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| **Template for Project Proposal at Start-up Stage** |
| **適用於「創業」階段的申請計劃書範本** |
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| 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*** |
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| 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 |

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| 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* |

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| **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]
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| *# can be more than one 可多於一項* |

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| (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 |
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| (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
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| 1. Measures to monitor the outcome of the project 如何監察項目的效益
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|  | **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** |  |  |

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| **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 |
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| 1. Track record 項目推行前 (例如籌備期間)
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| 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

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| 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
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| 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
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| 1. Measures to monitor the progress and quality of the project 如何監察項目的進度及質素
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| 1. Marketing and promotion strategies and the channels 宣傳計劃及渠道
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| **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
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| 1. Competitor analysis 競爭者分析
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| **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
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| 1. *Please attach a preliminary corporate governance plan 請附上初步的企業管治計劃*
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| 1. Other advisors and stakeholders engaged 參與此項目的顧問及其他持份者
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| **Part V: Cost effectiveness 第五部份：成本效益 (15%)** |
| 1. Cost control measures 成本控制措施
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| 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*
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