# Section A: Principal Applicant Information

|  |  |
| --- | --- |
| Surname :  | Given Name :  |
| Email :  | Mobile :  |
| Student ID No. :  |
| Age between 18 and 30 : [ ]  Yes [ ]  No | Hong Kong Permanent ID Card Holder : [ ]  Yes [ ]  No |
| Relationship with CUHK:[ ]  Current student (Undergraduate) [ ]  Current student (Postgraduate) [ ]  Alumni (graduated within 3 years) |
|  |

# Section B: Team Member(s) Information

|  |  |  |
| --- | --- | --- |
| **Team Member(s)** | **Team Member 2** | **Team Member 3** |
| **Name :** | **Surname :** | **Given Name :**  | **Surname :** | **Given Name :**  |
|  |  |  |  |
| **Email :** |  |  |
| **Mobile :** |  |  |
| **Student ID No. :** |  |  |
| **Age between 18 and 30 :** | [ ]  Yes [ ]  No | [ ]  Yes [ ]  No |
| **Relationship with CUHK :** | [ ]  Current student (Undergraduate)[ ]  Current student (Postgraduate)[ ]  Alumni (graduated within 3 years) | [ ]  Current student (Undergraduate)[ ]  Current student (Postgraduate)[ ]  Alumni (graduated within 3 years) |
|  |  |  |
| **Team Member(s)** | **Team Member 4** | **Team Member 5** |
| **Name :** | **Surname :** | **Given Name :**  | **Name :** | **Surname :** |
|  |  |  |  |
| **Email :** |  |  |
| **Mobile :** |  |  |
| **Student ID No. :** |  |  |
| **Age between 18 and 30 :** | [ ]  Yes [ ]  No | [ ]  Yes [ ]  No |
| **Relationship with CUHK :** | [ ]  Current student (Undergraduate)[ ]  Current student (Postgraduate)[ ]  Alumni (graduated within 3 years) | [ ]  Current student (Undergraduate)[ ]  Current student (Postgraduate)[ ]  Alumni (graduated within 3 years) |

# Section C: Project Summary

# (A summary of less than 300 words to describe your vision, objective, proposed product/service of the enterprise, and what problem/needs does it set out to solve/meet)

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| --- |
| **Project Name (in English) :**  |
| **Project Name (in Chinese) :**  |
|  |
|  |
| Section D: Feasibility / Market Analysis(who are your target audience/beneficiaries/buyer/behavior, provide a competitive analysis, and what is your estimation of the annual sales/market share) |
|  |
|  |
| Section E: Marketing Plan(How would you represent yourselves? How do you differentiate yourself from competitors? How do you plan to reach and/or engage your target audience and/or beneficiaries? E.g. workshops, website, color tones, identity, etc.) |
|  |
|  |
| Section F: Achievement(s) of Team Member(s) |
| **Academic Achievement:** |
| **Award Received:** |
| **Entrepreneurship Experience:** |