

After Angels

Each year, many businesses apply to the British Chamber's Business Angel Programme to seek mentors, advice and possible funding to get their dreams off the ground. In a brief Q&A in each issue *Britain in Hong Kong* will endeavour to reacquaint our members with the successful applicants of the Programme, and showcase who they are and where fortune and hard work has taken them.



Co-Founders of Heartisans

Tim Lui and Sang Yeon Hwang

What sort of funding or other support have you received from the British Chamber Business Angel Programme?

Since the British Chamber Business Angel Programme last year we have successfully raised our angel round and received a HK Government grant called Enterprise Support Scheme (ESS) from the Innovation and Technology Fund.

The programme helped us with our storytelling (thank you Patrick!), Neil and Renu helped us network with strategic investors and gave us valuable feedback and advice.

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About The Company:

Heartisans is developing a smartwatch to accurately measure blood pressure, a critical vital sign still missing from wearables today. Cardiovascular disease is the leading cause of death in the developed world and high blood pressure is a main contributing risk factor. Known as the "silent killer," hypertension shows no symptoms and is only recognised after taking a measurement or in some cases, suffering a cardiac event. With Heartisans Watch, users will have unprecedented ability to measure and track their blood pressure anywhere and at anytime. Unlike cuff-based monitors that squeeze the arm, Heartisans Watch measures using Pulse Transit Time and requires only the touch of an ECG sensor. We want to make blood pressure management easy and comfortable for all with Heartisans Watch.



About the Business Angel Programme:

The British Chamber's Business Angel Programme, launched in late 2007, was the first such initiative to be launched in Hong Kong. Since its inception, the Business Angel committee has reviewed applications from hundreds of enthusiastic Hong Kong entrepreneurs, introducing many of them to a wealth of Angel Investors and Professional Advisors drawn from the membership of the British Chamber. The Business Angel Programme runs a series of events every year, which allows shortlisted candidates to present their business plans in front of a panel of investors and enjoy the opportunity to network and make valuable contacts. The British Chamber Business Angel Programme is sponsored by Baker Tilly Hong Kong and supported by TiE HK and Connect Communication.

For more information visit angel.britcham.com

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How have you developed since then?

From the product development side, we have been busy prototyping and focusing on usability testing to ensure that we are building a product that people will find useful and meaningful. We are also in discussions with a number of reputable organisations and researchers in Hong Kong and abroad for research partnerships to leverage our blood-pressure wearables for a variety of studies ranging from quantified self groups to Alzheimer's disease.

What's next?

We are planning to go on crowdfunding for our consumer cuff-less Blood Pressure Wearable around March next year so please make sure to keep an eye on us! We are also raising our seed round soon

so it would be great to connect with you. We can be reached at sang@heartisans.com



What are your thoughts on the Business Angel Programme?

The Business Angel Programme was an important event for us. Heartisans was going through a tough phase at that time and it helped us get back on track and focus on the things that were most important. From Hong Kong's perspective, this event really helps to support our growing tech ecosystem, so I am grateful. **B**



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