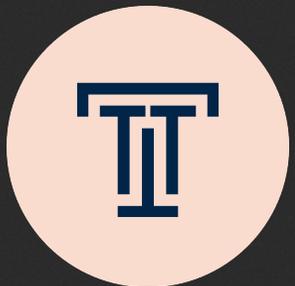


# Explòr

China 2019





# Why now is the time to Explòr China

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By now we've taken clients to a number of established and emergent markets. China is the most interesting by far.

The sheer scale of business out there is second to none. As is the pace of innovation and ambition for growth, both domestic and overseas.

Tech companies, only a couple of years old, already command multi-billion dollar valuations. They're often backed by capital on par, and often beyond, the level witnessed in Silicon Valley. And the highly tech-savvy 800+ million internet users (of the total 1.4 billion population), demand and adopt innovation more readily than any we've witnessed around the world.

All of this creates a very exciting tech market, especially when this innovation is applied to industries such as insurance, finance and healthcare.

Until very recently, if you wanted to explore the technology soon to hit your industry, you'd head to California. Now it's undisputedly China.

We're heading back out for a week in October 2019 and this time, as well as running exclusive company trips, we're opening a trip to individuals from a number of companies.

Across the 7 days we'll have 30+ meetings with the best in class startups, accelerators, VCs and corporate innovators - from ZhongAn to Alibaba. We will immerse you into the local culture, provide the insight and understanding of how such scale and adoption is achieved, and work with you to identify how these learnings can be applied to your own business to accelerate innovation.

If you want a glimpse into the future, and make connections to accelerate your business, get in touch.

We'd love you to join.

Matt Connolly  
Founder & CEO  
Tällt Ventures

*“Every business should be looking towards China – it's where their next market, next competitor or next technology innovation could be coming from.*

*Our second immersion with Tällt saw them take us to China where we explored in-depth a wide range of opportunities.*

*They arranged a week of fascinating meetings with ground-breaking companies both large and small, and we returned to the UK armed with knowledge, inspiration, and some challenges to our strategic thinking.*

*I'd highly recommend a visit to China for anyone interested in global technology and market trends and, if you do, speak to Tällt.”*

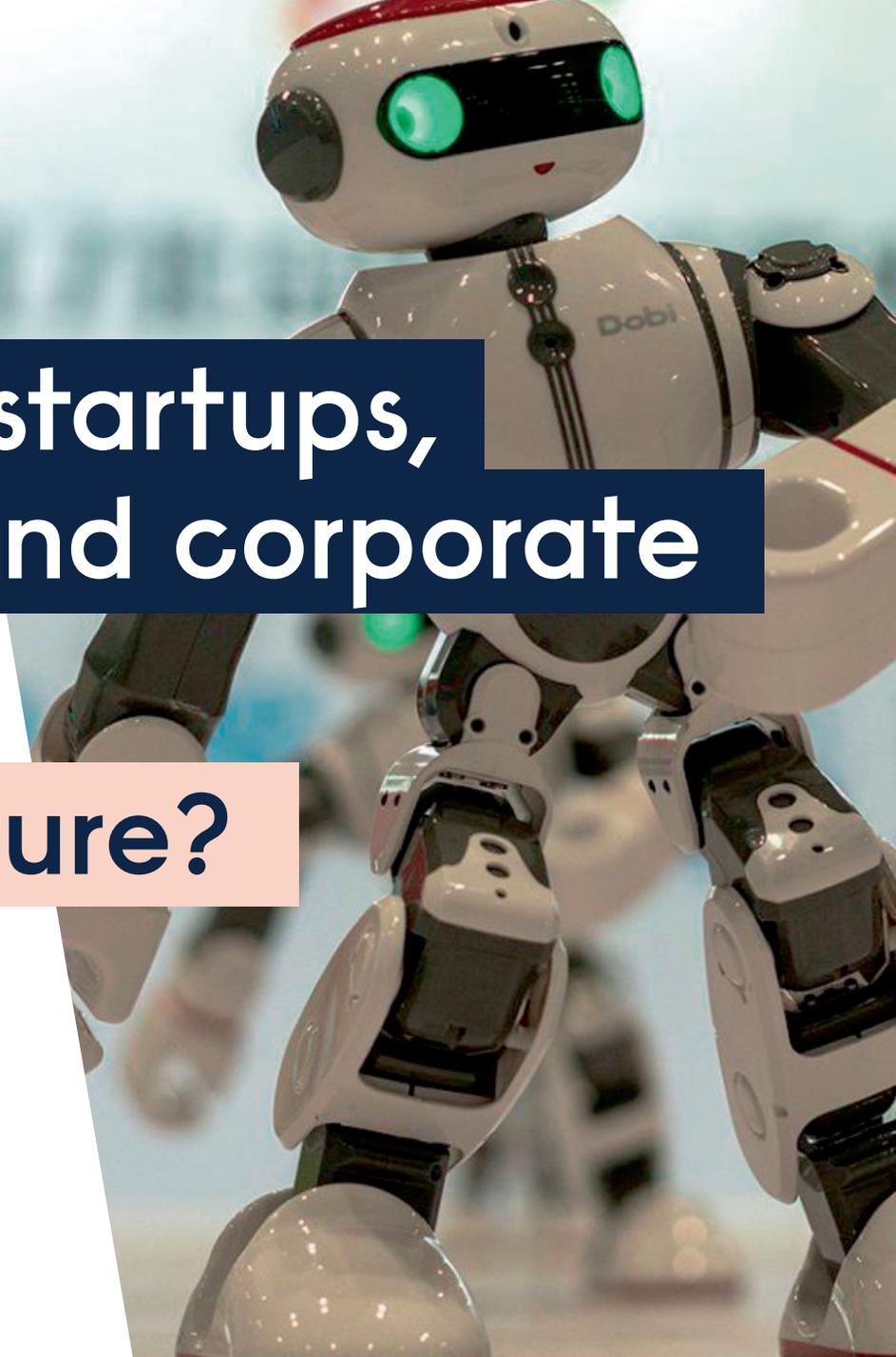


**Stuart Walters**  
Group CIO

斯图尔特·华特  
集团首席信息官

**Stuart Walters**  
Chief Information Officer  
BGL Group





**7 days in China.**

**30+ meetings with startups,  
accelerators, VCs and corporate  
innovators.**

**Want to see the future?**

With a population of 1.4 billion people and an incredible tech sector enjoying unprecedented growth, China is where you'll find your next market, your next partner, or your next tech supplier.

Explore China with us and you'll see the most exciting business, technology and cultural trends. The future's waiting.



[www.tallt.ventures/explor](http://www.tallt.ventures/explor)



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# The opportunities China presents

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Let's start with the 1.4 billion people who live there. The first thing is over 800 million of them are connected to the internet.

Then there's the mushrooming middle class with enormous collective spending power, many of whom are accessing products like credit, insurance and banking for the first time, constituting a compelling market opportunity. With the recent easing of foreign ownership rules, it's no surprise to see overseas groups like Allianz, AXA, Generali and Prudential further investing into joint ventures, eyeing up a bigger piece of their target segments.

But it's not just about selling to China.

Think about how quickly the demand from 800 million people drives innovation for new products and services, and provides a testbed for development. All the data those users are generating allows a business to quickly test, learn and iterate as they design better and newer propositions.

AI is a great example of this and underpins China's digital advancement. Through prolific funding, an education system that trains world-class engineers, and state backing as part of the government's 'Made in China 2025' initiative, China is rapidly becoming the dominant nation in the AI arms race.

Apply this tech excellence to a data set of more than 800 million and you've accelerated learning which is simply not achievable in any other country around the world.

Without a doubt China is rapidly positioning itself as a global tech leader. Couple this with huge overseas ambition and enormous levels of capital investment, some really exciting new opportunities (and threats) emerge.

If you're looking to accelerate your business, look to China and:

- Get a glimpse into how our own markets will change in the next few years
- Learn what the leading innovators are doing, and how they're doing it
- Connect with technology partners that can drive your business forward

# China: key facts and growth drivers



## Geopolitical

China's GDP is around \$13 trillion, making it the second largest economy, achieving 6.3% growth Y.o.Y.

Mobile economy made up 5.5% of 2018's GDP

There were 180+ unicorns in China by the end of 2018, up 50% YoY



## Business

Alibaba's last 11:11 event (AKA 'Singles Day') earned \$1 billion in sales in the first 90 seconds, and \$30.8 billion total sales revenue in 24hrs

ZhongAn customers have bought an average of 12.6 products each

Ping An has over 1.6 million insurance agents



## Consumer

610 million Chinese consumers shopped online in 2018, and 406 million ordered food

Meituan and their competitors deliver groceries in 30 minutes or less

AI facial recognition has many mainstream use cases, from hotel check-in and airline security to shaming jay-walkers on big screen billboards



# A world view unlike any other

Much attention is being paid attention to China now and its not just because of the trade war. China's nominal GDP is quickly catching up to the United States, but with a much lower GDP per capita, there's still lots of room for growth, especially in rural areas. Urban centers like Beijing and Shanghai have living standards on par with those in developed countries. However, the genesis of these living standards, and the untapped opportunities, exist in an environment unlike any other outside the Middle Kingdom.

Unlike developed Western countries, where growth has been slow and eked out through improvements in efficiency and productivity, China's rapid development has been carried forward by a wave of unleashed entrepreneurialism. After 40 years of growth, it's not just China's economy that is set to surpass the rest of the world, but also its development and novel implementation of technology.

For decades, the “copy to China” approach formed the bedrock of China's technological adoption: products first created in the West were adapted to Chinese tastes, usually without the knowledge or permission of the creator. MSN to Tencent's QQ, Twitter to Sina's Weibo, WhatsApp to WeChat, and eBay to Alibaba, to name a few. “Copy to China,” however, isn't about wholesale copycats. Instead, these products developed into completely different things. With pressure to monetise as quickly as possible, and a general pragmatism that was agnostic to how that monetisation happened, many of the apps and platforms popular in China today bear little resemblance to their predecessors; many have quickly surpassed them!

China's technology space is a completely different biome, with evolutionary pressures unseen in any other market. The tech industry may appear on the surface to be the same, but in reality we are dealing with a wholly different species. Many of the innovations you find here are based on this idiosyncratic environment and aren't ready for “copy from China.” However, there is lots of room for inspiration. Because there is no one-to-one comparison between FANG (Facebook, Amazon, Netflix, Google) and BAT (Baidu, Alibaba, and Tencent) – or TMD (Toutiao, Meituan, and Didi) for that matter – the room for translation is enormous.

Why should you be looking at China? Because of what you can learn from a business environment, and for a world view unlike any other.

John Artman is Editor in Chief for TechNode, the leading English information source for news and insight into China's tech and startups, and has lived in Beijing for almost a decade.



**CONTRIBUTED BY**  
JOHN ARTMAN

**TechNode**





# Insurance in China

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China is one of the biggest success stories in the history of insurance.

Established in the late 1800s, the indigenous Chinese insurance market has proved extraordinarily resilient and, in recent years, incredibly fast growing. Currently sitting behind the US, it is on course to become the world's largest insurance market by the mid-2030s.

Given the sheer size of the population and the relatively low proportion of people who have insurance, plus factors such as growth-enabling regulation, and technological innovation and adoption, China becomes an incredibly exciting market.

Only 114 million Chinese people currently have life insurance and, in a country that lacks a holistic medical system for a growing ageing population, the result will be increased sales of annuity products and health insurance.

In China free care provision is basic and oversubscribed, whilst public plans leave considerable 'out of pocket' sums to be paid by claimants. Many are taking up cover for the first time, often on mobile via Alipay or Wechat Pay, and as they do so they're accessing a range of innovative services, from AI-powered telemedicine to peer reviews for treatments centres.

Uptake of innovative models is also strong; Ant Financial's mutual health insurer, Xiang Hu Bao, won 65 million customers in just over 6 months and charges no premium – instead, the risk pool self-insures, with critically-ill members able to claim up to ¥300,000 (about £35,000) and disputes adjudicated by a panel of volunteers.

In fact, the payment platforms of Tencent and Ant Financial open up a whole new range of micro-insurance products, from covering the price of returning a product, to insuring possessions whilst riding in a taxi – many risks we cover through other means are being individually insured in China. These high-volume, low-cost products generate enormous quantities of customer data and so enrich the processes of design, innovation and refinement by the insurers themselves.

What's most fascinating is how the unique market dynamics drive both innovation and adoption. And as is often the case, if you want to truly learn something, you need to witness it first hand.

**A few emergent companies  
redefining the global market**



# The home of 'new insurance'

The most connected world today we find in China. That this is also the place of the future of insurance should come as no surprise. We should talk about 'New Insurance', as the companies providing insurance nowadays are no more than a couple of decades old, and have fully embraced digital technology.

The best-in-class example, Ping An Group, has brought many inspiring technologies such as Artificial Intelligence to everyday insurance products in China. Their technology brand Ping An Tech is relentlessly inventing, developing and applying world-class new technologies such as AI, Cloud Computing and Blockchain to any financial and non-financial service that touches the consumer.

As a global leader in AI technology for face and voice recognition, Ping An realises self-claim settlement of car insurance with one call and one photo. Meanwhile, Ping An uses the leading AI technology for the disease detection, prediction and false positive screening in the medical sector. As an ecosystem rather than just a company, Ping An Group is changing the future of insurance and beyond.

At the same time, we also see interesting developments in insurance coming from a completely different corner: Internet companies such as Alibaba. They are organised as business ecosystems as well, although from very different beginnings. And Alibaba's Ant Financial is revolutionising insurance not from a technology point of view, but by competing with non-consumption through innovative business models. Insurance for all, for free.

Leveraging revenues streams from their financial conglomerate, Alibaba is not playing a traditional insurance game of premiums and coverage.

Large groups of previously uninspired consumers, tech-savvy and eager to try out new things, are thirsty for customer-centric solutions. And Chinese companies are seizing the opportunity. What other companies will emerge? Ten years ago Ping An was not a significant insurance player; 3 years ago Alibaba had not even thought of diversifying into insurance. Moreover, will the lessons learned in China be of value in other geographies? Time will tell, soon.

Wei WEI is the founding partner of GSL Innovation, an international innovation management consultancy based in Shanghai.

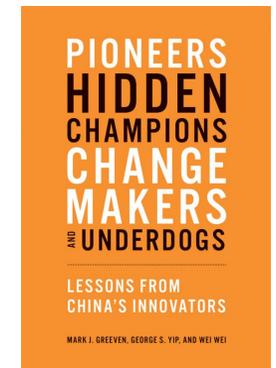
She is the author of *Pioneers, Hidden Champions, Change Makers and Underdogs: Lessons from China's Innovators* (MIT Press, 2019) and *Business ecosystem in China* (Routledge, 2017).



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# The 'new insurers'

*2 of the top 5 2019 Insurtechs are from China*

# WeSure



WeSure is Tencent's insurance platform. It's available through WeChat, and enables users to make purchases, send enquiries and submit claims directly. It offers products in health, auto, life and travel, and can make product recommendations to users based on their WeChat activity. Location-based and usage-based coverage is available thanks to its native mobile experience.

Within a year of launch, WeSure was ranked the top program in the WeChat ecosystem (beating out over a million other programs) with more than 20m monthly active users. Within the same timeframe, the platform had secured over 20 strategic partners including domestic and Western insurers.

WeSure is run by CEO and Chairman Alan Lau, who spent almost two decades with McKinsey & Co before joining Tencent's FinTech division, and through that, led WeSure.

Moving into preventive products, WeFit Health Plan incentivises customers to lead a more healthy lifestyle, in return for discounted premiums, gym membership, sportswear and free medical check-ups.

WeSure most recently launched a policy for affordable anti-cancer drugs in conjunction with Taikang Online and MediTrust Health. Whilst China does offer some free medical services and drugs via its social insurance covers, the options in the medical catalogue are limited.

WeSure claimed the top position in the most recent Insurtech 100 list published by Tällt and the Insurance Post. Tencent has not published WeSure's financial performance separately, however their 20m+ MAU – a third of whom are under 24 – each pay a minimum of ¥5 (\$0.75) per month.



## Company Information

**Location:** Shenzhen

**Website:** Wesure.cn

**Founding Year:** 2017

## Disclosed Investment

WeSure has been internally funded by Tencent

# ZhongAn



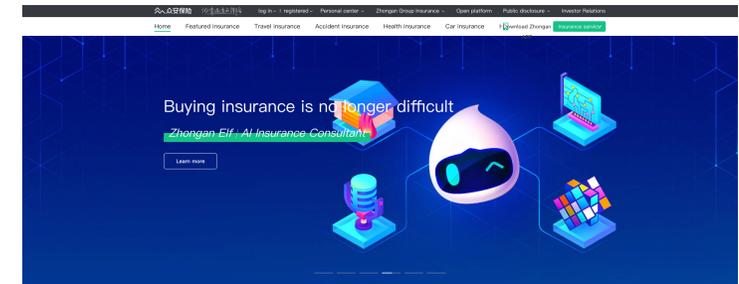
[ZhongAn](#) was launched by three of the biggest companies in China - Ant Financial, Ping An and Tencent - in 2013. Bill Song, CEO of ZhongAn Technology, has stated that ZhongAn has sold over 200m policies in one day (during China's famous Single's Day event). He also revealed that the business had sold more than 10 billion policies, with their database registering more than 400 million customers. ZhongAn employs in excess of 3,000 people (over half of which are in IT or engineers) and has over 300 partners.

In 2016 ZhongAn set up its wholly-owned subsidiary, [ZhongAn Technology](#), a B2B tech provider. The business provides products and solutions across the Financial Services industry, as well as in Healthcare, and has over 200 clients. It has a wide range of tech interest areas, including blockchain, AI, big data, cloud computing and genetic detection. The business has won multiple awards for its scientific publications, has 4 patents and has submitted 15 more patent applications.

In the three years since it launched, ZhongAn Technology has created its own far-reaching ecosystem which includes: five product series, two platforms, an incubator, the Fudan-ZhongAn Blockchain and Information Security Joint Lab and the Shanghai Blockchain Enterprise Development Alliance.

In 2018, SoftBank invested \$100m into ZhongAn Technology. Recently ZhongAn Technology has been expanding outside of China. This includes securing partnerships in Singapore with Grab as well as insurance cooperative income.

In 2019 ZhongAn was named as the third most innovative insurance company in the world on the Insurtech 100 list published by Tallt and the Insurance Post.



Zhongan Collection



## Company Information

**Location:** Shanghai

**Website:** Zhongan.com

**Founding Year:** 2013

## Disclosed Investment

**Latest:** Undisclosed Post-IPO Equity from Softbank, Aug 2018

**Total:** \$937m

# Liangzibao

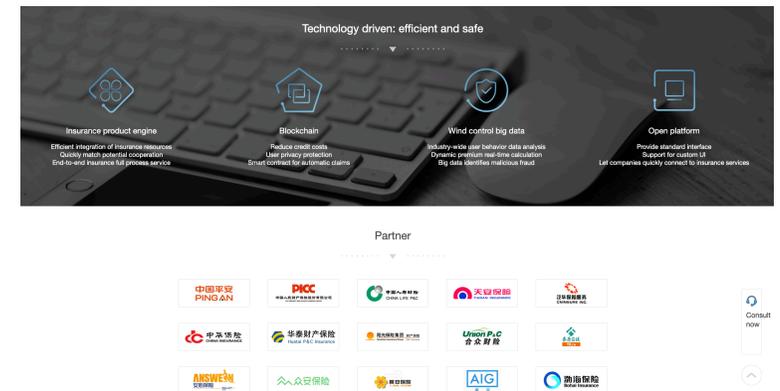


[Liangzibao](#) is a B2B2C digital insurance service platform that provides niche policies, claiming to offer products for more than 20 industries. Its offerings include Driving Test cover, Education cover and Cosmetic Surgery cover. Liangzibao offers an end-to-end service, using blockchain to create smart contracts and automate claims.

The company has partnered with multiple Chinese insurers, including Ping An, China Insurance and PICC, as well as AIG.

Liangzibao was founded in September 2016 by Tang Peng (CEO), who previously founded Yidao Car (a car service provider) and Steven H. Shi (Chief Insurance Officer), who has spent 3 decades working in the Chinese Insurance industry and also works as an industry advisor.

In November 2018 Liangzibao announced it had raised CNY100M (\$14m) from its extended Series A funding round. It also raised an undisclosed amount in 2017. The company's investors include Xincheng Investment, Titan Ventures, Fosun RZ Capital and more. The most recent round of funding is being put towards technology and business development, as well as product upgrades.



## Company Information

**Location:** Beijing

**Website:** Liangzibao.cn

**Founding Year:** 2016

## Disclosed Investment

**Latest:** \$14.5m Series A, Nov 2018

**Total:** \$14.5m

# It's (almost) all about AI

*China aims to be the global leader in AI by 2030.*

# SenseTime



[SenseTime](#) develops AI solutions focused on computer vision and deep learning. It has applications across many industries, including smart cities, education, healthcare, finance, automobile and more. It has over 700 customers and partners, and claims to have achieved 400% Y.o.Y growth for the last three years.

SenseTime has a heavy focus on human facial recognition technology and claim to have an error rate below one in 100,000. Boasting the Chinese central government as their biggest client has positioned the company as a global leader in this particular field.

Founded in 2014, the company has raised more than \$2.6b and is valued at around \$6b. It is one of the biggest AI companies in China, and considered amongst the world's top 10 AI labs. Sensetime employs over 3,000 staff - of which over 150 have PhDs in AI - and have published more papers on AI than Google, Facebook, Baidu and Tencent.

SenseTime has revealed its goal of global expansion in 2019. The company currently has offices in Hong Kong, Beijing, Shanghai, Singapore, Tokyo and more, and already have a base in the Middle East through their funding from SoftBank.

In April 2019 it was announced the company had agreed to help build a \$1b AI park in Malaysia with Malaysian tech firm G3 Global and China Harbour Engineering. SenseTime has also recently signed a strategic partnership with Visteon, a US automobile electronics supplier.



The world's leading artificial intelligence platform company

## Company Information

**Location:** Beijing

**Website:** Sensetime.com

**Founding Year:** 2014

## Disclosed Investment

**Latest:** \$1b Series D, Sep 2018

**Total:** \$2.6b

# AInnovation

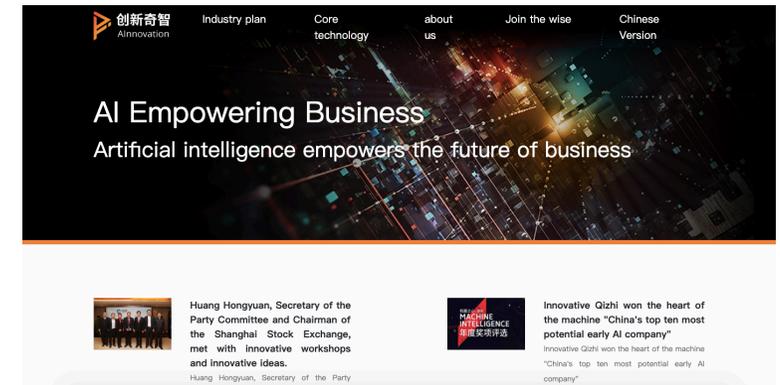


[AInnovation](#), a subsidiary of Sinovation Ventures, is an AI business products and solutions provider for enterprise customers. AInnovation has created a technology stack with a focus on three major AI technologies - computer vision, machine learning and natural language processing - with the aim of delivering solutions for intelligent perception, cognition and decision-making analysis applications. Its products and solutions target the retail, manufacturing and finance sectors, and some of its customers include Mars, Nestlé, Bank of China and CPIC Allianz.

AInnovation was founded in 2018 by Hocking Xu (CEO), a former General Manager at Microsoft and IBM, and Faen Zhang (CTO), who also serves as the Chief Architect of Sinovation Ventures AI Institute. Zhang also holds more than 10 US and 30 Chinese patents.

Within the first 10 months of operating, AInnovation claim it generated a total contract revenue that exceeded RMB 100m (~£11.5m). Early in 2019 the company stated it already had a team of almost 300 employees.

The venture has raised RMB 500m (£58m) in disclosed funding through two rounds, the most recent of which was a January 2019 RMB 400m (\$58.9m) Series A round. AInnovation's investors include CICC Alpha (Lead), Sinovation Ventures, Kai-Fu Lee and Chengwei Capital. The company is using this investment to further innovate and collaborate in its existing industries, as well as expand upon its commercialisation roadmap.



## Company Information

**Location:** Beijing

**Website:** [Ainnovation.com](http://Ainnovation.com)

**Founding Year:** 2018

## Disclosed Investment

**Latest:** CNY400m Series A, Jan 2019

**Total:** CNY500m

# LeapStack



[Leapstack](#) focuses on Big Data and AI-enabled risk control field serving both commercial health insurers and social security agencies within the health insurance industry.

The startup has three core technologies – the Healthcare Knowledge Repository, the Intelligent Risk Control Engine and the Automated Claims Calculation Engine. It has won multiple awards from universities and research institutes.

Leapstack has partnered with Ping An, CPIC, PICC, The Hanover Insurance Group, MetLife and more. It has received undisclosed capital support from DCM, Gaochun Capital, Fumu Assets, amongst others. Its national headquarters are located in Shanghai, though has multiple other branches in China, and its International Headquarters are in Hong Kong.

Leapstack was founded in 2016 by Liu Gejie, the CEO of Stack Data, and CTO Dr. Guo Zhiyang.

Leapstack  
栈略



## Company Information

**Location:** Shanghai

**Website:** Leapstack.cn

**Founding Year:** 2016

## Disclosed Investment

**Latest:** Undisclosed

**Total:** Undisclosed

# Let's talk about health

*Ant Financial's mutual aid platform Xiang Hu Bao launched in October 2018.  
It now has 65 million customers, all serviced by just 300 staff.*

# Ping An



[Ping An](#), one of the world's largest insurers, has always been an early-adopter of new trends. It reached 538m internet users (183m retail customers) in 2018 - this is up from 436m internet users at the same time in 2017. Across the Group, there are 99,000 employees in fintech and healthtech, and around 29,000 in technological R&D. Ping An has invested over \$1bn into technological R&D over the last 18 months, particularly focusing on AI. The company's technology patent applications reached 12,051 in 2018, up 9,021 from the beginning of the year.

Ping An has incubated fintech and healthtech unicorns Lufax Holding, OneConnect, Ping An Good Doctor and Ping An HealthKconnect. Ping An Good Doctor, an Online-to-Offline healthcare platform, raised \$1.1bn in IPO in 2018. By the end of December 2018, Good Doctor reported it had reached 265m registered users, and an annual revenue of RMB3.38bn - a Y.o.Y. increase of 78.7%. That same year, Good Doctor has an in-house medical team of nearly 1,200 and more than 5,200 contracted external doctors. The company also has partnerships in place with over 3,000 hospitals.

Ping An Good Doctor launched 'One-Minute Clinic' in 8 provinces and cities in early 2019. After completing a pilot last year, nearly 1,000 units have now been signed off. The unstaffed clinics house an AI Doctor, which can answer tens of thousands of queries in real time and provide a diagnosis plan, which is then sent to one of Ping An Good Doctor's medical team through a telemedicine channel. The units also have a smart medicine storage area which can dispense over 100 common types of medicine, though if the prescription is not available there, users can order it through the Good Doctor app and have it delivered within an hour.



## Company Information

**Location:** Shenzhen

**Website:** Pingan.com

**Founding Year:** 1988

## Disclosed Investment

**Latest:** \$4.8bn Post-IPO Equity, Dec 2014

**Total:** \$4.8bn



# The CareVoice

[The CareVoice](#) is a Shanghai-based, early-stage health Insurtech startup. Soon after its creation in 2014, the venture launched the first independent mobile social platform that provides community-sourced ratings and recommendations on healthcare services to its users.

The CareVoice has built an impressive, voice-based, chatbot-driven telemedicine platform, offering AI driven health assessments, assessment reports, hospital/doctor recommendations, direct billing and coverage, reviews and ratings, online appointments and e-claiming.

They have worked with multiple insurers, including AXA, Chubb, Munich Re and Generali. The company has also graduated from the Ping An accelerator, where it validated facial recognition technology, as well as its first blockchain-based feature for eligibility verification. The company also secured a distribution agreement with Ping An Technology.

The CareVoice took an estimated \$2m in sales in 2017 and, in May 2018, the company showed its first signs of expansion in Asia after launching its offering in Hong Kong.

The company has raised a total of \$3.1m disclosed funding from investors SOSV, Haito Capital and AngelVest. At the end of 2018 The CareVoice announced it was in the process of raising a new round of funding.



## Company Information

**Location:** Shanghai

**Website:** Thecarevoice.com

**Founding Year:** 2014

## Disclosed Investment

**Latest:** \$2.2m Seed, Jan 2018

**Total:** \$3.1m

# HiNounou



[HiNounou](#) is a startup dedicated to seniors and 'home wellness solutions'. It currently offers three main products: a home wellness kit, seniors insurance and Nounou tokens.

The home wellness kit is used for daily health monitoring (via connected medical devices such as a blood pressure monitor and fingertip oximeter) and early risk identification, in which the company identifies the 10 most critical chronic diseases risks (such as diabetes and Parkinson's disease) through DNA testing.

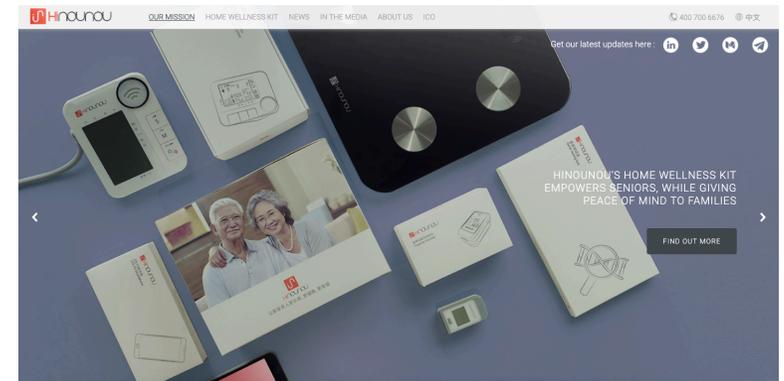
HiNounou's seniors insurance is provided by AXA, which offers a 24/7 hotline for teleconsultation, and Ping An, which offers cover for seniors up to 100 years old.

The startup's Nounou tokens, which are used as a reward for maintaining a healthier lifestyle and regular use of the connected medical devices and HiNounou app, can be redeemed through partner marketplaces.

In 2018 3,000 connected medical devices and insurtech all-in-one packages were ordered. In December 2018 HiNounou secured a partnership and a pilot test with Pelion, a billion dollar Polish healthcare company.

Founder and CEO Charles Bark is a serial entrepreneur, and in 2018 was recognised by French President Emmanuel Macron for his work in AI in China. He is currently a PhD candidate in AI Robotics for Elderly Predictive Care.

In 2019 HiNounou plans to open in three new counties, launch the NouNou Robot (a companion robot that has 5 patents pending) and secure a strategic investor to help the business scale globally.



## Company Information

**Location:** Shanghai

**Website:** [Hinounou.com](#)

**Founding Year:** 2013

## Disclosed Investment

**Latest:** Undisclosed

**Total:** Undisclosed

# Explor China October 2019



Alibaba Group  
阿里巴巴集团

阿里巴巴欢迎您!

Welcome to Alibaba!

云栖小镇

阿里巴巴梦想小镇  
蚂蚁空间 菜鸟湖畔花园

钱江新城



# Why China? And why now?

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In summary of everything you have just read, China has undergone a unprecedented technological transformation in recent years.

Where once we would look West - namely to Silicon Valley - for the ideas and businesses that will define our futures, we now cast our eyes East, to China.

The Chinese business landscape is wildly competitive; the latest generation of highly entrepreneurial, digital natives are scaling their startups at lightning speed. Rapid innovation and an enormous, tech-savvy consumer market have driven unbelievable growth.

China is now home to over 180 unicorns, with 97 added in 2018 alone, compared with the estimated 55 US companies that exceeded a \$1bn valuation last year. It's clear from this that China is in the ascendancy.

Innovation has taken place in the absence of GAFA, leading to uniquely distinct alternatives - instead we have BAT (Baidu, Alibaba & Tencent), the mega-corporations which touch every part of a Chinese citizen's life through their ubiquitous digital ecosystems and seamlessly integrated services.

Now is the time to visit - new market and partnership opportunities, new learnings and new ideas, all await you.



# One week. A lifetime of value

The structure and itinerary of each trip is informed by the pre-trip planning phase. With groups exceeding 8 people we may explore running two streams of meetings daily. An example itinerary is shown below:

## Monday - Shanghai

AM – China today, China tomorrow briefing from key influencers & journalists

PM – Meetings with relevant startups and scaleups

## Tuesday - Shanghai

AM – Meeting with relevant startups and scaleups

PM – Presentations / Q&A with key corporates (e.g. TenCent, Zhong An) followed by travel to Hangzhou

## Wednesday - Hangzhou

AM – Full day visit to the Alibaba campus, with presentations & demos from relevant parts of the business

PM – travel to Beijing

## Thursday - Beijing

AM – Meeting with relevant startups and scaleups

PM – Tourism: e.g. Forbidden City

## Friday - Beijing

AM – Proposition development day kick-off and startup pitches

PM – Co-creation session followed by awards

Across the 7 days we'll have 30+ meetings with the best in class startups, accelerators, VCs and corporate innovators – from ZhongAn to Alibaba. We will immerse you into the local culture, provide the insight and understanding of how such scale and adoption is achieved, and work with you to identify how these learnings can be applied to your own business to accelerate innovation.



# Keeping good company

Whether it's some of the biggest corporate companies in the world, accelerators scaling new talent, or the next unicorn, we've met most of them. Here's a small sample of some of the businesses we've chatted to on previous trips.

Corporates

Accelerators

Startups



# Starting off on the right foot

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How to do business in China? Where do you start? How do you make sure you don't ostracise your audience before you begin?

If you've looked into any of this, you'll most likely have heard of giving and receiving of business cards using both hands. Or how it's customary to give a gift at the end of the meeting.

But what about sitting the most senior person in the middle of your delegation? And channelling questions through him or her? Or the fact that views on Trump and Brexit might not be the same as yours? And how mentioning your personal health might be a real non-starter?

The good news, is we can help you navigate all of this. Unsurprisingly much of the ways of working in China has become much more Westernised over the past few years, especially in the tech and innovation world. And yet there are a few customary behaviours which remain; respecting these will immediately build trust and connection.

Before we head out we will run a cultural immersion session. During this we walk you through a history of the country, what you will experience from a people and culture perspective, and an overview of best practices when it comes to doing business in China.

As part of this session we'll also talk about information security. We appreciate for many people a week out the office doesn't necessarily mean it's a week away from the day job. We'll help you understand the steps you need to make to get the most of the week, and keep your data safe.

Finally, we'll have fluent mandarin speakers available for all meetings should they be required.

# Why Tällt

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Tällt Ventures is a world-leading market intelligence and proposition development company.

We accelerate corporate innovation and entrepreneurship by providing intelligence on the market trends, competitor playbooks and disruptive tech companies globally. And with that insight, create new opportunities for ambitious organisations around the world.

Over the years we've built deep connections with the Chinese innovation ecosystem and have amassed valuable experience of helping clients extract value from emergent markets.

If you'd like to know more about Tällt please visit: [tallt.ventures](https://tallt.ventures)  
For more information on the Tällt Explòr, please visit: [explor.tallt.ventures](https://explor.tallt.ventures)



*“Can I offer my sincere thanks to the whole of the Tällt team for organising our recent research trip to China.*

*The team were professional throughout the engagement and hit the perfect balance of making the trip highly informative and well managed while being good fun to spend time with. I wouldn't hesitate to recommend Tällt in future.”*

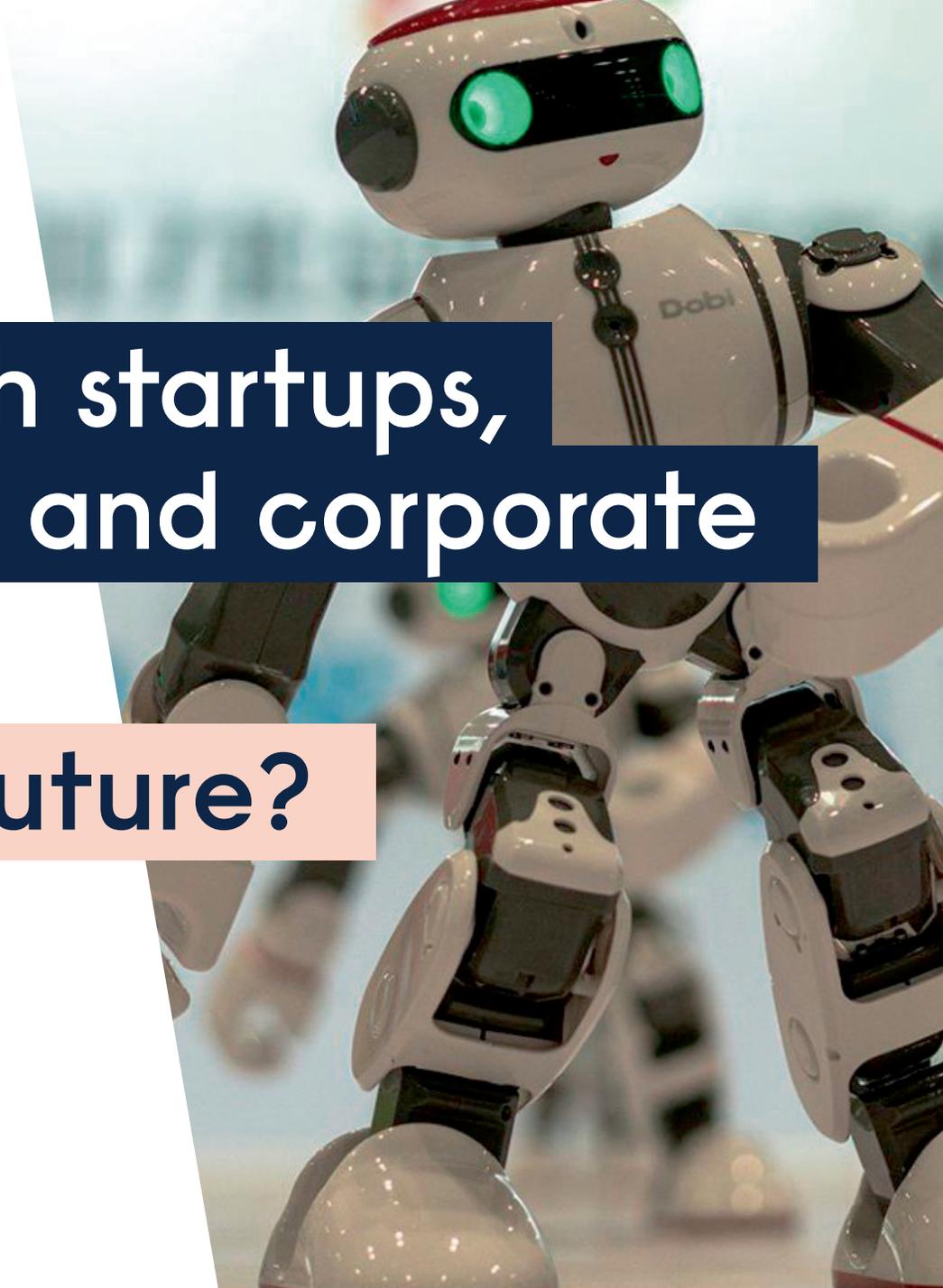


**Steve Woodford**  
CTO

史蒂夫·伍德福德  
首席技术官

**Steve Woodford**  
Chief Technology Officer, IDO  
BGL Group





**7 days in China.**

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accelerators, VCs and corporate  
innovators.**

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With a population of 1.4 billion people and an incredible tech sector enjoying unprecedented growth, China is where you'll find your next market, your next partner, or your next tech supplier.

Explore China with us and you'll see the most exciting business, technology and cultural trends. The future's waiting.



[www.tallt.ventures/explor](http://www.tallt.ventures/explor)

# Get in touch

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As always, if you have questions on any of the above, please do get in touch.

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