

Biography:

Name: Mr Neil Shih (施衍良先生)

Title: Co-founder (聯合創始人)

- Co-founder of DEFINE CLEAN, a green technology start-up under the HKSTP Incubation programme.
- Bachelor of Business Administration (Honours) in Supply Chain Management, graduated in 2016.
- Recipient of the 5th Greater Bay Area Outstanding Young Entrepreneur Award.
- Since launching the product in April 2022, 19 products have been introduced, with 10 retail points, 4 online sales platforms, and 7 corporate customers established, including but not limited to the Hong Kong Polytechnic University, the Hong Kong Federation of Youth Groups, and Kerry Properties. Over 200,000 units of refill products have already been sold.
- As our product is a wholly new concept in the market, its innovation has attracted more than 50 media interviews over the past year, including but not limited to TVB, Ming Pao, Hong Kong Economic Times, Radio Television Hong Kong, and Hong Kong Commercial Radio.
- Completed an angel round of financing from local universities, receiving more than HK\$3.5 million in prize money from various technology, environmental sustainability, and social enterprise incubators and competitions, including but not limited to the Grand Prize of the Hong Kong University Student Innovation and Entrepreneurship Competition, the Rosewood Foundation Entrepreneurship Award, the Hong Kong Science Park Incubation Programme (Technology), the Hong Kong Federation of Youth Groups 2022, the Social Innovation Fund, and the Qianhai Guangdong, Hong Kong, Macao, and Taiwan Youth Innovation and Entrepreneurship Competition.

- 定義潔淨聯合創辦人 (香港科學園孵化器下的綠色科技公司)
- 2016 年香港恒生大學供應鏈管理工商管理 (榮譽) 學士畢業生
- 第五屆粵港澳大灣區傑出青年企業家
- 定義潔淨由 2022 年 4 月推出產品至今 1 年多，已經推出 19 款產品及建立 10 個零售點、4 個網上銷售平台及 7 個企業客戶，包括但不限於香港理工大學、香港青年協會和嘉里建設，合共售出超過 20 萬件產品。
- 產品創新及其實用性令到公司近年來獲得超過 50 個媒體採訪，包括但不限於 TVB、明報、信報、香港電台及香港商業電台等等。
- 完成本地大學天使輪融資，獲得不同的科技、可持續發展和社企孵化器及比賽獎金超過 350 萬港元，包括但不限於全港大學生創新創業比賽特等獎、瑰麗慈善基金創業家大獎、香港科學園孵化計劃(科技)、香港青年協會獻計有方 2022、社創基金及前海粵港澳台青年創新創業大賽等等。

Company Profile:

A green technology start-up developing naturally derived powder-form personal and surface cleaning products without single-use plastic packaging, which are 98% lighter than conventional products on the market. Customers simply need to fill a reusable bottle with tap water, add the powder, and then it is ready for use!

定義潔淨(define CLEAN)是一間香港研發、設計及製造沒有一次性塑膠包裝的植物性個人及家居清潔沖劑的綠色科技初創。產品的體積及重量只有市面上產品的 2%，方便儲存及運送。透過這創新的產品，我們希望解決多年來在快速消費品行業產生的塑膠垃圾、運輸碳排放及化學物污染海洋等問題，從生活細節中與大家一起對抗氣候變化及環境污染。