

POLYU STUDENT ENTREPRENEURIAL PROOF-OF-CONCEPT (POC) FUNDING SCHEME 2023

- COHORT 1 -

NOTES FOR APPLICATION

Knowledge Transfer and Entrepreneurship Office of PolyU

+852 3400-2774

+852 3400-2621

sepoc@polyu.edu.hk

HKSTP Ideation

+852 2629-6872

ideation@hkstp.org

SECTION 1: APPLICATION FOR POC FUND

1. Introduction

PolyU Student Entrepreneurial Proof-of-Concept (POC) Funding Scheme is a funding initiative launched in 2017 as one of the key entrepreneurship education components at PolyU. With the kind support from 'Dr Winnie S M Tang-PolyU Student Innovation & Entrepreneurship Scholarship' (the 'Scholarship') since 2022, POC Fund aims to instil a problem-driven innovation mindset into young talents through experiential learning and student-initiated research and development. In the past year, the Fund has supported over 80 projects and leveraged HK\$2.66M follow-on public funding.

The objectives of the Scheme are:

- To augment the credit-bearing entrepreneurship education with highly experiential learning opportunities, including structured training, coaching and field studies.
- To create a strategic linkage between teaching and innovative/ entrepreneurial practice, motivating students to put classroom learning into application.
- To equip students with entrepreneurial mindset and experience for their career pursuit, either as an *intrapreneur* in the workforce or as an *entrepreneur* running their own businesses.
- To promote knowledge transfer and commercialisation of students' innovations through a guided student-grown-entrepreneur process.

2. Features and Privileges

Student teams successfully admitted to the Scheme will receive the following supports:

- Structured Innovation and Entrepreneurship (I&E) training (i.e. the Proof-of-concept (POC) Bootcamp)
- Dedicated team coach
- Free membership of PolyU Entrepreneurship Society ¹(if applicable)
- Pipeline to Innovation & Entrepreneurship Competition, [The 9th Hong Kong University Student Innovation and Entrepreneurship Competition \(第9屆香港大學生創新及創業大賽\)](#)

and upon successful completion² of POC Bootcamp

- a) The Scholarship of HK\$5,000 per project
- b) The Scholarship certificate for each project
- c) Introductory training on 'Location and Geospatial Intelligence' for teams using Geographic Information System (GIS) and a top-up grant of HK\$5,000 per project (if applicable)

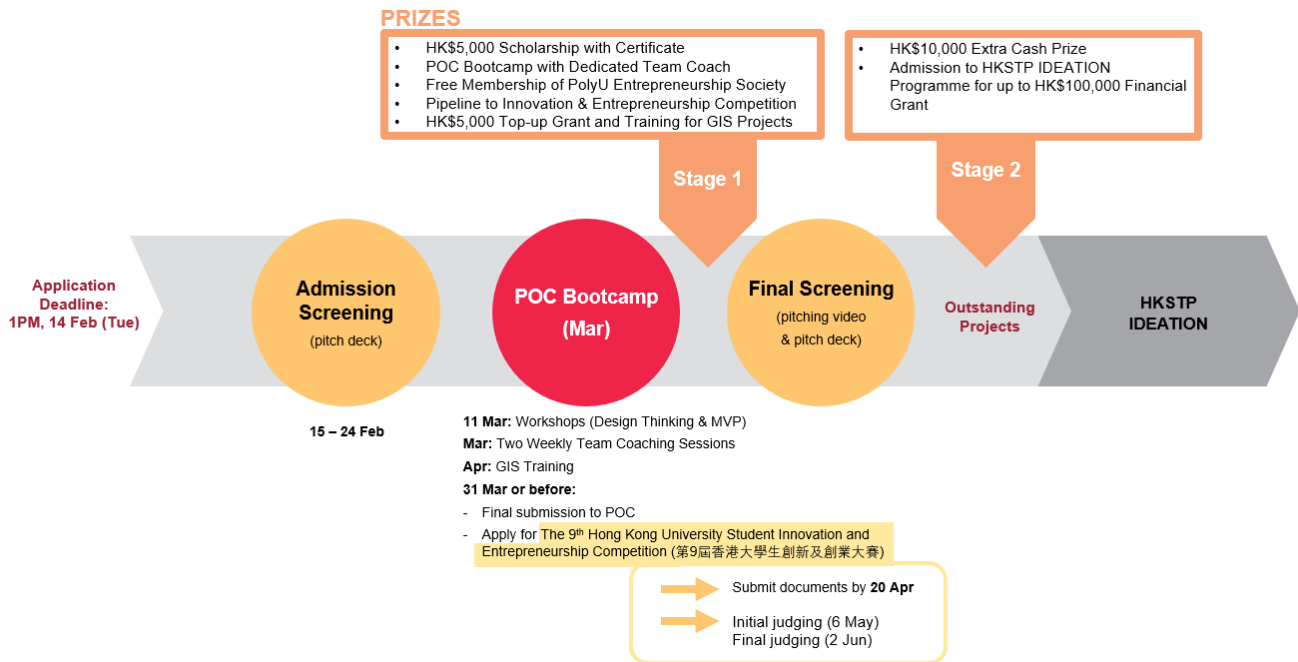
¹ PolyU Entrepreneurship Society (ES) is a student society seeking to cultivate students' entrepreneurial spirit and mind-sets, while stimulating their interest in I&E through a series of student initiated and organised activities. Only current students at PolyU/ HKCC/ SPEED are eligible for membership.

² All participants must fulfil the graduation requirements to receive the Scholarship, certificate, training and cash prize (if applicable), including but not limited to: (more details at FAQ10)

- 75% or above attendance rate in the POC Bootcamp;
- 100% attendance rate in the Introductory Training on 'Location and Geospatial Intelligence' per project (only applicable to for Awarded Teams using Geographic Information System (GIS));
- Satisfactory performance in team coaching sessions; and
- Complete application and participation in the pipelining innovation & entrepreneurship competition, [The 9th Hong Kong University Student Innovation and Entrepreneurship Competition](#).

The outstanding teams in the Final Screening (upon successful completion of POC Bootcamp) will receive

- d) An extra cash prize of HK\$10,000 per project
- e) Admission to Hong Kong Science and Technology Parks Corporation (HKSTP) IDEATION Programme for up to HK\$100,000 Financial Grant³



3. Application Details

Eligibility	<ul style="list-style-type: none"> A team with at least one current student (both undergraduates and postgraduates) of PolyU/ HKCC/ SPEED as Principal Applicant⁴ (PA) (Team size: max. 5). The following eligible teams⁵ will be granted direct entry to the Scheme: <ul style="list-style-type: none"> Eligible teams which participated in public I&E competitions which can either be theme-based or open to any types of innovations (see Appendix 1) and met a threshold requirement
--------------------	---

³ The applying project teams MUST satisfy relevant conditions set out by HKSTP before they can be officially admitted to the HKSTP IDEATION Programme. For details, please refer to the [website](#).

⁴ Principal Applicant should be a current student (both undergraduates and postgraduates) of PolyU/ HKCC/ SPEED as of the Scheme's application deadline, assuming a key role with substantial involvement in the project. Communications with applicant, generally via email, will be directed to the Principal Applicant. The current student must be pursuing degree, associate degree or any other equivalent academic qualification offered by PolyU/ HKCC/ SPEED (except distance learning programme).

⁵ The direct entry offer will be granted to eligible teams which took part in public I&E competitions and PolyU I&E activities with **application deadline laid between Mar 2022 and Feb 2023**, given the project idea and team composition remain unchanged fundamentally (e.g. less than 50% changes in team composition).

	<p>(i.e. being shortlisted in the 1st round of assessment)</p> <ul style="list-style-type: none"> ○ Eligible teams which won in PolyU I&E activities (e.g. Hong Kong Techathon, Digital Future Challenge in The NewSpace Economy, PolyHack) ○ Outstanding projects from PolyU's Undergraduate Research and Innovation Scheme (URIS) or recommended by PolyU faculty members
Targeted Project Nature	Tech-focused innovative ideas
Application Procedures	<p>Complete the online application with the following documents uploaded:</p> <ul style="list-style-type: none"> a) a 10-to-15-slide pitch deck (see Appendix 2) b) CVs of all team members c) Copy of student IDs or graduation certificates of all team members d) The below supporting documents if applicable: <ul style="list-style-type: none"> ○ Proof of participating in public I&E competitions and being shortlisted in the 1st round of assessment ○ Proof of winning PolyU I&E activities ○ Nomination form endorsed by PolyU faculty members
Application Deadline	<p>1PM, 14 Feb 2023 (Tue)</p> <p>Application must be submitted on or before the application deadline. No application submitted after the deadline will be entertained.</p>
Assessment Criteria of Admission and Final Screening	<ul style="list-style-type: none"> • Team competency (20%) • Business development potential (30%) • Innovativeness (30%) • Research & Development (20%)

4. Important Dates

Briefing Session	31 Jan 2023 (Tue) 6 - 7PM FJ303, PolyU
Submission Deadline	1PM, 14 Feb 2023 (Tue)
Eligibility Check	Late Feb
Admission Screening	Late Feb
Announcement of Admitted Applicants	Early Mar
Proof-of-concept (POC) Bootcamp	
1. Workshops	11 Mar 2023 (Sat) 10:30AM - 4:30PM PolyU
2. Weekly team coaching sessions	Mar 2023 Online
3. Submission of pitching video (see Appendix 2) and final pitch deck	
4. Application for The 9th Hong Kong University Student Innovation and Entrepreneurship Competition (第9屆香港大學生創新及創業大賽)	31 Mar 2023 (Fri)
5. Introductory training on 'Location and Geospatial Intelligence' <i>*only applicable to teams using Geographic Information System (GIS)</i>	Apr 2023 Online
Final Screening	Apr
Announcement of Outstanding Projects Shortlisted in Final Screening	May
Admission to HKSTP IDEATION Programme <i>*only applicable to the outstanding projects shortlisted in Final Screening</i>	May
Participation in the The 9 th Hong Kong University Student Innovation and Entrepreneurship Competition (第9屆香港大學生創新及創業大賽)	Apr – Jun

5. Intellectual Properties (IP)

- All IPs generated by a student during the study in PolyU, such as class projects or final year projects, shall belong to PolyU therefore any IP generated during the competition/ programme participation period, including but not limited to the prototype developed and/ or market research results, shall also belong to PolyU. Nevertheless, PolyU may disclaim the ownership under certain circumstances.

- It is expected that the creative ideas, innovations, technologies, products or services (collectively the IP) proposed in the application originate from the applicants. Should the Ips proposed belong to other parties, the applicants shall also obtain documented approval/ agreement from the inventors for the use of such Ips in the applications.

6. Assessment

- Assessment Panel of two rounds of screening will be composed including but not limited to KTEO staff, representatives of the Scholarship donor and HKSTP and the decisions from the Panel shall be final. No appeal will be entertained and no communication will be entered into between the applicants and the Unit or the Panel members in relation to the decisions.

7. Disbursement Scholarship, Grant and Cash Prize

- The HK\$5,000 Scholarship, top-up grant of HK\$5,000 per each team using GIS (if applicable) and extra cash prize of HK\$10,000 per each of the outstanding teams (if applicable) shall be disbursed in one installment after the Final Screening result, given the graduation requirements are fulfilled.
- The Scholarship, grant and cash prize shall be disbursed to the PA's bank account, subject to further agreement of the Standard Terms and Conditions governing the disbursement.
- The project teams officially admitted to HKSTP IDEATION Programme MUST satisfy relevant conditions set out by HKSTP before disbursement of financial grant in instalments. The grant shall be disbursed by HKSTP to the project teams directly. For details, please refer to the [website](#).

8. Other Notes

- Knowledge Transfer and Entrepreneurship Office (KTEO) is the administrative unit (the 'Unit') of the Scheme and is responsible for all application, administration, screening, assessment, awarding and follow-up processes of the Scheme.
- Applicants agree not to make any claim or bring any action against PolyU, the Unit, the Panel members, or advisors for any reason whatsoever, or otherwise seek to recover from PolyU, the Unit, the Panel members, or the advisors any costs incurred in relation to their applications or any loss of estimated profits or any other benefits which the applicant may anticipate accruing from application of the Scheme.

- Applicants agree and acknowledge that the information submitted during application (including but not limited to the application process and subsequent documents to be submitted) shall be disclosed to the Unit and the Assessment Panel members. While the Unit and the Panel members shall keep the information confidential and shall use the information solely for the purpose of training/ assessing the applications, NO non-disclosure agreement will be signed between the applicants and PolyU, the Unit or the Panel members unless under exceptional circumstance supported by strong rationale from the applicant in writing.
- The Unit reserves the right to disqualify any application that, in its sole judgment, violates the rules of the application or the spirit of the Scheme.
- The Unit reserves the right to change the Standard Terms and Conditions stated herein from time to time without prior notice to the faculty members or the nominated teams.

SECTION 2 – PROOF-OF-CONCEPT (POC) BOOTCAMP

All admitted team members will undergo an intensive 4-week long programme comprising the following before the final screening:

- 1) A series of I&E workshops/ sharing;
- 2) Introductory training on 'Location and Geospatial Intelligence' (if applicable); and
- 3) Two weekly team coaching sessions

Schedule:

Week 1 11 Mar 2023 (Sat) 10:30AM - 4:30PM PolyU	10:30AM – 10:45AM	Registration and Introduction
	10:45AM – 12:45PM	Workshop 1: Design Thinking
	12:45PM – 1:00PM	Introduction of Pao Yue-kong Library's Support
	2:00PM – 3:30PM	Workshop 2: Turn ideas into Minimum Viable Products (MVP)
	3:30PM – 4:30PM	Introduction of Industrial Centre's Support and Guided Tour
Week 2-4 Mar 2023 Online	Mar 2023	Two weekly team coaching sessions
Week 4 31 Mar 2023 (Fri)		Submission of pitching video (see Appendix 2) and final pitch deck
		Application for The 9th Hong Kong University Student Innovation and Entrepreneurship Competition (第9屆香港大學生創新及創業大賽)
Week 4-8 April 2023 Online		Introductory training on 'Location and Geospatial Intelligence' <i>*only applicable to teams using Geographic Information System (GIS)</i>

SECTION 3 - FREQUENTLY ASKED QUESTIONS

Application Eligibility

1. Is it acceptable that my team consists of non-PolyU student(s)/ member(s)?

Yes. However, only current student (both undergraduates and postgraduates) of PolyU/ HKCC/ SPEED can act as PA during the entire funding period. The exit of the PA from the Awarded Project, if without replacement acceptable to PolyU, will result in suspension/ cancellation of any undisbursed fund under the POC Fund.

2. Can I submit more than one application, or participate in more than one team?

Yes, each individual is allowed to join more than one team, and each team can submit more than one application.

3. Can I use the same project to apply for POC Funding Scheme and other PolyU entrepreneurship programmes (e.g. PolyVentures Micro Fund (MF) Scheme, PolyU Tech Launchpad Fund (TLF) Scheme, PolyVentures Angel Fund Scheme) at the same time?

Yes, you can. However, you can only choose ONE of the funding schemes to avoid double benefits within the same funding period if you are awarded in more than one schemes.

4. Can I use the same project to re-apply for POC Funding Scheme?

Yes, only if your applying project has not been awarded in previous cohort(s) of POC Funding Scheme.

5. Can I use the same project previously/ currently awarded in other PolyU entrepreneurship programmes (e.g. PolyVentures Micro Fund (MF) Scheme, PolyU Maker Fund and PolyU Tech Launchpad Fund (TLF) Scheme, PolyVentures Angel Fund Scheme) to apply for POC Funding Scheme?

No, you cannot. POC Funding Scheme aims to instil a problem-driven innovation mindset into young talents through experiential learning and student-initiated research and development by supporting innovative ideas at pre-seed stage.

6. Is our team eligible for direct entry if we participated in public I&E competitions off the list of Appendix 1 and met a threshold requirement (i.e. being shortlisted in the 1st round of assessment)?

Yes, you team will still be eligible for direct entry to the Scheme. The list of Appendix 1 is only some examples of popular public I&E competitions, and it will be reviewed and changed by the Unit from time to time. However, priority will be given to those participated and met a threshold requirement in the listed competitions when there are overwhelming eligible teams.

7. Is our team eligible for direct entry if we participated in a public I&E competition/ won in PolyU I&E activities long time ago?

No, the direct entry offer will be granted to eligible teams which took part in public I&E competitions and PolyU I&E activities with application deadline laid between Mar 2022 and Feb 2022.

8. Can we change our project idea and/or team composition from our previous public I&E competition/ PolyU I&E activities?

Your team will only be eligible for direct entry to the Scheme given the project idea and team composition remain unchanged fundamentally (e.g. less than 50% changes in team composition, see examples below).

Examples:

	Team composition when participating in previous public I&E competition/ PolyU I&E activities	Acceptable change on team composition in order to be eligible for direct entry
Scenario 1	Member A, Member B, Member C	Member A, Member B, Member D
Scenario 2	Member A, Member B	Member A, Member B, Member C
Scenario 3	Member A, Member B	Member A, Member C
Scenario 4	Member A	Member A, Member B
Scenario 5	Member A, Member B, Member C, Member D, Member E, Member F	Member A, Member B, Member C, Member D, Member G, Member H, Member I

Disbursement of Scholarship, Grant and Cash Prize

9. Do we have to register a company to receive the Scholarship, Grant and Cash Prize?

No, you don't need to have a company to receive the Scholarship, Grant and Cash Prize should your project be approved.

10. How will the attendance rate of the POC Bootcamp be counted?

	Scholarship, Grant and Cash Prize	Graduation Requirements
(a)	HK\$4,000 'Dr Winnie S M Tang-PolyU Student Innovation and Entrepreneurship Scholarship' per Awarded Team with Certificate	<ol style="list-style-type: none"> 75% or above attendance rate in the Bootcamp <u>per Awarded Team (at least one representative from the team)</u> Satisfactory performance in team coaching sessions
(b)	HK\$1,000 'Dr Winnie S M Tang-PolyU Student Innovation and Entrepreneurship Scholarship'	<ol style="list-style-type: none"> Graduation requirement (a) Complete application and participation in the pipelining innovation & entrepreneurship competition, The 9th Hong Kong University Student Innovation and Entrepreneurship Competition (第九屆香港大學生創新及創業大賽).
(c)	HK\$5,000 top-up grant per Awarded Team for using Geographic Information System (GIS)	<ol style="list-style-type: none"> Graduation requirement (a) 100% attendance rate in the Introductory Training on 'Location and Geospatial Intelligence' <u>per Awarded Team (ALL team members' attendance is required)</u>
(d)	Top-up prizes for the outstanding teams in the Final Screening: <ol style="list-style-type: none"> HK\$10,000 cash prize per Awarded Team Admission to HKSTP IDEATION Programme for up to HK\$100,000 Financial Grant 	<ol style="list-style-type: none"> Graduation requirement (a) Being shortlisted as the outstanding teams during Final Screening Satisfy relevant conditions set out by HKSTP before officially admitted to the HKSTP IDEATION Programme.

APPENDIX 1 – LIST OF PUBLIC I&E COMPETITIONS

Below are some examples of popular public I&E competitions. Applying teams participated in off-the-list public I&E competitions will still be eligible for direct entry to the Scheme. However, priority will be given to those participated and met a threshold requirement in the below listed competitions when there are overwhelming eligible teams.

Name of Competition	Organiser
'Challenge Cup' China College Students Entrepreneurship Competition 「挑戰盃」中國大學生創業計劃競賽	HKNGCA Innovation & Entrepreneurship Centre 香港新一代文化協會創新及創業中心
China International College Students' 'Internet +' Innovation and Entrepreneurship Competition 中國國際「互聯網+」大學生創新創業大賽	HKNGCA Innovation & Entrepreneurship Centre 香港新一代文化協會創新及創業中心
Climate Action Recognition Scheme	Wofoo Social Enterprises
Cyberport University Partnership Programme (CUPP)	Cyberport
Dare To Change Business Pitch Competition	The Young Entrepreneurs Development Council Limited (YDC)
Elevator Pitch Competition (EPIC)	HKSTP
Esri Young Scholars Award	Esri China (Hong Kong)
Geospatial Lab Competition	Esri China (Hong Kong)
Hong Kong Social Enterprise Challenge (HKSEC)	Center for Entrepreneurship of The Chinese University of Hong Kong
International Convention on Rehabilitation Engineering and Assistive Technology (i-CREATE)	National Science and Technology Development Agency (NSTDA) of Thailand & Singapore Therapeutic, Assistive and Rehabilitative Technologies (START) Centre of Singapore
Jumpstarter IdeaPOP	Alibaba Entrepreneurs Fund
Outlier Smart Living Innovation Challenge	AIESEC
Techstyle for Social Good	The Mills Fabrica
Hong Kong University Student Innovation and Entrepreneurship Competition 香港大學生創新及創業大賽	HKNGCA Innovation & Entrepreneurship Centre 香港 新一代文化協會創新及創業中心
The City I&T Grand Challenge	HKSTP

APPENDIX 2 – PITCH DECK WRITING & PITCHING VIDEO

GUIDELINE

Assessment	Submission
Admission Screening	10-to-15-slide pitch deck
Final Screening (admitted teams only)	<ul style="list-style-type: none"> 10-to-15-slide pitch deck (final version) 3-min pitching video

Any requirement on pitch deck and pitching video?

1. Pitch deck - should **NOT be more than 15 slides of PowerPoint (PPT)**
2. Pitching video - should be within 3 minutes and uploaded to YouTube with a valid link for submission

The pitch deck and pitching video should be covering key items below. Otherwise, your project may lose some part of scores. They are expected to be engaging and entertaining. Sloppy and lengthy text gives an applicant NO advantage. Use creativity and tell a good story!

- Your products/ services
- Your business model
- Your key milestones
- Your team introduction
- Your R&D content and planning (if applicable)

Assessment Criteria

- Team competency (20%)
- Business development potential (30%)
- Innovativeness (30%)
- Research & Development (20%)

What is a pitch deck?

A pitch deck (also known as a slide deck or pitch slide deck) is a communication tool to raise money with a potential investor. It is a brief presentation, often created using PowerPoint, Keynote, or Prezi, to provide the audience with a quick overview of the business plan.

There are tons of pitch deck templates on the Internet. Applicants are **free to choose** whatever they think is appropriate. Guy Kawasaki's "10/20/30 Rule of PowerPoint" - 10 slides, 20 minutes and no font smaller than 30 points, can be a useful reference (guykawasaki.com/the_102030_rule). The ten slides proposed by Guy Kawasaki should include the following topics:

1. Problem Identified
2. Your Solution
3. Business Model
4. Underlying Magic/ Technology
5. Marketing and Sales
6. Competition (in the market)
7. Team
8. Projections and Milestones
9. Status and Timeline
10. Summary and Call to Action

THE END

of

PolyU Student Entrepreneurial Proof-of-concept (POC) Funding Scheme 2023 (Cohort 1)
Notes for Application

IMPORTANT NOTE:

All contents in this Notes for Application are subject to change without prior notice. Please contact the Knowledge Transfer and Entrepreneurship Office (KTEO) for latest updates before submitting your application.

30 Jan 2023