

HKBU Inno Realisation Fund Application - Business Proposal

Please note that there **IS NOT** a specific format of business proposal applicants should follow when they prepare for their HKBU Inno Realisation Fund applications. However, to assist you with your writing and preparation for the business proposal, you may consider including the following items in your proposal.

1. Executive Summary
2. Market study
 - a. What problems/ pain points to resolve? **(Recommended)**
 - b. Description on your solution **(Recommended)**
 - c. Who are the target customers (those who will pay you) and end-users (those who will use the product / solution)? **(Recommended)**
 - d. Who has been spoken to? Who is scheduled for a discussion? **(Recommended)**
 - e. Market size and target market share **(Recommended)**
 - f. What is the unique proposition of the product/service?
 - g. Competitive analysis
3. Research and Development (R&D) Content and Plan
 - a. What is the technology behind and why it stands out among other existing technologies/solutions?
 - b. Current status of development, is prototype built?
 - c. What has been done? What will be done? **(Recommended)**
 - d. Include pictures/videos or diagrams for illustration **(If applicable)**
 - e. The protection of the core invention or technologies (e.g. patents registered/licensed or to be filed etc.) **(If applicable)**
 - f. Awards that received out of the R & D activities **(If applicable)**
4. Business model
 - a. Description of the product/service that the Company offers? **(Recommended)**
 - b. How to get paid? **(Recommended)**
 - c. Competitive strategies?
5. Core team members
 - a. Organizational chart as of today, demonstrating the roles and responsibilities of the core team members **(Recommended)**
 - b. Background and track records of the core team members
6. Development plan
 - a. Describe the future plan including the technology development, business development plan, fundraising plan in the coming future? **(Recommended)**