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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** |
| Maximum funding period of 3 years 項目資助期不多於3年 |
| **You may write the proposal in point form, either in English or Chinese. No more than 20 pages with font size not less than 11. 計劃書可以英或中文列點填寫，不可超過20頁及字體大小不小於11。** |
| Applicant must tailor the language for his/her own specific projects as not all projects are identical. The example language (in grey) is only for your reference.申請人必須按照自己的計劃填寫以下計劃書，計劃書中的例子（灰色部分）僅供參考。 |
| |  |  |  |  | | --- | --- | --- | --- | | Applicant Name/ Company Name  申請人姓名/公司名稱 |  | | | | Project Name  項目名稱 |  | | | | Project Objective  計劃目標 |  | | | | Funding Period  (in number of years/months)  資助年期 |  | | | | Target Beneficiaries\* (with quantity)  受惠者\* (人數) | Primary Beneficiaries  主要受惠者：  E.g. Grassroot women基層婦女  Quantity (人數) ：40名  Children and youth兒童及青少年  Elderly長者  Persons with disabilities殘疾人士  People of diverse race 不同種族人士  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) :  E.g. Grassroot young people基層青年  Quantity (人數) ：15名  Children and youth兒童及青少年  Elderly長者  Persons with disabilities殘疾人士  People of diverse race 不同種族人士  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  People of diverse race 不同種族人士  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* |

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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] |
| *# 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. We will recruit 40 grassroot women from 4 NGOs e.g. XXXX and women will receive a 3-week training lead by professional chef. After the training, the grassroot women will make use of the idle kitchen to prepare food and beverages which will be sold in the restaurant.  透過4間NGO（包括xxxx）招募40名基層婦女，並由專業廚師提供為期三星期的培訓。培訓完結後，婦女將使用閒置廚房，生產家常料理及飲品。產品將於餐廳售賣。  We will recruit 15 grassroot young people from 2 youth centres. They will receive 2 weeks of training from our team and will be hired as part-time worker to promote the product from the grassroot women.  透過2間青年中心招募15名基層青年，並由團隊進行為期2星期的市場推廣相關的培訓。培訓完結後，青年會以兼職形式為婦女所製作的產品進行推廣。 |
| 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:**  **E.g.** grassroot  women基層婦女  **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  基層婦女自信心提升 | 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):**  E.g. grassroot young people基層青年  **人數:** 15人 | **Expected Outcome 1**  **預計成效 1**  E.g. Grassroots feel more confident  基層青年自信心提升 | E.g. Grassroots’ level of confidence increased 20%  基層青年自信提升 20% | E.g. Survey/Interview  問卷調查 | | **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/ Beta-test results (including, but not limited to period of time, target beneficiaries, number of people, partners, market research, feedback from target beneficiaries)   項目過往紀錄及已完成的測試結果（包括但不限於時期、受眾類別、人數、合作單位、市場調查結果、目標受惠者回應等）  Please note that the you should have piloted the proposed complete project design, and not just individual elements of the proposed design.  請確保你的先導計劃包括項目中所提出的所有設計/活動，而非單一元素/活動。 |
| E.g. We have started our trial run since Aug 2019. We have recruited 3 grassroot women to match with idle kitchen and cook in the idle kitchen. During the trial period, they can earn HKDxxxx of income and they said that they will continue to join the project.  We have confirmed with 3 NGOs that they will help to refer 30 women who are experienced in cooking.  We have confirmed with 2 restaurant that they will share their idle kitchen with us.  We have contacted 2 youth centres and they are interested in referring 10 young people to join the project.  於2019年8月起試行計劃，招募了3名婦女於閒置廚房煮食。3名婦女經過3個月的試行計劃，期間能夠賺取HKDxxxx的薪金，婦女表示會繼續參加。  與3間NGOs確定合作，NGO將會協助找出並轉介30名有煮食專長的婦女。  與2間餐廳確定合作，餐廳會借出2個閒置廚房。  與2間青年中心洽談，青年中心表示有興趣推介10名青年參加計劃。 |
| 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.   1. Sign contract with restaurants   與餐廳簽署合約 借出閒置廚房   1. Recruit and train women and youth   招募及培訓婦女及青   1. Promotion   宣傳 | E.g.   1. Sign contract with 2 restaurants   與2 間廚房簽約   1. Recruit and train 20 women and 15 youth   20名婦女及5名青年接受培訓   1. Post 10 Facebook posts and produce 2 videos   發佈10個Facebook宣傳及2條宣傳短片 | | 2nd phase  第二階段  (Month 7 - 12) | E.g.   1. Recruit and train women and youth   培訓婦女及青年   1. Promotion   宣傳 | E.g.   1. Recruit and train 30 women and 10 youth   30名婦女及10名青年接受培訓   1. Post 20 Facebook posts and produce 4 videos   發佈20個Facebook宣傳4條宣傳短片 | | 3rd phase  第三階段  (Month 13 - 18) | E.g.   1. Recruit and train women and youth   培訓婦女及青年   1. Promotion   宣傳 | E.g.   1. Recruit and train 40 women and 15 youth   40名婦女及15名青年接受培訓   1. Post 20 Facebook posts and produce 4 videos   發佈40個Facebook宣6條宣傳短片 | | 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 |
| Please identify some **similar** businesses or service providers in the market. Compare and contrast between your proposed project and the readily available products/services.  請列舉一些與是次計劃類似的公司或服務提供者，比較及對比計劃與現時市面上已有的產品或服務。 |
| **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 |
| Include here the team members’ relevant experience and job duties of the to be hired staff  包括項目團隊或申請人過往相關的經驗、待招募職位的工作內容 |
| 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 |
| Include here the advisors and their role  Include here the company/ organisations that you have (1) initially discussed with, or (2) confirmed partnership with  包括參與此項目的顧問及其職責  包括此項目的合作公司/機構，並列明(1)洽談中，或(2)已確定合作 |
| **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請附上項目的財務預算表* |
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