PolyU Micro Fund
Do Well Do Good 2015

Kick-start Your Business Now!
Realize your Entrepreneurial Dream

$100,000 Seed Fund

Deadline: 16 Jan 2015

THE UNMATCHABLE OUT-OF-THE-CLASSROOM LEARNING EXPERIENCE
www.polyu.edu.hk/ife/microfund
The Scheme

Launched in 2011, PolyU Micro Fund Scheme is a key knowledge transfer and entrepreneurial initiative of the PolyU aiming to (1) cultivate an innovative and entrepreneurial ambience within the PolyU community; (2) nurture socially responsible youngsters with “Do Well Do Good” entrepreneurship spirit through hands-on business endeavours; and (3) facilitate knowledge transfer and commercialization of PolyU’s innovations and technologies.

A seed fund of HK$100,000 per project will be awarded to winning applicants to support the implementation of their business propositions. The Scheme aims to stimulate and ignite students’ and young graduates’ entrepreneurial spirit, with experiential learning components integrated into the process to augment conventional classroom teaching.

In addition to seed funding, the Scheme also provides much needed pre-incubation support to awardees at the infancy stage of their business, including structured training workshops, business networking opportunities, mentorship programme, etc.
Funding and Support

The Scheme is now open for applications. We look for business propositions under the following two themes: (1) Business / Social Innovations; and (2) Technology Innovations that are commercially viable as a start-up venture with social impact. Unlike conventional business plan competitions, a HK$100,000 seed fund will be awarded to each approved team for the implementation of their business proposals.

Besides seed funding, awardees will also benefit from continuous entrepreneurial and pre-incubation support, such as:

- Multi-disciplinary entrepreneurship trainings
- Mentorship programme with Poly-preneurs, seasoned entrepreneurs and business leaders
- Networking opportunities with potential partners, customers, investors and fellow entrepreneurs
- Assistance for access to other funding and incubation support
- Professional advice on project execution and development

In order to facilitate transfer of PolyU’s know-how to the community, those applications adopting PolyU’s knowledge, inventions or technologies in their business will receive bonus points during the initial assessment stage, thus increasing their chance to enter the final assessment stage.

Recognition to Academic Advisors / Inventors / Assessors

Academic staff are encouraged to participate in the Scheme so as to enhance the quality of the applications. In recognition of their contributions, certificates of appreciation will be issued to academic staff who act as assessors, inventors, and academic advisors / supervisors of the applicants / teams. Subject to related knowledge transfer policies and outside activity regulations, upon University’s approval, the staff may continue to be involved in the startup ventures created by the awarded applicants, holding minority shares without any management role.

Application (Deadline: 16 January 2015)

1. Applicants should complete the application form, downloadable from www.polyu.edu.hk/life/microfund
2. The completed application form should be submitted to: micro.fund@polyu.edu.hk on or before the
   16 January 2015 (Friday) 1:00 pm

<table>
<thead>
<tr>
<th>Eligible Applicants:</th>
<th>Full-time or Part-time Students or Alumni of the PolyU, HKCC or SPEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Deadline</td>
<td>16 January 2015 (Friday) 1:00pm</td>
</tr>
<tr>
<td>Assessment Criteria:</td>
<td>1. Innovation &amp; Creativity (30%)</td>
</tr>
<tr>
<td></td>
<td>2. Business Model &amp; Commercial and Technical Feasibility (30%)</td>
</tr>
<tr>
<td></td>
<td>3. Applicant’s Background / Relevant Strength (25%)</td>
</tr>
<tr>
<td></td>
<td>4. Social / Community Impact (15%)</td>
</tr>
<tr>
<td>Bonus Points:</td>
<td>will be awarded to applications using PolyU’s knowledge, inventions and technologies</td>
</tr>
<tr>
<td>Assessment Process:</td>
<td>• Initial screening by internal panel</td>
</tr>
<tr>
<td></td>
<td>• Pitching by selected applicants to an internal panel</td>
</tr>
<tr>
<td></td>
<td>• Shortlisted applicants to attend business plan preparation training programme</td>
</tr>
<tr>
<td></td>
<td>• Submission of business plan for internal assessment</td>
</tr>
<tr>
<td></td>
<td>• Finalists to deliver presentation to an independent assessment committee</td>
</tr>
<tr>
<td>Results Announcements:</td>
<td>Awarded proposals will be announced in May 2015</td>
</tr>
<tr>
<td>Awards:</td>
<td>1. Seed fund of HK$100,000 for each awarded business proposal</td>
</tr>
<tr>
<td></td>
<td>2. Continuous entrepreneurial support from the University</td>
</tr>
</tbody>
</table>

1 Students / Alumni must be pursuing or have secured a degree, associate degree or diploma or any other academic qualifications offered by the PolyU
2014 Overview

Awardees’ Achievements
Since 2011, Micro Fund has supported 64 startup projects, half of which have gone on to collectively secure in excess of $22 million investments, incubation or financial support. In addition, 2013 Micro Fund awardees notched up 12 industry acclaimed entrepreneurship and startup awards, with over 20 accumulated since 2011. These include both local and international awards such as Hong Kong Social Enterprise Challenge, Hong Kong ICT Awards, Hong Kong RFID Awards, Red Dot Design Award, etc.

Entrepreneurship Education
To promote entrepreneurship on campus, the first PolyU Entrepreneurship Bootcamp was successfully held in January 2014 providing comprehensive entrepreneurship training to 65 students and young graduates.

A Shanghai-Hong Kong University Students Entrepreneurship Bootcamp was also held in August with Micro Fund awardees joining their Shanghai counterparts in a 6-day action packed programme of entrepreneurship training, visits to university science parks, incubation centres and creative industry communities. These programmes helped to enhance cultural exchange and build a dynamic entrepreneurial network among the participants.

Launching of StartHub
As a way to outreach and inspire the young generation in Hong Kong, PolyU has launched the first ever entrepreneurship portal “StartHub” (www.starthub.hk). StartHub is the one-stop portal for youngsters to look for startup information, news, blogs, resources to enhance their interest and enrich their entrepreneurial knowledge.

Institute for Entrepreneurship
The Hong Kong Polytechnic University
Address: QR603, QR Core, The Hong Kong Polytechnic University, Hung Hom
Enquiry: 3400-2703 / 3400-2717 Email: micro.fund@polyu.edu.hk
Website: www.polyu.edu.hk/ife/microfund