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| **Proposal for Enhancing the Capability and Interest of the Elderly in****Learning and Adopting Digital Technologies with Participation/Employment of the Youth for Consideration bythe Social Innovation and Entrepreneurship Development Fund****(SIE Fund)****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Template for Business Plan Proposal****Points to Note:**1. To facilitate a comprehensive and accurate assessment of the proposal by the SIE Fund, a Proponent is strongly recommended to adopt the template below in preparing its Business Plan Proposal and provide all the information required. Failure in providing the required information may result in low or no marks in the assessment.
2. In submitting the Business Plan Proposal, please ensure that the following information has been included in the proposal:
	1. Part I – Particulars of the Proponent
	2. Part II – Details of Proposal
3. Other relevant information in support of the proposal may be provided in the form of annex(ex) to the Business Plan Proposal.
4. All information provided in the Business Plan Proposal and Budget of Proposal will be used by the Trustee, Task Force and Proposal Assessment Committee of the SIE Fund as well as the SIE Fund Task Force Secretariat for processing the funding proposal and other related purposes. It may be disclosed to bureaux/departments of the Government of the Hong Kong Special Administrative Region or any other parties, if such disclosure is necessary.
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**Part I - Particulars of the Proponent**

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| **Registered Name of Entity** | (Chi) |  |
| (Eng) |  |
| **Correspondence Address** |  |
| **Website (if any)** |  |
| **Business Registration No. (if applicable)** |  |
| **Name of the Contact Person** | (Chi) |  |
| (Eng) |  |
| **Post title of the Contact Person** |  |
| **Telephone No.** |  |
| **Email Address** |  |
| **Mode of Entity (see paragraph 7.1 of the Invitation Brief):** |
| [ ]  | Charitable institution of a public character exempted from tax under section 88 of the Inland Revenue Ordinance (Cap 112) |
| [ ]  | Company (private or public) formed and registered under the Companies Ordinance (Cap 622) |
| [ ]  | Co-operative society registered under the Co-operative Societies Ordinance (Cap 33) |
| [ ]  | Society registered under the Societies Ordinance (Cap 151) |
| [ ]  | Statutory body established under the legislation in Hong Kong (please specify the ordinance below) |  |
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| [ ]  | Others (please specify) |
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**Please sign and stamp your organisation chop below**

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| (Name of Authorised Signatory)(Date) |

**Part II – Details of the Proposal**

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| **Project Title** |  |
| **Project Duration**[[1]](#footnote-1) |  |
| **Project Summary***(not more than 200 words)* |  |
| **Expected No. of Target Beneficiaries** | 1. Target Beneficiary: Elderly

Expected No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_1. Target Beneficiary: Youth

Expected No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(with employment opportunities: \_\_\_\_\_\_\_\_\_\_\_\_\_ )1. Other Target Beneficiary (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_1. Other Target Beneficiary (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Information of Other Funding Support from the Government or public organisation(s)[[2]](#footnote-2)** | Is the **same** proposed project being funded or in the process of application for funding support from the Government (other than SIE Fund) or any other public organisation(s)?

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| □ Yes | □ No |

 If yes, please provide the details below:

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| Funding organisation(s) |  |
| Submission date(s) / Funding Period |  |
| Details |  |

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| **Part I: Vision and Strategic Direction** |
| 1. Your understanding on the digital needs/gaps of the elderly and the opportunities to better utilise the talents of the youth to enhance the capability and interest of the elderly in learning and adopting digital technologies
2. The strategy or solution to be adopted to address the digital needs/gaps of the elderly with the participation/employment of the youth under the proposed project
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| **Part II: Implementation / Execution** |
| 1. Business model and work plan covering major tasks, activities and milestones, performance indicators, the expected outcomes and deliverables at different stages of the project implementation period
2. Collaboration across different sectors/disciplines/segments of the society
3. Publicity, marketing and promotion strategy and plan
4. Corporate/project governance to demonstrate that your organisation will act to the best interest of the Trustee of the SIE Fund and use and handle the grant provided under the SIE Fund properly if the proposed project is funded
5. Quality assurance measures
6. Potential risks in project implementation and the proposed risk management/mitigation measures
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| **Part III: Capability** |
| 1. Capability, experience and track record of the Proponent
2. Proposed approach to leverage the network of the Proponent to maximise the project effectiveness and efficiency
3. Structure and composition of the project team as well as the roles and responsibilities of the project team leader and members
4. Capability, qualification, experience and track record of individual members of the project team
5. Other advisors, partners and stakeholders engaged/to be engaged in project implementation, if any
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| **Part IV: Innovativeness** |
| Innovativeness and uniqueness of the proposed project |
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| **Part V: Social Impact** |
| 1. Target outcomes and expected social impacts of the proposed project
2. Measurement of social impacts created by the proposed project
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| **Part VI: Cost Effectiveness** |
| 1. Cost-effectiveness of the proposed project vis-à-vis the expected social impact to be created by the project
2. Cost control measures, if any
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1. Preferably one to two years and should not be more than three years. Projects over two years may only be considered on justifiable grounds. [↑](#footnote-ref-1)
2. The same project currently being supported by the Government or public ogranisation(s) (e.g. Lotteries Fund, Community Investment and Inclusion Fund, Enhancing Self-Reliance Through District Partnership Programme, Enhancing Employing of People with Disabilities through Small Enterprise, Partnership Fund for the Disadvantaged, Environment and Conservation Fund, Revitalising Historic Buildings through Partnership Scheme, Innovation and Technology Fund for Better Living, etc.) would **NOT** be supported under normal circumstances. [↑](#footnote-ref-2)