



NHC Sports Management Center

May 2020

Business Plan



Market background

Beijing Winter Olympic Games is just three years away and winter sports are now worth more than **\$50 billion**. Based on Beijing 2022 figures, there is a **16% YoY increase in 2018** from **USD 46.2bn to USD 53.6bn**, creating an additional **1.5m jobs**.

We estimate there is at least an **USD 43bn¹** opportunity in winter sports and a gap in the market on **enhanced training facilities** and **technical know-how**

Our mission

NHC Sports Management Center (Suzhou) is a Singaporean company based in Suzhou, China, and plans to bring **the best winter sports technology and business practices** from Finland to China.

World class management team with deep expertise in training and entrepreneurship

Strategic collaboration and partnerships with Finland's best winter sports management professionals and trainers

What we offer

500-sqm office in Dao Valley in Suzhou, **with expansion plans** to cater in the pipeline to cater for an expanded operations of 1,500 square meters.

NHC Sports Management Center: Our roadmap





NHC Sports Management Center: Key product offering

Organize and facilitate construction and operation of a sports management center

Training and education

Sports exchange and visits local and international sports competition events

***Utilize 5G, AI, AR, Big data into the Ice Hockey Events.

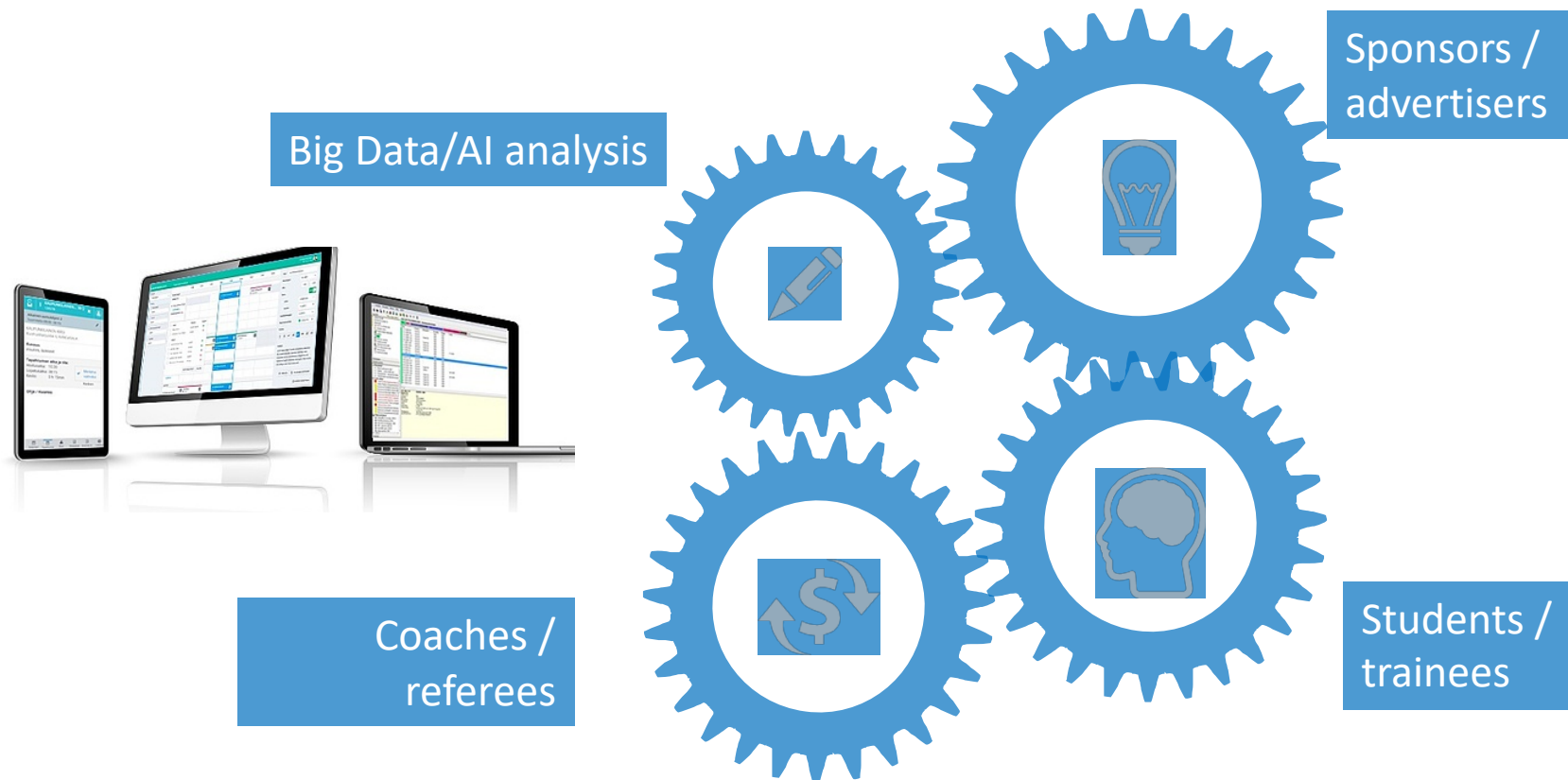
Planning, training operations and management of Finnish sports towns

NHC Sports Management Center app

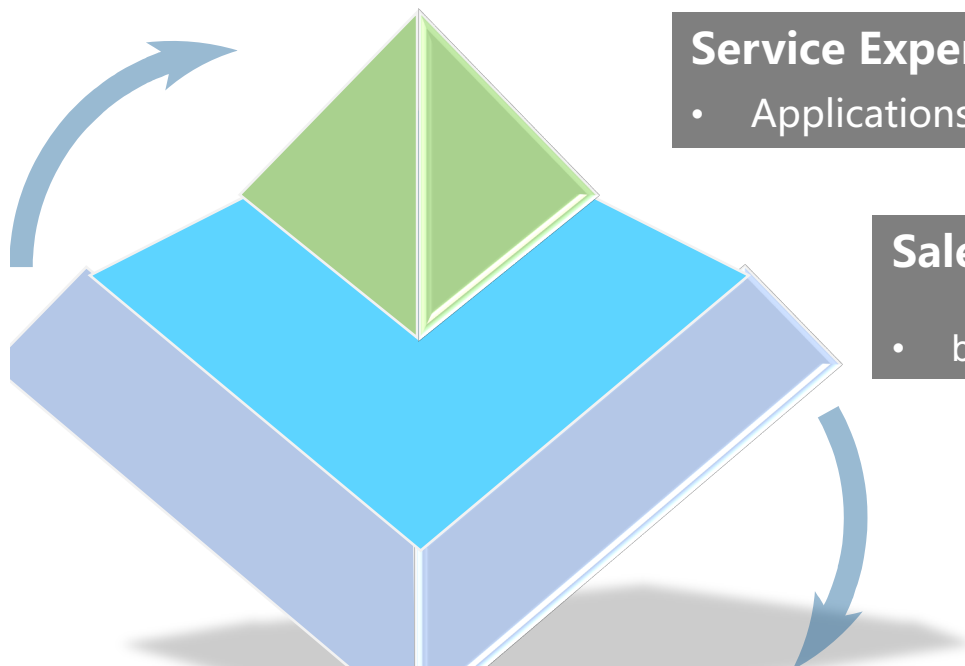
Haaga-Helia University of Applied Sciences's Lab 8 Suzhou

NHC Sports Management Center app

We will work with our partners in both Finland and China to develop an app to link up all stakeholders surrounding the winter sports training facilities and events.



These projects are already in operation in Finland, but are now planned to be introduced to China.



Service Experience Lab

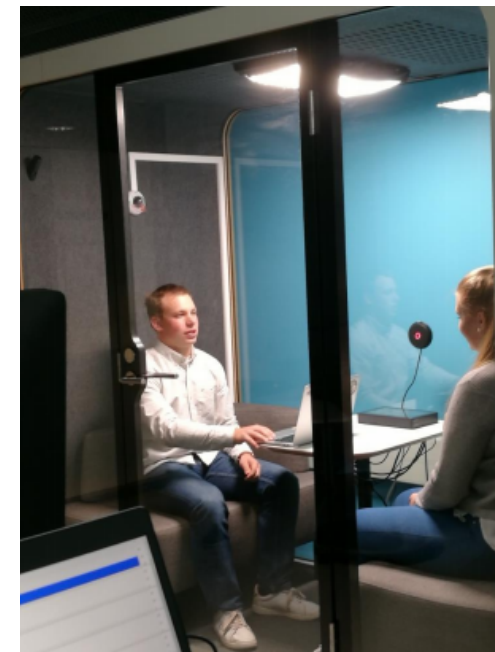
- Applications of AR/VR/MR in sports events

SalesLab

- buyer-seller interaction analysis)

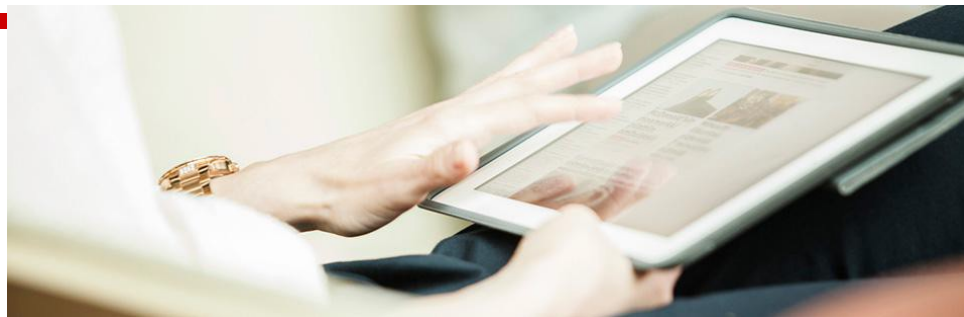
eComLab

- e-commerce analytics



Time	Target
Q2, 2020	Set up R&D infrastructure in Suzhou: Fitting LAB8 functions & equipment to existing premises. Showroom capability
Q3, 2020	Pilots with client company: Piloting Augmented Reality, Virtual Reality & Mixed Reality, Emotion AI, Facial Expression Analyses, Eye-tracking, Galvanic Skin Response, Semantic analyses, Speech related analyses
Q4, 2020	Scale up: Extending RDI co-operation

Haaga-Helia Project: Big Data-Big Business



BIG

- The purpose of Finland's big data project (2017-2019) is to find market opportunities and space through the collection and analysis of big data in the B2B market, and then set up relevant entrepreneurial projects in a targeted manner.
- The implementation of this project relies on a multidisciplinary team: big data researchers, marketing and innovation talent, quantity and quantitative analysts, empirical analysts, and more.
- Project Benefits /output :
 - This project will improve the level of big data application analysis and help entrepreneurs find new business opportunities in the B2B market.
 - Help companies improve their sales strategies and sales channels, save costs and improve efficiency.
- Status: This project has been operating in Finland for two and a half years, and has about ten strategic partners from universities and research institutions in Finland, Belgium and Germany, and ample working capital. The investor is TEKES of Finland. 6

Haaga-Helia Project: NICCAP - Nordic Innovative Company Creation Acceleration Program

NICCAP:

- An innovation curriculum that facilitates accelerated international growth for newly established start-ups by providing networks, contacts, resources and skills,
- Comprises of three consecutive multidisciplinary and inter-generational hackathons and idea camps that mix students from the participating countries / organizations with the purpose of creating new cross-border companies and expanding the boundary of the innovation ecosystem,



Project aims:

850 students are exposed to entrepreneurship and challenges in the silver, green and blue economies;

- 6 new cross-border companies with global potential will be created;
- 15 existing early stage startups are supported within the program;
- 6 joint demo days for ecosystem partners are organized during the program;
- 6 joint hackathon challenges are co-created with ecosystem partners;
- Concrete road map with responsibilities and annual schedules for ecosystem engagement is created.⁸



Finnish Sports Town Planning Service Program

- We can provide the overall planning and design over a Finnish sports town, including: Finnish Snow and Ice Sports Center, Finnish Cultural Tourism Center, Finnish Education Training Center and Finnish Science and Technology Center.
- The Finnish sports town is a collection of ice sports facilities, events, related training, fitness and leisure facilities, as well as health and medical institutions, spas, conference facilities and catering facilities and venues.



Our office allocation and future needs

- Expecting exponential expansion of the operation, such as launching of the Finland Ice Hockey Super League Competition, the Center will in the near future need 1,500 sqm of office space, which be divided about evenly between:
 - ✓ NHC Sports with its games and events management, IT and marketing,
 - ✓ LAB 8 of Haaga-Helia University of Applied Science,
 - ✓ Conference rooms of varied sizes, which includes a multi-functional center that is similiar in size and functions to the big lecturing halls of business schools.

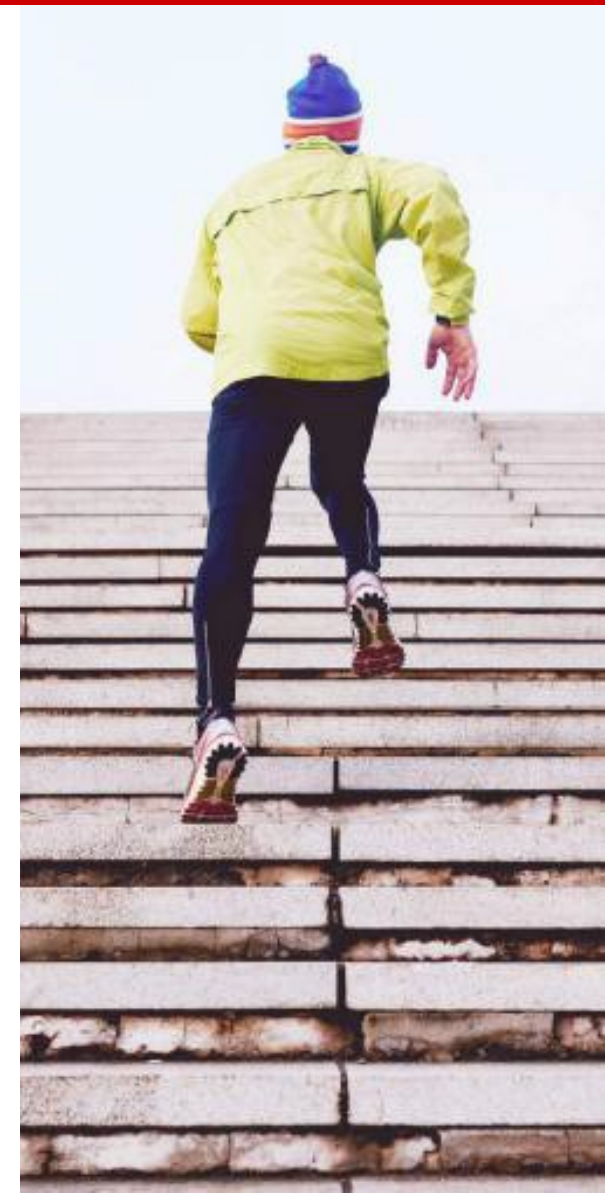


Three-Year Financial Forecast (RMB Million)

Item	2020	2021	2022
EMBA in Sports Management		5	10
Ice Hockey			
- Summer/Winter Camp	2	2	4
- Coach training	1	1	2
- Children and Youth training	2	2	4
Sports Exchange and Visits		5	10
China Ice Hockey Events		5	10
International Ice Hockey Events			
- China Finland Ice Hockey events			10
- Finland Ice Hockey Super League Competition			20
Total Sales	5	20	70
PAT (20%)	1	16.6	14
Cumulative PAT	1	5	19

Fund Raising

	2021	2022	2023
Investment	S\$ 2M RMB 10M	S\$ 4M RMB 20M	S\$ 4M RMB 20M
No. of investors	20	40	40
Each Unit	S\$100 , 000	S\$100 , 000	S\$100 , 000
Fund	Innovative sports Fund	Innovative education Fund	Innovation Healthcare Fund



Investment Strategy

Exit Strategy

- 3+2 years, including 3 years investment period and 2-year exit period
- List the project as Innovative Sports Project in Singapore
- Sell the company at premium to the listed health care company
- List the company at the STIB (Shanghai Exchange's new Science and Technology Innovation Board)

Partners



- Haaga-Helia University of Applied Sciences



- Regis University



- Finland Ice Hockey Association



- Suzhou Sports Agency



- Suzhou Wujiang District Government



- Oppo Group

Marketing events in 2018-2020



- February 2020, Mr Edwin Ngoi visited Rotary Club and Sithar Coffee Factory in Myanmar to promote the "Coffee for Peace" project.
- In December 2019 the opening ceremony of NHC Health International Innovation Center (Suzhou) Co. Ltd .
- September 2-7, 2019, Singapore famous businessman, the honor of Goi Family, Founder of TYJ Group and Executive Chairman of GSH Corporation - Sam Goi, invited 15 Goi brothers to visit TYJ factory, GSH Corporate Office, Sutera Harbour Hotel at Sabah and Sabah Mantanani Island.
- In July 2019, Mr Edwin Ngoi participated in the Centennial Celebration of Rotary Club of Manila.
- In May 2019, Prof. Salvador Aceves, Senior Vice President of Regis University, visited Suzhou and Shanghai to achieve strategic cooperation.
- 12-13 November 2018 , a Sino-Finnish conference on smart cities, health care and elderly care was held in Suzhou. A press release was released on [LinkedIn](#) and some other media platforms
- October, Mr. Edwin Ngoi was in the U.S. for nearly a month, visiting a number of hospitals and partners to explore opportunities of cooperation in the China market.
- 24-27 May 2018, the medical school of University of San Fransisco convened a conference that explored MNCs' strategy evolutions in China in the new era.
- In May 2018 Haaga-Helia University of Applied Sciences came to Shanghai to meet with prospective partners.
- 22-25 April 2018 Mr Edwin Ngoi went to Vietnam for a charity event of Rotary International and Roots of Peace.

- Edwin Ngoi is a serial entrepreneur with rich experience in the fields of healthcare, sports and education. He is Founder and CEO of NHC Health International Innovation Center (Suzhou) Co.Ltd. and heads also NHC Capital (Shanghai) Co. Ltd. and Venture E (Shanghai) Co. Ltd. He is a member of the Shanghai Singapore Business Association in Shanghai and also a member of the International Education Expert Council of Haaga-Helia University of Applied Sciences in Finland. He enjoys working in philanthropy projects and is a member of the rotary club.



Prior to this, he held senior management positions at multinational companies such as Teradyne Singapore, BHP Lysaght Taiwan and China (Carrier, Whirlpool, Sara Lee and Lion Nathan China) and Singapore Tee Yih Jia (Baoding) Dairy Food.

He holds an EMBA from the University of San Francisco, an MBA from the University of Texas at Arlington, and a BBA in MIS from Idaho State University.



Advisors (part)



Salvador Aceves, Senior Vice-president and CFO at Regis University, USA. Formerly he was Vice-Provost with Fordham University and Vice-Provost with the University of San Francisco.



Pasi Halmari, Haaga-Helia University of Applied Sciences, has over three decades of experiences of higher education in Finland and elsewhere.



Tiina Laiho, Head of services and comms at CLIC Innovation Ltd & Innoboost Manager of Haaga-Helia University of Applied Sciences.



Li Naihe, Chief Data Scientist of NHC Sports. He's an associate professor at Shanghai Jiaotong University and an expert on big data and AI



Tseng Cheng Hui, founder and former CEO of United World Chinese Bank, Former Vice-President of the Shanghai Ruidong Hospital.

MBA of Taiwan University and Master of Law of Chinese Culture University.



Dr. Ngoi Sing Shang, a renowned Consultant General Surgeon and Consultant Laparoscopic Surgeon at Gleneagle Hospital and Mount Elizabeth Hospital in Singapore, where he has his private practice.



Roger Chen, Professor in Strategy, University of San Francisco, USA.

He has advised Intel, Caterpillar, Tyco Electronics, etc. He holds a PhD in Strategy from the University of Texas at Dallas.

Edwin Ngoi

Founder/CEO

NHC Sports Management Center

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