**Social Innovation and Entrepreneurship Development Fund**

**社會創新及創業發展基金**

**Impact Incubator**

**創匯點**

**Project Proposal計劃書**

*You may write the proposal in point form, either in English or Chinese. For Part A and B, no more than 20 pages in total, 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。*

1. **Project and applicant/ organisation information 項目及申請人/機構資料**(Must complete in both English and Chinese for this part 此部份須同時提供英文及中文資料)

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| --- | --- |
| 資助項目類別  Type of Funding | 選擇一個項目。 |
| 項目名稱 |  |
| Project Name |  |
| 申請人/機構名稱 |  |
| Name of Applicant/ Organisation |  |
| 項目簡介 | 不多於100字 |
| Project Description | not more than 100 words |
| 申請資助期  Requested Funding Period | 選擇一個項目。 year(s) 選擇一個項目。 month(s) |
| 申請資助金額  Requested Funding Amount (HKD) | $ |
| 受惠群體  Beneficiaries | 主要 Primary: 選擇一個項目。  次要Secondary: 選擇一個項目。 |
| 受惠人數  Number of Beneficiaries | 主要 Primary:  次要Secondary: |

1. **Project Details 項目詳情**

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| 1. Project objective項目目標（Not more than 150 words 上限150字） |
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| 1. Social issue and market analysis社會及市場分析 |
| 1. Target group and your understanding of their needs 對目標對象的認識及了解他們的需求 2. Market needs and opportunities 市場需求及機遇 |
| 1. Implementation/ Execution 項目執行 |
| 1. Business model/ implementation plan 營運模式    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 entire proposed 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)     * 1. Detailed execution plan 詳細執行計劃   E.g. Work plan and implementation timetable, measures to monitor the progress and quality of the project, etc. 推行項目的具體計劃及時間表，如何監察項目的進度及質素等     * 1. Project sustainability/ post-funding plan 項目可持續性/ 資助期後的計劃      1. Cross-sector collaboration 跨界別協作   E.g. NGO/ Corporate/ Individual partners who will support the proposed project in a pro bono/ low bono/ paid capacity, the synergy that can create more impactful and sustainable solutions 非政府組織/ 企業/ 個人合作夥伴以免費/ 低收費/ 付費服務的形式支持項目，可創造更具影響力和可持續性解決方案的協同作用     1. Publicity, marketing and promotion 宣傳、營銷及推廣   Strategies and channels 策略及渠道     1. Risk analysis and mitigation plan 風險分析及應對方案   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. Innovativeness 項目創新性 |
| 1. Project innovation and uniqueness 項目的創新性及獨特性      1. Competitor analysis 競爭者分析   Identify some similar businesses or service providers in the market to compare and contrast your proposed project with other readily-available products/services/solutions  列舉一些與是次項目類似的公司或服務提供者，比較及對比項目與現時市面上已有的產品或服務 |
| 1. Capability of Project Team 團隊能力 |
| 1. Leadership and experience 領導及經驗   Previous relevant experience of the fully committed team or applicant, and job duties of any new headcount 全職項目團隊或申請人過往的相關經驗，待招募職位的工作內容（如有）     1. Network and advisors 網絡及顧問   Any advisors and their roles, the company/ organisations that you have (1) initially discussed with, or (2) confirmed partnerships with  包括參與此項目的顧問及其職責和此項目的合作公司/機構，並列明(1)洽談中，或(2)已確定合作 |
| 1. Social Impact and return 社會效益及回報 |
| 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**  **主要受惠者：**  選擇一個項目。    **Quantity 人數：** | **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**  **次要受惠者：**  選擇一個項目。    **Quantity 人數：** | **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** |  |  |  1. Expected social return 預期的社會回報   Further elaborate the expected social impact/ social return on investment, etc., and any underlying assumptions 進一步闡述預期的社會影響的假設/ 社會影響評估/ 社會投資回報 |

1. **Summary of Key Performance Indicators 關鍵績效指標概要**

*Please add/remove rows if necessary 請自行增/減行數*

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| Key Performance Indicators  to be achieved  擬達成的關鍵績效指標 | | Target | | | | | |
| Month  1-6  (Q1-Q2) | Month  7-12  (Q3-Q4) | Month  13-18  (Q5-Q6) | Month  19-24  (Q7-Q8) | Month  25-30  (Q9-Q10) | Month  31-36  (Q11-Q12) |
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| 10 |  |  |  |  |  |  |  |

1. **Key milestones and activities 主要里程碑及活動**

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| --- | --- |
| Period | Key milestones and activities |
| Month 1 – 6 (Q1-Q2) | * Activity 1 * Activity 2 * Milestone 1 * Milestone 2 |
| Month 7 – 12 (Q3-Q4) |  |
| Month 13 – 18 (Q5-Q6) |  |
| Month 19 – 24 (Q7-Q8) |  |
| Month 25 – 30 (Q9-Q10) |  |
| Month 31 – 36 (Q11-Q12) |  |