

**HKBU TSSSU Application - Business Proposal**

Please note that there **IS NOT** a specific format of business proposal applicants should follow when they prepare for their HKBU TSSSU 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. The Problem and the Opportunity
  - a. What problems/ pain points to resolve?
  - b. Description on your solution
  - c. What is the technology employed and why it is better?
  - d. What are the technology niche and technical challenges?
  - e. Include pictures or diagrams for illustration if applicable
3. Research and Development (R&D) Content and Plan
  - a. Current status of development
  - b. What has been done? What will be done?
  - c. R & D development schedule
  - d. The core invention or innovation out of the R & D activities (e.g. patents registered or to be filed etc.)
4. Market validation
  - a. Who are the target customers (those who will pay you) and end-users (those who will use the product / solution)?
  - b. Market size and target market share
  - c. What is the unique proposition of the product/solution?
  - d. What is the current sales status?
  - e. Competitor landscape analysis
5. Business model
  - a. Description of the services/products that the Company offers
  - b. How to get paid?
  - c. Pricing and sales strategy.
  - d. SWOT Analysis
6. Development plan
  - a. Business development plan in the coming 3 years
  - b. Technology development plan in the coming 3 years
  - c. Corporate development plan in the coming 3 years
7. Core team members
  - a. Organizational chart as of today
  - b. Background and track records of the core team members
  - c. Manpower plan in the coming 3 years
8. Financial projection
  - a. Financial projection in the coming 3 years, including
    - i. Sales forecast
    - ii. Fundraising plan
    - iii. Cost and profit margin estimation.