**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 (Cumulative) 關鍵績效指標概要 (累積)**

*The figures in this table should be cumulative. 表格中的數字應為累積的數字。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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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) |  |