

Meet the man who thinks big with passion

Face to Face

Terence Chang Cheuk-cheung



Jason Chiu Tsz-kiu posed for a picture before a sketch portrait of Steve Jobs at the head office of Cherrypicks. He is the company's chief executive.

The high-tech entrepreneur said he likes one of the quotes of the late co-founder of Apple Inc: "There is no reason not to follow your passion."

Chiu clearly espouses this philosophy. He told me one must not be afraid to dream, and must have "big dreams" too.

So it is not enough to start a business; one should aim at building a big business. Even if success does not come immediately, one has to persevere.

"You should not let your passion be doused by a failure or two," is his formula for success: "You must stand back up at the place where you fell."

He told me innovation is about creativity and creation. A creative idea will forever stay an idea if one does not find a platform to bring it to the world.

Chiu's own success story has been featured many times in the media, and has been made a case study in Harvard University's MBA program.

Cherrypicks develops many successful apps for big companies, and the best known one is iButterfly, "a brand new coupon entertainment experience, engaging shoppers with gamified contents and offers."

Crowdfunding, Chiu said, is one of the ways for aspiring entrepreneurs to turn their ideas into an actual business. "Crowdfunding has helped many budding entrepreneurs in Britain and the United States. *Forbes* 2014 December figures showed that total worldwide



Jason Chiu believes entrepreneurs should not be afraid to dream. 'You should not let your passion be doused by a failure or two,' he says.

crowdfunding may reach US\$10 billion (HK\$78 billion) in 2015," he said.

Seeing that I was slightly confused, Chiu elaborated: "Crowdfunding is a capital-raising exercise. Say if you want to write a book and need thousands to have it published, you may write a proposal and convince others to make monetary contributions to the project."

This form of capital-raising may be used in any field, even if your idea is to make crispy egg roll snacks.

To protect the interest of investors, the fund will be kept by a "kickstarter" until the project produces results.

He said this is an area Hong Kong should develop, and proper laws will need to be in place to protect the interests of all parties concerned.

Terence Chang Cheuk-cheung is the retired headmaster of Diocesan Boys' School