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|  | **Pre-Incubation Centre (Pi Centre)****Entrance Application Form** |

A briefing session will be held in February 2014, to familiarize potential applicants with the requirements of the Application Form, as well as the important points to note while preparing the Execution Plan.  Please visit the websites of [KTO](http://www.cuhk.edu.hk/kto/picentre.html) and [ACE Hub](http://acehub.hk/) for further updates. We welcome inquiries and may assist in filling the Application Form with meeting arrangement.

1. **About the Team**
* Applicants’ Details

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| *Principal Applicant* | Name in Full: |  |
| Programme of Study:  | (Full-time/Part-time\*) |
| Student ID: |  |
| Year of Study: |  |
| Email: |  |
| Contact No.: |  |

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| *Team Member**(Insert more boxes if appropriate)*  | Name in Full: |  |
| Programme of Study: | (Full-time/Part-time\*) |
| Student ID: |  |
| Year of Study: |  |
| Email: |  |
| Contact No.: |  |

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| *Supervising/ Supporting Academic(if any)* | Name: |  |
| Department and Faculty:  |  |
| Email: |  |
| Contact No.: |  |

\* Delete as appropriate

* Background of Applicant and Team Member(s) (*A summary of less than 200 words to describe the education, work/internship, relevant skills, knowledge and know-how of the individual team member that are relevant to the proposed innovative idea and vision. Supplementary information can be provided in an Appendix)*

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1. **About the idea**
* Project Title / Name of the Enterprise

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* Mission Statement

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* Project Idea *(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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* Have you participated in any open or university-wide competitions with this idea? Please also state award(s) or endorsements from other authorities (if applicable).

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1. **Execution Plan[[1]](#footnote-1) (The plan should not exceed 10 pages of text)**
* **Product(s) / Service(s) Description**

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* **Feasibility / Market Demand** *(Who are your target audience/beneficiaries, what is your competitive landscape, and what is your analysis of the market)*

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* **Operating Plan** *(Based on your understanding of the problem/need, what kind of inputs do you need? What kind of activities will you be doing? What kind and quantity of deliverables? What difference are you going to make? Whether it is based by research and/or scientific discovery – the validity of your project? What is the measurable increase of impact? What are the risks – contextually, strategically, and/or financially?)*

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* **Marketing Strategy** *(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.)*

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* **Financial Plan** *(Income mix – contributed and earned, fixed and variable costs of operating your model, cost structure, cash flow projections and income statements 2-3 years pro-forma, sustainability)*

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* Project Milestones[[2]](#footnote-2)

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| **Timeline** | **Venture Setup** | **Infrastructure Development** | **Business Development** |
| **Apr – May****2014** |  |  |  |
| **Jun – Jul****2014** |  |  |  |
| **Aug – Sep****2014** |  |  |  |
| **Oct – Nov****2014** |  |  |  |
| **Dec 2014****– Jan 2015** |  |  |  |
| **Feb – Mar****2015** |  |  |  |

* Specific Requirement of the Pi Centre[[3]](#footnote-3)

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| Number of seats requested |  |
| Exclusive working area |  |
| Size of physical storage |  |
| Server connection to the computer network |  |
| Expected Move-In Date(successful teams are expected to move in during April 2014)  |  |

**Declaration and Signatures**

I/we declare that the statements made in this application are true and complete to the best of my/our knowledge. I/we have read the Application Guidelines carefully and fully accept the rules and conditions if I/we were admitted to the Pi Centre.

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|  | Name in BLOCKPrincipal Applicant |  | Signature |  | Date |  |

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|  | Name in BLOCKTeam Member(s)(insert more boxes if necessary) |  | Signature |  | Date |  |

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|  | Name in BLOCKAcademic Supervisor(if any) |  | Signature |  | Date |  |

1. See Application Guidelines Part A.4 and Part C for details. If you would like to seek assistance in filling this part, please contact us directly. [↑](#footnote-ref-1)
2. Details in terms of what, when, how, who, and which of the project implementation should be clearly specified, and will be monitored closely and assessed regularly. [↑](#footnote-ref-2)
3. The Pi Centre will provide what is required according to the resources available. [↑](#footnote-ref-3)