transportation, entertainment, etc. There is no doubt that the high speed developing mobile internet has led us to another living style, while it offers more convenience and efficiency for us, it also poses new challenges to our community.

To embrace these new changes, ASES-Zhejiang, one of the most active ASES branches in the world with seventeen-year history, would like to warmly invite our delegates to Hangzhou to experience and discuss the mobile living style. The summit would include multiple activities to engage our participants in this Mobile Internet Revolution in China. The activities, aiming at "Experience and Share," include keynote speeches, workshops, company tours, culture tours, Pitch Competitions, City Survival Challenge, etc.

Five years have passed since last Hangzhou ASES summit. ASES Zhejiang has grown in numbers, in resources and most importantly, in our steadfast determination to host another successful summit. The ASES Zhejiang 2017 Summit Organization Team, is ready to invite our delegates to experience and share.

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## 2 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!**



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### 3 Summit Schedule: Experience and Share

Day	Time	Contents
0	10:00-14:00	Registration
	15:00-17:00	Opening Ceremony
	19:00-21:00	Welcome Party
1	09:00-11:30	Speech Session One
	13:30-17:00	Speech Session Two
2	08:30-12:00	Speech Session Three
	13:30-17:30	Company Visit
3	9:00-11:30	Speech Session Four
	13:30-17:30	City Survival Pitch
4	08:30-17:00	City Survival Challenge
5	09:00-11:30	Speech Session Five
	13:30-17:00	Workshop
6	09:30-17:30	City Tour
	19:00-21:00	Farewell Party
7	09:30-10:30	Closing Ceremony

Notes: The schedule might be changed due to force majeure factors.



## 3.1 Experience

### 3.1.1 Company Visit

Several world-known and nation-known Internet companies are located in Hangzhou. We plan to invite all our delegates to visit some big Internet companies and incubators headquartered in Hangzhou, like Alibaba, Net ease and Getui (established by the founder of ASES Zhejiang, Yi Fang) etc. Through visiting the companies and talking with the Internet pioneers, we hope that all delegates would have a deeper insight of mobile Internet companies.

### 3.1.2 City Survival Pitch & Challenge

If you only have 100 Yuan in your e-pocket and no cash at all, how could you earn as much money as you can in a day? All delegates would be invited to experience the mobile living style in Hangzhou through a one-day survival challenge. All participants would be divided into several groups. Everyone is only permitted to take a smart phone with 100 Yuan in Alipay e-pocket and no cash at hand. And the winning team would be the one who hold the largest remaining sum. This challenge would expose our delegates to the mobile life in Hangzhou, and also test their abilities to develop new business model in the mobile world.

### 3.1.3 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 in Hangzhou. Delegates would enjoy the beautiful view of West Lake and all the tourist attractions in this amazing city. Also, Hangzhou cuisine is waiting for you!

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## 3.2 Share

### 3.2.1 Workshop

During the workshop session, experts in various fields of mobile Internet will be invited to deliver public speeches, aiming at training the 'soft skills' of delegates. The workshop time would be amusing and relaxing, giving delegates opportunities to ease their mind and make new friends.

### 3.2.2 Keynote Speech & Panel Discussion

In the Keynote speech section, we would invite the most brilliant professional entrepreneurs in the field to deliver their unique and deep understanding of the industries. Each keynote speaker would have about one hour to share their ideas. We hope to promote the exchange and collision of different ideas in this section and witness the birth of something great. Furthermore, we want to convey a message that good ideas can change the views of the people of this world to make people reflect on their behavior. Anyone, as long as they agree to pass the point of view of a guest speaker, can be thought that the joint efforts of a great ideal.

#### Subtopic A - Mobile Payment: Development and Future

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?

#### Speech 1 Mobile Payment: Development and Promotion

##### Speaker: Fan Zhiming, President of Ant Financial Service Group

Introduction: Fan has witnessed the development of mobile payment as a pioneer since 2010. He and his group successfully promoted the convenient payment with the assistance of banks, the precursor of mobile payment. Also they attracted customers from electronic payment in PC to mobile platform, making mobile life possible. In this speech, Fan would share with us the experience about promotion of mobile payment.

#### Speech 2 More than payment: the future of mobile payment

##### Speaker: Jack Ma, Chairman of Alibaba Group

Introduction: Payment is the entrance of mobile internet and Alibaba Group has made great efforts to create an ecosystem based on Alipay. Ma, the legend of China's mobile economy would share with us his blue picture of the future of mobile payment.

#### Panel Discussion/Topic Presentation: Mobile Payment in developing countries and areas

Introduction: For the lack of banks in developing countries and areas, mobile Internet could benefit hugely local citizens. Taking Tibet as an example, it has become the first region in penetration of mobile payment since 2012. Could mobile payment be the future of payment for these areas?

## **Subtopic B 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?

### **Speech 1 Mobile Transportation in China**

**Speaker: Wei Cheng, CEO of DiDi Taxi**

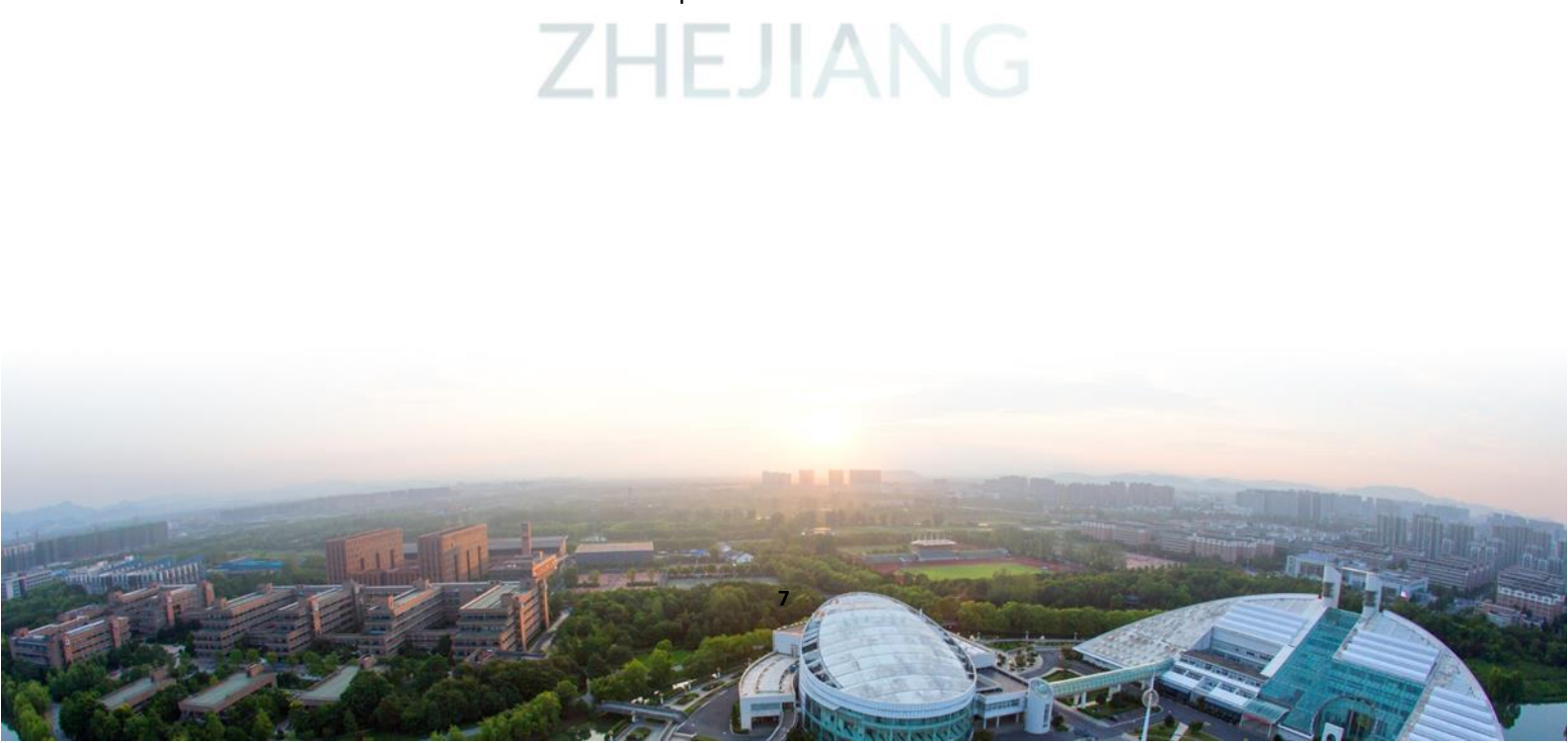
Introduction: Mobile transportation plays a vital role in China's mobile revolution. The battle between DiDi and KuaiDi directly formed customers' habit of mobile transportation. In 2016, DiDi acquired Uber China, declaring the closure of the battle. Cheng would share with us the foundation and development of DiDi and the difference between DiDi and Uber from his view.

### **Discussion: Mobile Transportation in the World**

Introduction: Mobile transportation develops fast in the world, like Uber in the USA, Grab in South-east Asia, Ola in India and DiDi in China. However, many countries publish strict bans over these mobile transportation companies. How could mobile transportation survive in different backgrounds and improve themselves? Since our participants are from diverse backgrounds, everyone could share with us his or her experience and opinions.

### **Debate: Morality Problem behind Uber and DiDi Taxi**

Introduction: Uber and DiDi Taxi create an electronic platform for drivers and customers, making transportation more convenient. However, they are also faced with many criticisms like privacy, monopoly and other morality problems. Are you in favor of the business model? We would have a debate over the topic.





## Subtopic C Mobile Entertainment

The mobile era never allows us to get bored, for it updates our entertainment ways from time to time. Nowadays, fewer people will watch soap operas on the television. Instead, they will open the mobile app on the smart phone, watching the living show or other variety shows. And by making the best use of this trend, a certain group of people, the Internet celebrities, start to become well-known. And a brand new business model starts to appear in China. Also, a brand new entertainment: “Grab the Red Pocket” totally disturb Chinese traditional way of celebrating the New Year. Whoever possesses a smart phone will take every effort to click the red pocket on Wechat as soon as possible, and indulge in the great pleasure if they can get more money than others. Our way of entertainment is being reshaped in this mobile era.

### Speech 1 How can a live broadcast platform survive?

**Speaker: Hua Su, CEO of Kuaishou Live**

**Introduction:** Kuaishou Live, a live broadcast platform pays more attention to third-tier cities and developing areas. Many rural citizens make live broadcast in Kuaishou, different from other platforms with well made-up beauties. To some extent, developing areas benefit more in the ego of mobile Internet for its convenience and accessibility.

### Speech 2 How to become an Internet celebrity in China?

**Speaker: Papi, one of the most successful Internet celebrity in China**

**Introduction:** She has the typical face of Chinese Internet celebrity, a tiny face, sharp chin and big eyes, but her audience is more attracted by her talent. The humorous and satiric contents presented in her original videos help her gather more than 3 million fans in just three months. She presented the most popular group in Internet celebrities, we called “the punsters”.

**Experience: Experience the live broadcast!**

**Introduction:** Every delegate is encouraged to download a live broadcast app, both experiencing and watching others' living shows or broadcast themselves!



## Other potential speakers:



Charles Chao, CEO of Sina

Charles Chao is one of the most powerful men in China. His Internet Empire, Sina.com, hosts hundreds of millions of Net users and online expression that is unprecedented in both scale and intensity. The mind-boggling statistic is well known - China is home to nearly half a billion Internet users. And Sina's Weibo, or microblog, rules the roost. It's the country's biggest social media site, with sleek functionality compared to both Twitter and Facebook.



Hang Chen

Founder of Dingtalk Taobao (China) Software.co., Ltd, a popular platform for Chinese companies to exchange information, regarded as 'WeChat in workplace', having a great impact on Chinese way of working. The users of this instant messaging app are increasing rapidly, demonstrating a huge potential.



Chen Yu, cofounder and Senior Vice President of Yeepay, an internet finance company. He was once senior manager of Oracle in the US and has over 20 years of experience in Internet, E-commerce and software. He was rewarded "the most influential 100 people in the E-world" in 2013



Rengbing Yang, founder of APP You Ling, an APP that focuses on different residential communities in China. Yang was also a former product director in Alibaba.







Zhonglang Dong. Cofounder and CEO of Eastern Bell Venture Capital, a VC company specialized in Logistics investment. Graduated from CEIBS EMBA class, has over years of Logistics experience.



Zhang Dayi

A former model who frequented fashion magazines, Zhang is now the owner of an online shop that is set up on Taobao. All of the new products sold out in three days, which is equivalent to the sales volume of a brick-and-mortar shop over one year. Zhang has more than 3 million fans on China's Sina Weibo, a Twitter-like online platform, more than the fan base of many major stars. Whenever new clothes come in, the shop ranks No.1 in women's clothes on Taobao.



XiaoLong Zhang

founder of Foxmail and WeChat, vice president in Tencent, in charge of management and evaluation of significant innovation projects in Tencent. In 2011, WeChat was come out and in the next years, he spared no effort to improve this product, making it popular among all Chinese. In 2012, he was awarded as Technological Innovator in China by *The Wall Street Journal*.



Weixing Chen

Weixing Chen, alumni of Zhejiang University, developer of the Kuaidi. Kuaidi was the most popular taxi app before Uber went inside of Chinese market. However, he was forced by his investor to sell off his company and merge with Didi in Feb.2015.





## 4 Action Plan

### 4.1 Our Team

**Organize Team:** Responsible for invitation of speakers and preparation of all activities

**Team Members:** Jenny Jiang, Abner Yang, Levine Huang, Xiaoshu Wang, Xiang Wang, Justin Zhang, Bella Zou

**Sponsor Team:** Responsible for contacting all potential sponsors and dealing with the financial works

**Team Members:** Joshua Li, Vito Chi, Jay Shi, Yizhou Zhang, Rachel Yang, Will Shi

**Design Team:** Responsible for the design of all items related to the summit.

**Team Members:** Hongrui Zhu, Yiping Zhou, Yuhao Tong, Vanilla Liu, Pengcheng Lv

**Contact Team:** Responsible for organizing all delegates and providing solutions to delegates' questions

**Team Members:** Chester Chen, Zaoxu Xu, Yipai Zhou

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## 4.2 Our Preparation Timeline

	Time	Action
Step 1	2017.3	Send invitations to all potential speakers; Settle down speakers' list; Complete activity plan;
Step 2	2017.4	Promote the Summit on main social media portals; Open the application channel;
Step 3	2017.5	Application channel closed and settle down the delegates' list; Launch online communication channel among delegates; Complete all the design work; Settle down the sponsors' list;
Step 4	2017.6	Reassure everything is ready
Step 5	2017.7	Welcome all delegates!

## 4.3 Our Promotion Plan

### 4.3.1 Stage 1 – Promoting the summit to global ASES members

Target group: Potential summit members

In this stage, our main marketing goal is to inform global ASES members of our summit and attract them to register for it. We will mainly carry out our promotion online through the following ways:

- (1) Facebook/Twitter/Wechat page
- (2) ASES Summit Websites
- (3) ASES Summit Video (on YouTube and Facebook)
- (4) E-mail to every global ASES members
- (5) Online Q&A session
- (6) We will also contact the career service office of different universities and promote ASES Summit through them to the students who are not ASES members but are interested in the Summit.

### 4.3.2 Stage 2 – Selling the summit to the sponsors

Target group: Potential sponsors

In this stage, we will use social media to help promoting the summit to sponsors and win the sponsorship from them. Since the face-to-face negotiation is the most important part in finding sponsorship, the marketing plan in this stage is only the supplement to our negotiations.

We will make a booklet that includes the previous ASES Summit materials, delegates of this year's summit, an introduction of ASES Zhejiang and the cooperation details. The

booklet will be sent to the sponsors before we met them so that they will have a basic understanding of our summit. Our website and WeChat public account will also be shown to the sponsors. Meanwhile, we will arrange for media exposure in the Summit and we will also use that in seeking sponsorship.

### 4.3.3 Stage 3 – Promoting the ASES Summit

Target group: Delegates and members who attend ASES Summit and other people who may be interested in cooperating with ASES

During the time that ASES Summit is held, we will update our events daily on our websites, Facebook and report it in school and local media. We also hope the summit can increase the influence of ASES and open the gate for more cooperation. In short, in this stage we will use the following ways to market the event.

- (1) Social Media (Facebook, WeChat Public Account)
- (2) Zhejiang University TV, newspaper and website
- (3) ASES Website
- (4) Local Newspaper
- (5) Sponsor's inner-media



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## 5 Summit Partners

### 5.1 Partners

#### **Zhejiang University Alumni Association**

Founded in January 16, 2000, 140 local alumni associations spread all over North America, Europe, Australia, Southeast Asia, more than 10 countries and domestic 31 provinces, cities, including Hong Kong, Macao and Taiwan. The associations are active all over the world, which has become the home of more and more students, give full play to reunion the alumni and Return on Society

#### **School of Management, Zhejiang University**

The school consists of 5 departments, namely, the Department of Management Science and Engineering, the Department of Business Administration, the Department of Accounting and Finance, the Department of Tourism Management, and the Department of Agricultural Economics and Management. It has 1 national key disciplines and 3 provincial key disciplines, and it offers 3 postdoctoral programs, 3 doctoral degree programs with 8 majors. Besides MBA, EMBA degree programs and a master's degree program in engineering, its master of management program has 7 majors and its undergraduate program has 9 majors. There are over 100 qualified and competent faculty members in the school and over 4000 students at different levels.

#### **Hangzhou University Student's Pioneering Work Alliance**

Hangzhou University student's pioneering work Alliance was founded by Hangzhou Federation, Hangzhou students career office, Hangzhou University student's pioneering work club, Hangzhou daily college students' employment club, Zhejiang University venture youth from Shangcheng District, Xiacheng District, West Lake District etc.(nine in total) and sponsored by the youth entrepreneurship services public welfare organizations. It's key job responsibilities include helping students improve creative ability, entrepreneurial quality, and invite successful businessmen to guide student to set up a business.



## 6 Contacts

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