



香港中文大學

The Chinese University of Hong Kong

Business Proposal Guidelines for TSSSU

Office of Research & Knowledge Transfer Services
(ORKTS)

Business Proposal Guidelines

- TSSSU application from (i.e., Annex A) requires a “business proposal” (Section C, item 4).
- ITC does not provide guidelines or a template for writing a proposal. The business proposal guidelines in this document (next slide), provided by ORKTS, are for reference only.
- The vetting panel will evaluate your company partly based on the business proposal.
- Some guidelines may not be applicable to your company and project.



Business Proposal

* Core components in a business proposal are in **bold**

Components	Advice
Company's Mission Statements	<i>External</i> statements to customers and investors. Fewer is better. http://www.missionstatements.com/fortune_500_mission_statements.html
Product/Service Idea	What <i>primary</i> problem(s) does it solve? Who are your customers and end users? (leave the details to next section "Competitive Analysis")
Competitive Analysis	1. What are existing products and solutions. 2. Why your solution is better than competition?
Team's core competence & track records	What expertise and characteristics does your team have that would make it more likely for your team to succeed?
Market Demand	How can your products/services create a niche or steal shares from incumbents? What is the volume projection over time?
Partnership Strategy	Partners (e.g., suppliers, channels, buyers, agents, collaborators) and strategy.
Marketing Strategy	Price, distribution channels, positioning, promotion.
Financial Plan	Cost structure, business model , revenue forecast, cash flow management
Sustainability & Evolution	How do you anticipate market change/disruption and what is your adaptation strategy?

