



Filix Medtech

斐歷醫藥科技

Product Traceability, Verifiability and Sustainability on One platform

**A Business Case for
ACCA HK Business
Competition 2023**

Supporting Parties :



www.filix.hk

ISC: Proprietary

Chinese Medicines: A Huge Market with Big Problems at Retail and Distribution

USD170B

Chinese Medicines and Health
Supplements Market for 2022*

80% Has Quality Issues**,
including contamination, not
grown from origin, high &
low grades mixed

- Consumers just relying on Brands, KOL or Movie Stars
- No easy way to do rapid test for authentication

Traditional QR Code Traceability is not the answer



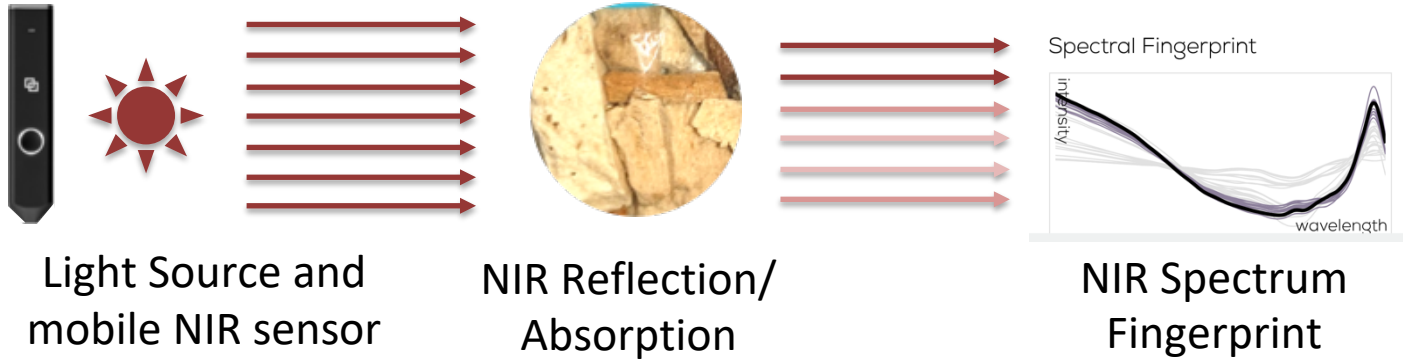
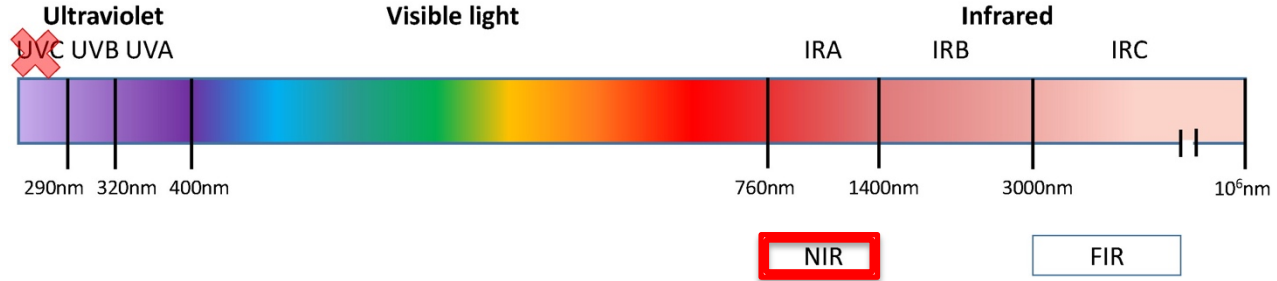
Fake QR Code linked to fake web site



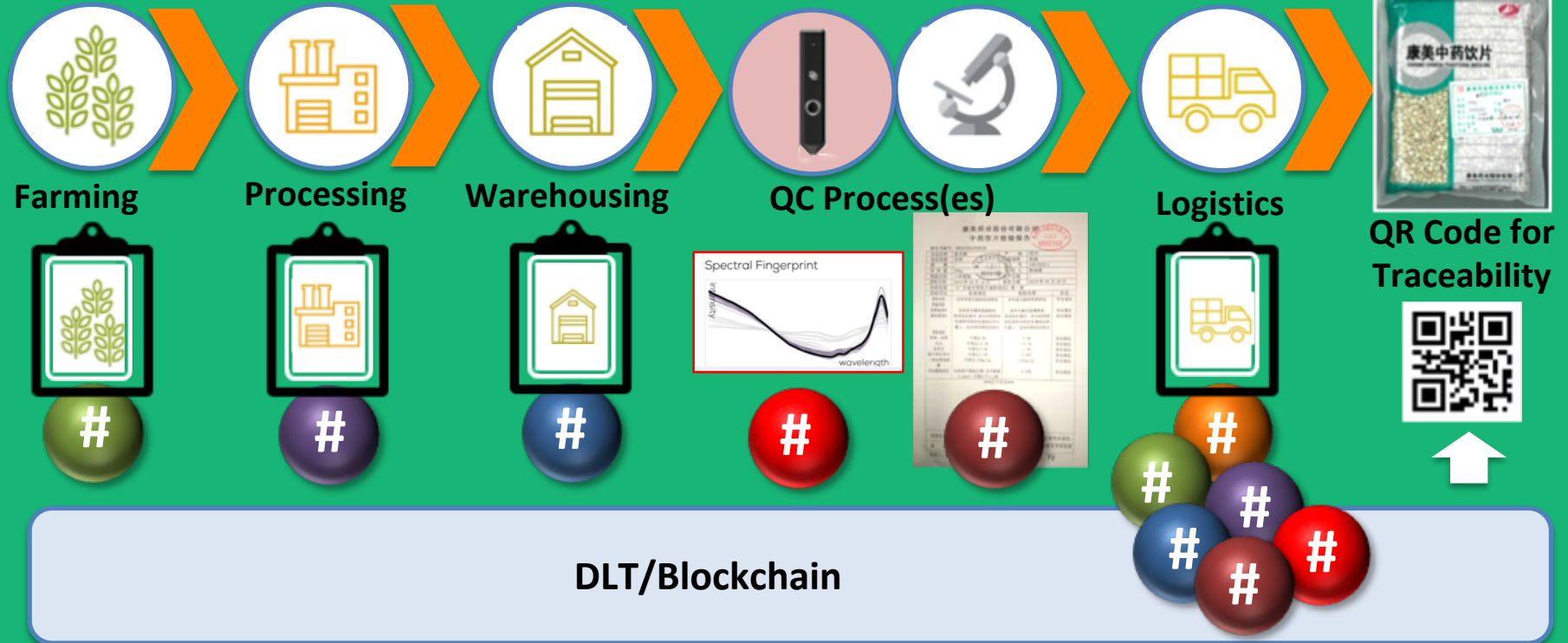
QR Code has no security functions but rather act as a pass to fake products or information

Introducing Mobile Near-Infra-Red (NIR) Technology

Solar spectrum



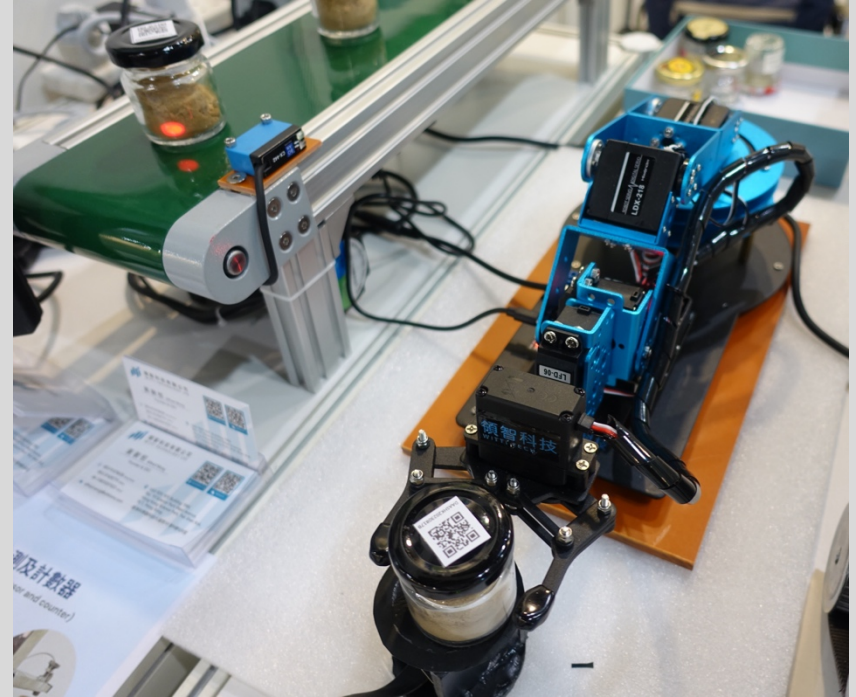
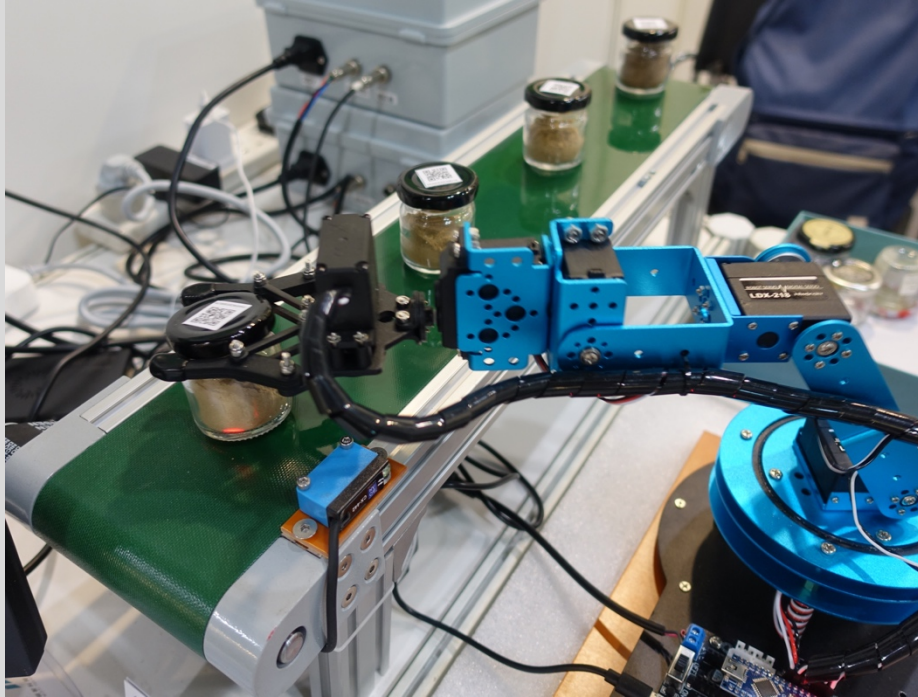
Our Solution: A Traceable and Verifiable Supply Chain



Traceability at Retail Level



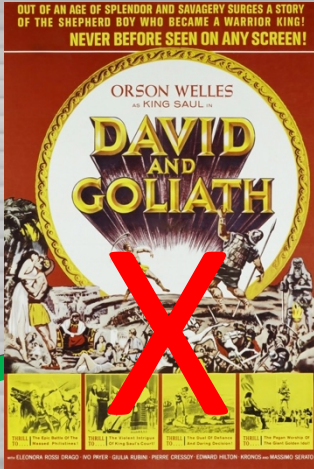
Traceability at Production Level



Our Value Proposition



Quality Inspections
are **Expensive**
with limited
inspection frequency



Filix Medtech helps the
Chinese Medicine Industry to
Reduce inspection cost &
Improve overall quality

Our Recognitions



1. Block adVenture Programme Champion (Feb 2021)
2. IPHatch 2021 Challenge Winner
3. HK Retail Innovation Award 2021 - Best Retail Innovation (Startup Product) – Silver Award
4. Hong Kong ICT Awards 2021 – Smart Living Award (Smart HealthCare) Silver Award



5. Hong Kong ICT Awards 2022 – Startup Award (Social Impact) Silver Award
6. CAHK Star Awards 2022 in Innovative ICT Solution (Certificate of Merit) and TGT Best Startup Award Gold
7. Asia Pacific ICT Alliance Awards (APICTA) 2022 – Winner Award in the R&D category and Merit Award in the Retail and Distribution category

Business Traction

Tianda Chinese Medicine Limited

Identification of genuine Wild Ginseng products



POC Project with Hong Kong Housing Society

Solution admitted in the area of Construction Anti-Fraud



Pan Chung Pat Wo Tong (Hong Kong) Limited

Determine the stability of natural Chinese medicinal oil



DAdvance Agarwood Solutions Sdn. Bhd. (Malaysia)

Traceability and Marketing solution for Agarwood products



Business Model (B2B)

Subscription

Trial

- *USD50/mth
- *Limited to 5 Products
- *Discount for NIR Sensor

Premium

- *USD5,000/Yr
- *Unlimited Products
- *Discount for NIR Sensor

Consultancy



ACCA

ACCA Hong Kong
Business Competition 2023

Be You.
Be part of **Future Unicorn.**

**Required: A Business Proposal
for B2B2C Market development
of Agarwood Products**

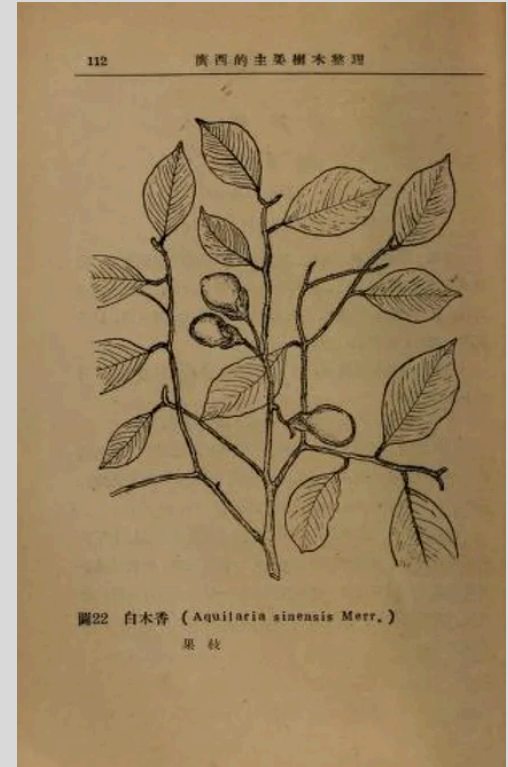
Think Ahead

The Story of Agarwood

In Chinese, Hong Kong is named “香港”, which literally translates to “fragrant harbour”. There are different stories on where this name came from, one explanation is because Hong Kong was a harbour for exporting agarwood, a fragrant dark resinous wood formed from incense trees. Technically, agarwood is not wood. Agarwood refers to the dense, dark, aromatic dried resin formed by trees under the genus *Aquilaria* and other similar species.

Agarwood is considered as a high-valued product and can be used for incense, perfume, traditional Chinese medicine, and religious ceremonies in the world market.

Source: <https://www.lungfushannaturalist.hku.hk/post/the-origin-of-the-name-hong-kong>



Agarwood and related illegal activities in HK

Hong Kong / Law and Crime

5 Hong Kong family members arrested after police seize protected incense tree wood worth HK\$15 million

- Marine police officers find 87.4kg of wood in hut in Yuen Long along with logging tools, including handheld metal saws and axes
- Authorities have said wood can fetch between HK\$60,000 and HK\$200,000 per kilogram

 **Danny Mak**
Published: 10:36pm, 12 Oct 2023

© The New York Times



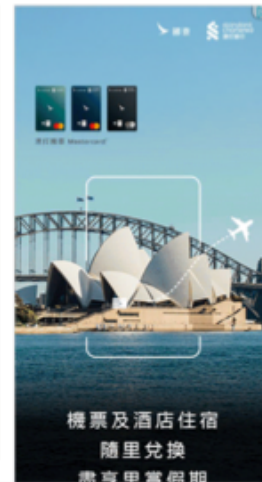
Police display the seized wood seized during the operation. The five suspects were arrested over conspiracy to steal. Photo: Handout

SIGN UP FOR OUR IDEAS NEWSLETTER

The Trees That Gave Hong Kong Its Name Are Nearing Extinction Because of Illegal Logging



Ho Pui-han inspects an incense tree in Hong Kong's New Territories on March 27, 2016. Mark Rivett/Corbis



Source: <https://www.scmp.com/news/hong-kong/law-and-crime/article/3237746/5-hong-kong-family-members-arrested-after-police-seize-protected-incense-tree-wood-worth-hk15>

Source: <https://time.com/4288304/hong-kong-environment-incense-tree-poaching-agarwood-china/>

The Solution: Cultivated Agarwood from DAdvance Malaysia



DAdvance x Filix: Traceable & Sustainable Agarwood

 **HKTDC Exhibition Channel** 香港貿發局 展覽頻道  贊助 · 

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美食商貿博覽

17-19/8/2023 HKCEC 香港會議展覽中心
10-26/8/2023 Click2Match (Online) 商對易(線上)

**可溯源培植沉香
Traceable & Sustainable
Agarwood**



5E-D06
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斐歷醫藥科技有限公司

hktdc.com



Suggested Approach (1)



Photo: <https://lessonsgowhere.com.sg/craft-classes/essential-oils-blending-diy-pain-relief-balm-workshop>

Setup of a Agarwood Experience Centre in HK, conduct Aroma Therapy workshops and build up the consumer community.

Revenue source: Course fees, sale of course materials (e.g. essence oil)

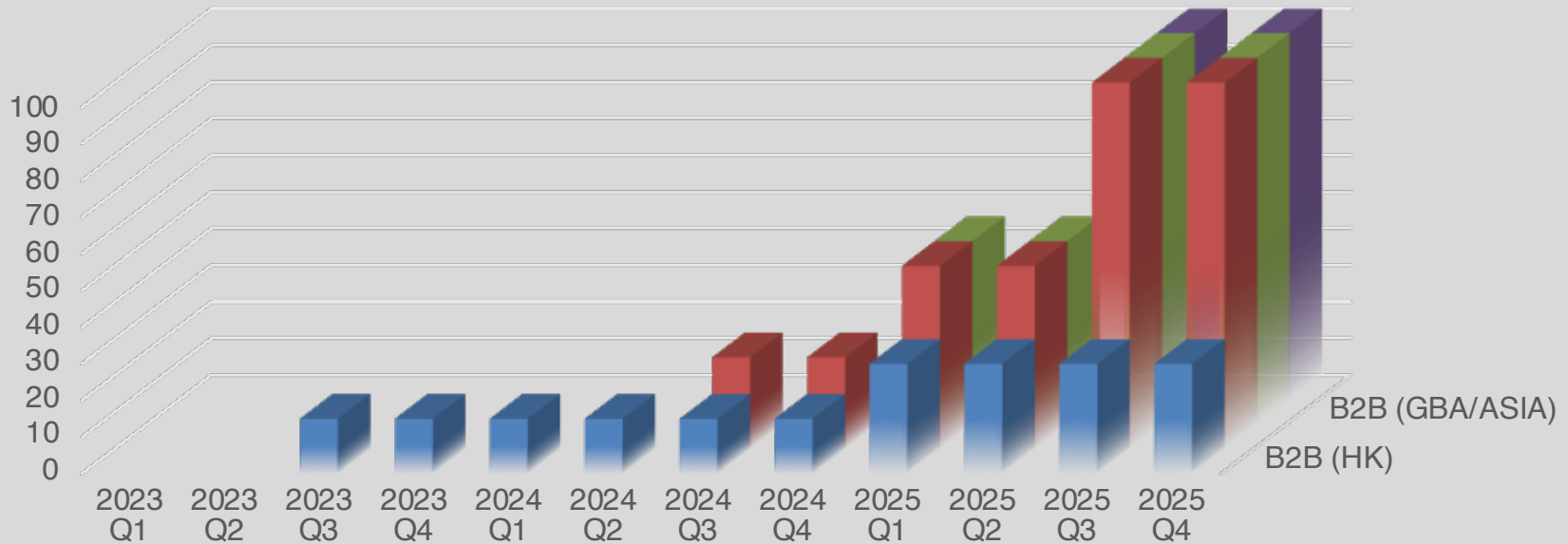
Suggested Approach (2):



Selling of Agarwood related merchandise through online/offline channels, like essence oil, bracelets, tea leaves, incense sticks and also Agarwood powders

Revenue: Sale of Products

Revenue Projections 2023-2025 (For Competition Reference Only)



Unit HKD'000

■ B2B (HK)
 ■ B2B2C (HK)
 ■ B2B (GBA/ASIA)
 ■ B2B2C (GBA/ASIA)

Assumption: Revenue in 2023/2024 will be mainly in Hong Kong/Macau market and will explore GBA/Asia market 2024 beyond

Thank You!!



<https://hk.linkedin.com/company/filix-medtech>



<http://www.filix.hk>



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Media Interview (Now TV): <https://news.now.com/mobile/local/player?newsId=513552>

Media Interview (HK EJ): <https://startupbeat.hkej.com/?p=107317>

Dadvance Agarwood Solutions Sdh. Bhd. <https://dadvanceagarwoodsolutions.com/>

Agarwood Products for reference: <https://www.nycx.com.my/>