



## Frequently Asked Questions (FAQs) for Ideation Application

This FAQs provides essential information regarding the submission of applications for the Ideation Programme. Applicants are required to read this FAQs and the [Application Guideline](#) thoroughly before submitting their application.

We reserve the right not to proceed with the applications that (1) do not comply with the information outlined here or in the Application Guideline, or (2) miss any required actions or deadlines. For more information on registering for an Application Portal Account, please visit <https://partnersconnect.hkstp.org/user-guide/>.

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### 1. Who should be the Person-In-Charge (PIC) of the application?

#### a. Can I change the PIC or the registered email?

The personal information provided at the Portal Account Registration must belong to the PIC of the application. The PIC or the registered email cannot be changed once the Portal Account Registration has commenced in principle.

#### b. Who can be the PIC?

For team and company applicants, the PIC must be a shareholder of the company. For individual applicants, the PIC is the applicant themselves. Please refer to the Application Guideline for more details on the Mandatory Admission Criteria.

#### c. What personal information is required?

The PIC's full name must be 100% identical to the name on their Hong Kong ID or the Passport used in this application, along with the first 4 alphanumeric characters of the provided ID. The middle name should also be included in the First Name field.

#### d. What are the roles of the PIC?

The PIC is the main contact person for the application, responsible for signing the license agreement. All communications, meeting invitations, and milestone arrangements will be directed to the PIC.

## **2. What should I include in my Pitch Deck?**

### **a. What is the purpose of the Pitch Deck?**

The Pitch Deck should clearly illustrate your proposed project plan for an established or soon-to-be-established Hong Kong business entity. It should be concise and cover all key areas required by the Admission Panel.

### **b. What is the required format and length for the Pitch Deck?**

Submit your Pitch Deck as a PowerPoint or PDF file, with a minimum of 10 pages and a maximum of 20 pages. You may present it in English or Chinese, depending on which best conveys your idea.

### **c. What key sections should the Pitch Deck contain?**

#### **A) Key Summary**

- Introduction: Briefly describe your idea in 30 – 40 words, feel free to cover:
  - The motivation and vision behind your project.
  - The problem statement and how your target audience perceives it.
  - The value and benefits it offers.
  - What differentiates your solution from others.

#### **B) Problem and Market Context**

- Define the Problem: Clearly state the problem or pain point, supported by relevant statistics or data.
- Market Trends: Highlight current market trends that create a need for your solution.
- Target Audience: Identify who is affected by the problem, including demographics and challenges they face.

### C) Proposed Solution

- Details of Solution: Cover aspects such as:
  - Concept, features, and application
  - Innovativeness and potential technical challenges
- Visuals: Include diagrams or images if applicable.

### D) Market Opportunity and Validation

- Market Size: Present the market size using the following priority:
  - Serviceable Obtainable Market (SOM)
  - Serviceable Available Market (SAM)
  - Total Addressable Market (TAM)
- Growth Potential: Discuss the potential for market growth.

### E) Competitive Analysis

- Key Competitors: Identify your main competitors and their offerings.
- Market Barriers: Discuss any regulatory frameworks or barriers to entry.
- Competitive Advantage: Highlight how your solution differs from existing options.
- Analysis Framework: Use a competitor analysis framework or perceptual map for clarity.

### F) Key Milestones

- Milestone Plan: Outline a 12-month timeline (from the start of the programme) with quarterly milestones:
  - Quarter 1
  - Quarter 2
  - Quarter 3
  - Quarter 4
- Milestone activities focus on refining and validating the problem-solution fit, such as market research, customer interviews, competitor studies, R&D planning, prototyping, and securing market traction with trials and partnerships.

### G) Core Team Members

- **Team Overview:** Provide information about founders and core team members, including:
  - Education and work experience
  - Domain expertise
  - Key achievements and traction
- **Resources and Partnerships:** Mention any resources or potential partnerships/investments.

### H) Why HKSTP

- **Expected Support:** Describe the key support you expect from HKSTP.
- **Landing Plan:** Outline your plan for establishing your presence in Hong Kong (for non-HK applicants).

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## 3. What are the requirements for the Pitch Video?

### a. What should the Pitch Video include?

Your video should be a 3-minute presentation of your Pitch Deck uploaded to the application portal, recorded in a file format (.mp4 or .mov) using video recording or conferencing tools like Zoom or Microsoft Teams.

### b. Who should present the video?

The Person-In-Charge (PIC) should present the deck in their own voice and show their face to convey commitment and passion. AI avatars or generated voices are not permitted in principle.

### c. What language can I use in the video?

The PIC may present in English, Cantonese, or Mandarin, depending on which language they feel most comfortable with.

#### 4. What supporting documents do I need to provide upon panel approval?

##### a. What documents are required for individual applicants?

You must provide an address proof document that includes:

- The PIC's English full name (exactly as on the application form)
- Personal residential address
- Issue date (within 3 months of the application start date)
- Issued by recognized entities (government, banks, etc.), you may refer to <https://www.reo.gov.hk/en/voter/ap/aptypes.html> for the list of acceptable issuing organisations.

##### b. What documents are required for company/team applicants?

You need to submit the following once a company entity is expected from your application (Downloadable from <https://www.icris.cr.gov.hk/csci/>. Please note that charges may apply):

- **Certificate of Incorporation:** Establishment date must be within 2 years from the application start date.
- **Business Registration:** Must be valid at the start of the application period. A valid Business Registration will be required after full approval.
- **NNC1/NAR1/AoA:** Must show the PIC as a current shareholder. If the PIC is not listed, an official signed Transfer of Shares document with an effective date is required in addition to the NNC1/NAR1/AoA.