# 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:** |