|  |
| --- |
| **Template for Project Proposal at Start-up Stage** |
| **適用於「創業」階段的申請計劃書範本** |
|  |
| Maximum funding period of 3 years 項目資助期不多於3年 |
| ***Please write the proposal in point form, either in English or Chinese 計劃書可以英或中文列點填寫*** |
| |  |  |  |  | | --- | --- | --- | --- | | Project Name  項目名稱 |  | | | | Project Objective  計劃目標 |  | | | | Funding Period  資助年期 |  | | | | Target Beneficiaries\* (with quantity)  受惠者\* (人數) | Primary Beneficiaries  主要受惠者：  Quantity (人數) ：  Children and youth兒童及青少年  Elderly長者  Persons with disabilities殘疾人士  Ethnic minorities少數族裔  Low-income families低收入家庭  Other beneficiary groups其他受惠群組 | Secondary Beneficiaries (1)  次要受惠者(1) :  Quantity (人數) ：  Children and youth兒童及青少年  Elderly長者  Persons with disabilities殘疾人士  Ethnic minorities少數族裔  Low-income families低收入家庭  Other beneficiary groups其他受惠群組 | Secondary Beneficiaries (2) \*\*  次要受惠者(2)\*\*:  Quantity (人數) ：  Children and youth兒童及青少年  Elderly長者  Persons with disabilities殘疾人士  Ethnic minorities少數族裔  Low-income families低收入家庭  Other beneficiary groups其他受惠群組 | |
| Brief description of project (not more than 150 words^) 項目簡介 (上限150字^): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *\* Please tick as appropriate 請選取適用者*  *\*\*Optional*  *^ For the sake of fairness, project description more than 150 words will not be processed 為公平起見，多於150字的項目簡介將不獲處理* |

|  |
| --- |
| **Part I: Vision and Social Impact 第一部份：願景與社會效益 (30%)** |
| 1. Logic model 社會影響模式 [example attached for illustration 附圖為例] |
| *# can be more than one 可多於一項* |

|  |
| --- |
| (b) Target group and your understanding of their needs 對目標對象的認識及了解他們的需求 |
|  |
| (c) The strategy or method to be adopted to alleviate poverty and/or social inclusion 解決貧窮和/或社會排斥問題的建議策略或方案 |
| * E.g. Match idle space (kitchen in restaurant) and grassroot 配對閒置空間 (餐廳內的廚房)及婦女才能 |
| 1. Measures to monitor the outcome of the project 如何監察項目的效益 |
| |  |  |  |  | | --- | --- | --- | --- | |  | **Expected Social Outcomes to Target Beneficiary預計社會效益** | **Outcome Indicators**  **成效指標** | **Means of Measurement**  **量度工具** | | **Primary Beneficiary:**  **受惠者1: 婦女**  **人數: 40 人** | **Expected Outcome 1**  **預計成效1**  **E.g. Increment of income of grassroots**  **基層婦女薪金提升** | **E.g. 10% Increment of income of grassroots**  **基層婦女薪金提升10%** | **E.g. Comparison to previous salary**  **與之前的薪金對比** | | **Expected Outcome 2**  **預計成效 2**  **E.g. Grassroots feel more confident** | **E.g. Grassroots’ level of confidence increased 20%  基層婦女自信提升 20%** | **E.g. Survey/Interview**  **問卷調查** | | **Secondary Beneficiary (1):**  **受惠者 (1):**  **人數:** | **Expected Outcome 1**  **預計成效 1** |  |  | | **Expected Outcome 2**  **預計成效2** |  |  | | **Secondary Beneficiary (2):** | **Expected outcome 1**  **預計成效 1** |  |  | | **Expected outcome 2**  **預計成效2** |  |  | |
|  |
| **Part II: Project Management and Execution 第二部份：項目管理與實踐 (30%)** |
| (a) Work plan and implementation timetable of this project, such as community visit, recruitment of staff or volunteers, etc 推行項目的具體計劃及時間表，例如進行社區考察、招募員工或義工等 |
|  |
| 1. Track record 項目推行前 (例如籌備期間) |
| E.g. 與NGOs作初步聯絡，找出婦女的煮食專長  E.g. 與餐廳初商計劃，詢問如果計劃推出，是否有興趣參加? |
| 1. During implementation 項目推行期間  |  |  |  | | --- | --- | --- | | Timeline  時間表 | Implementation plan  推行計劃内容 | Performance Indicators (cumulative)  成效指標（累積性） | | 1st phase  第一階段  (Month 1 - 6) | E.g. - 商討計劃  - 與餐廳商討借出閒置廚房  - 物色婦女 | E.g. - 與10間廚房接洽商討合作 - 物色20名婦女 | | 2nd phase  第二階段  (Month 7 - 12) | E.g. - 確認餐廳借出閒置廚房  - 第一批婦女接受培訓  - 與餐廳商討借出閒置廚房  - 物色婦女  - 宣傳  - 第二批婦女接受培訓 | E.g. - 與5 間廚房合作 - 首批20名婦女接受培訓  - 再與8間廚房接洽商討合作 - 累積物色40名婦女  - 於網上作宣傳如Facebook, 網站  - 第二批的20名婦女接受培訓 | | 3rd phase  第三階段  (Month 13 - 18) | E.g. - 婦女於閒置廚房生產及售賣產品  - 宣傳 | E.g. – 總共與10 間廚房合作 - 共聘請40名婦女  - 於網上作宣傳如Facebook, 網站 | | 4th phase  第四階段  (Month 19 - 24) |  |  | | 5th phase  第五階段  (Month 25 - 30) |  |  | | 6th phase  第六階段  (Month 31 - 36) |  |  |  1. Post-funding plan 項目資助期後的計劃 |
|  |
| 1. Potential problems and solutions to achieving the performance indicators 達至成效指標的預期困難及應變方法 |
|  |
| 1. Measures to monitor the progress and quality of the project 如何監察項目的進度及質素 |
|  |
| 1. Marketing and promotion strategies and the channels 宣傳計劃及渠道 |
|  |
| **Part III: Innovativeness 第三部份：創新性 (10%)** |
| 1. Project innovation and uniqueness 項目的創新性及獨特性 |
|  |
| 1. Competitor analysis 競爭者分析 |
|  |
| **Part IV: Team Capability 第四部份：團隊執行能力 (15%)** |
| 1. Previous relevant experience of the fully committed team or applicant 全職項目團隊或申請人過往相關的經驗 |
|  |
| 1. *Please attach a preliminary corporate governance plan 請附上初步的企業管治計劃* |
|  |
| 1. Other advisors and stakeholders engaged 參與此項目的顧問及其他持份者 |
|  |
| **Part V: Cost effectiveness 第五部份：成本效益 (15%)** |
| 1. Cost control measures 成本控制措施 |
|  |
| 1. *Please attach a budget plan and cashflow analysis 請附上項目的財務預算表及現金流量表* |
|  |