

A woman with long dark hair, wearing a black long-sleeved top and a black skirt, is smiling and writing on a whiteboard. She is holding a brown marker in her right hand. The whiteboard has some handwritten text in black ink, which appears to be "Lucille Sun".

Lucille Sun

# HOP TO IT!

新邯郸学步：  
企业跑跳尽随心

BY CLIFF ZANG

LUCILLE SUN, GM of JUMPSTART  
JUMPSTART公司总经理孙建佩

**EVERY** big money making idea needs a base of operations. In order to create a memorable first impression on potential clients, one may need to setup an office in an expensive downtown office complex. The mere thought of the rental costs are enough to create the image of a bottomless pit where you will invest your money. Fortunately, the emergence of serviced offices can greatly reduce your initial startup investment costs by providing already existing office space in prime locations for you to use.

当你有了一个赚钱的好想法并且需要开一个公司的时候，你会不会对“万事开头难”感到恐惧？如果接待客户，是否还需要找一个地处黄金地段的豪华办公室来提升合作成功的可能性？那么初期的投入或许让你觉得是个无底洞。其实，服务型办公室的出现能够解决一切问题，让你轻松、优雅地带着笔记本或者iPad就能到黄金地段享受办公的乐趣。



## ABOUT JUMPSTART

### How did Jumpstart begin?

During the SARS epidemic in 2003, two young Hong Kong entrepreneurs wanted to start a business and were searching for a suitable office, but they were continuously unsuccessful. Finally, they agreed to adopt the western business model of serviced offices. The partners founded Jumpstart, a company that is dedicated to providing virtual and serviced office space. Today, Jumpstart owns high quality virtual and serviced offices in nine business centers, both in Hong Kong and Shanghai.

### What do the terms “Virtual Office” and “Serviced Office” mean?

A Virtual Office provides companies a low-cost solution to register a proper address to achieve the standards required to do business. But, a Virtual Office is not just an address. It can also include phone and fax numbers. Since the address and phone numbers belong to the business center, virtual office services can also include mail and call management services that you will be notified when important documents arrive or when a call was made for you while you were out of the office.

A Serviced Office provides companies with renovated office spaces of all sizes, and they include furniture, office equipment such as telephone and internet, modern meeting rooms with video and audio conference, as well as other

professional business services. Clients can start to work immediately if they bring their own computers.

### What types of customers are more suitable for your services?

Start-up companies, small and medium sized enterprises, overseas representative offices and short-term project teams.

### Besides the basic services, what other special services do you provide?

Besides our virtual office and serviced office, Jumpstart provides a top-of-the-line product, Neo Suites. Neo Suites have been imported from Hong Kong to Shanghai. Neo Suites are truly all-inclusive serviced offices that enable our clients to achieve higher returns by increasing productivity. Neo Suites offer a more spacious and efficient workspace, with equipment already installed in the suite and a higher level of assistance. Furthermore, Jumpstart's all-inclusive service allows clients to focus on their work while we setup and manage internet connections, pantry supplies, stationaries and every other little detail that keeps the office running smoothly. Just move in and you will be ready for action day after day. There are also no hidden costs; a single fee includes the room, connectivity and beverages.

### What do you think about the prospects for this industry?

I think it's a promising industry in China and I am very optimistic about it. While in many Western countries this



industry is more mature, in China, many people are still unfamiliar with this concept. However, a trend is growing that leads to speculation that more and more companies will opt for this industry as it can achieve win-win situations.

## ABOUT LUCILLE SUN

### Tell us about your career.

I majored in tourism management in university. In the 1990s I worked a few years in the tourism and hospitality industry. After that I joined Hutchison Whampoa - the largest real estate developer in Hong Kong, as a manager of the club and service center, where I was in charge of the high-end residential neighborhood Season's Villas in Shanghai. Then several partners and I founded City's Life, which offered virtual serviced apartments with relatively quality service to foreigners travelling to Shanghai. In 2008, I entered the serviced office industry. I joined Jumpstart as their general manager of Mainland China last year.

### Who has had a great impact on your career?

Two colleagues of mine from Hutchison Whampoa had a huge impact on my career. I learned quite a lot about real estate management from them, which has benefited my professional philosophy and has kept me pushing to achieve my professional goals.

### What is the biggest difficulty you have ever met? How did you deal with it?

The biggest difficulty I have ever met was that most of the companies I worked for were in fledgling stages. Their business models and team integration were two great challenges, which are important for the accumulation of customers and the establishment of brands. I learned a lot in these areas, so I know what to do to let the market accept our business model, and how to develop a strong team with cohesion and high effectiveness.

### What's your life philosophy?

Enjoy every moment of your life.

### What are your thoughts on financial planning? Do you invest on your own?

Financial Planning is very important. I had invested in the real estate and stock markets. Real estate investment is relatively stable for returns, but at this stage with the frequent regulatory policy changes, it's not advisable to access to this market immediately.

### What's your hobby?

Traveling and reading. I like to read many magazines on management, fashion and design.

### Do you believe the prophecy of 2012?

No, I don't buy it. I'm optimistic.

### What do you think is the most ideal happiness?

Enjoy work and life and to make time to do what I like to, such as traveling.

### What talent to you want to develop?

Writing skills, writing is my interest.

### Which feature of yours do you hate most?

Perfectionism.

### If you could make anything happen, what would it be?

The ancient times prosperity.

### What's your most treasured possession?

My abilities and health.

### What is your motto?

Try my best to do everything well.

### What is your happiest moment?

It is when I was awarded as one of the best MBA students during my MBA graduation.

## 关于公司

### Jumpstart这家公司的创意是怎么来的?

2003年正值非典时期,两个香港年轻的企业家想要创业并寻找合适的办公场所,却屡屡未果。于是他们就借鉴了国外服务型办公室的做法,在香港创办了Jumpstart公司,专门为企业提供虚拟办公、实体办公的服务。截至今天,Jumpstart在香港、上海的9个商务中心拥有高品质的虚拟办公室和服务型办公室。

## 虚拟办公室和实体办公室分别是什么意思？

虚拟办公室为公司提供一个低成本的解决方案，让他们能够在核心商圈的顶级写字楼拥有一个较好的办公地址，提高业务自信，达成更多的生意。虚拟办公室不仅仅是提供一个上佳的地址这么简单，它还包括了办公电话、传真及会议室使用。并且有专人为你接听电话、收发邮件和传真，同时也可以使用会议设施接待客户。

实体办公室即服务型办公室，提供各种规模装修完毕的办公室并配置办公家具、办公设备如电话、网络等。先进的会议室如可进行视频会议和电话会议，专业的商务服务让公司办公。客户只需携带自己的一台电脑即可轻松地开始工作了。

## 哪些类型的客户比较适合你们的服务？

初创公司、中小型企业、境外代表处、公司的临时项目组等

## 除了最基本的服务，还有哪些比较有特色的服务？

除了虚拟办公、实体办公这些比较常见的服务之外，我们还提供Neo Suite办公室，特色是除了应有的办公室之外，还配备了经理室、办公室内的打印机和小冰箱。另外，Neo Suite的服务可谓一应俱全，非常周到。不仅有上网所需的无线网络，出于安全性的防火墙，而且一些细枝末节的服务如订车、订餐、茶点、小食都会让客户享受到。总而言之，可以让客人做到轻装上阵，享受工作、提高效率。

## 你对这一行业的前景如何看待？

我觉得这个行业的前景很好，我对此持有非常乐观的态度。虽然在很多西方发达国家中，这个产业已经较为成熟。但是在中国大陆，很多人对于服务型办公室的理念还很新鲜，但趋势是越来越多的公司会成为这一产业的客户，实现双赢。

## 关于个人

### 你的工作经历是怎样的？

我大学里学的是旅游管理专业，在上世纪90年代，我从事了几年旅游行业的工作和酒店销售经理的职位。之后在香港最大的房地产开发商和记黄埔工作，管理沪上最大的外籍人士高级居住区Season's Villas四季雅苑，负责俱乐部会所管理以及客服中心。后来我和几个合伙人一起创立了City's Life虚拟服务式公寓，为一些前来上海的外籍人士提供优质的租房配套服务。2008年进入服务式办公室这一领域，去年我加入了Jumpstart，担任中国区总经理的职位。

### 谁对你的职业生涯产生了影响？

我在和记黄埔的两位同事对我产生了巨大的影响。他们让我在房地产管理方面学到了很多，令我受益匪浅，并且拥有了今天比较满意的职业走向。

### 你遇到过的最大的困难是什么？你如何去处理？

最大的困难应该是我所从事的好几份工作都是属于公司刚刚起步的阶段，商业模式和团队融合这两点具有很大的挑战性，这对于客户的积累和品牌的建立起着至关重要的作用。我对于这方面了解的比较多，知道如何去做法能够让市场接受我们的商业模式，并且培养一支凝聚力



和战斗力强大的团队。

### 你的人生哲学是什么？

享受生活的每时每刻。

### 你如何看待理财？你自己做投资吗？

理财很重要。我之前做过房地产投资和股票投资。房地产投资回报比较稳定，但现阶段的调控政策如此频繁，不建议立即进入这个市场。

### 你的兴趣爱好是什么？

旅游，阅读。我喜欢阅读很多杂志，有关管理、时尚、设计类的。

### 你相信2012的末日预言吗？

不相信，我是个乐观的人。

### 你认为最理想的快乐是怎样的？

享受工作、生活，有时间做真正喜欢做的事情，比如旅行。

### 你最希望拥有哪种才华？

写作才能，写作是我的兴趣。

### 你自己的哪个特点让你最觉得痛恨？

过于追求完美。

### 如果你能选择的话，你希望让什么重现？

古代的盛世场面能够重现。

### 你最珍惜的财产是什么？

自己的能力和健康。

### 你的座右铭是什么？

每一件事情都力争做到最好。

### 何时是你生命中最快乐的时刻？

在职MBA毕业时，被评为最优秀MBA学员。

## QUICK QUESTIONS 快问快答



### What's your favorite book?

"Secret" by Australian author Rhonda Byrne.

### What's your favorite movie?

"Inception"

### What's your favorite food?

Chinese Cuisine.

### Do you travel a lot?

Yes. I've been to Australia, Singapore, Vietnam and Thailand.

### Which city do you think is the best place to live?

Absolutely not Shanghai (laugh). Cities in

Europe, such as Paris.

### 你最喜欢的一本书？

澳大利亚作家朗达·拜恩的《秘密Secret》

### 你最喜欢的电影？

《盗梦空间》

### 你最喜欢哪个国家的美食？

中餐

### 你经常旅游吗？

是的，去过澳大利亚、新加坡、越南、泰国等。

### 你觉得最适合居住的城市是哪里？

肯定不是上海(笑)。欧洲的城市，比如巴黎。