Info Pack for CSDI PoC Proposal Submission
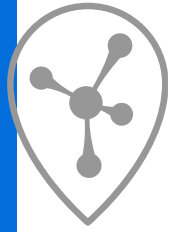
Dec 10, 2024

Version 1.0

HONG KONG'S LARGEST INNOVATION & TECHNOLOGY ECOSYSTEM

INFO

1. Eligibility
2. Selection & Assessment criteria
3. Timeline
4. Program details
5. Summary – Milestone assessment
6. Business Plan template

1. ELIGIBILITY

HKSTP

IDEA
An Innovative Idea
(Supported by R&D and business planning)

+

COMPANY
A limited company registered & incorporated in Hong Kong

OR

TEAM
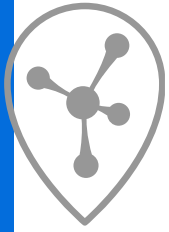A group of Innovative person who working on Initiative , Prototype or Solutions
(at least two(2) members)

➜

Geospatial Data Driven

SCOPES of PROTOTYPES

Banking, Financial Services & Insurance | Low Altitude Economy | Construction & Real Estate | Mobility & Logistics | Environment, Social & Governance

2. SELECTION & ASSESSMENT CRITERIA

HKSTP

Business Proposal Submission

Supporting Material e.g. mockup link, video

Technical competency (Make Use of Spatial Data) 25%
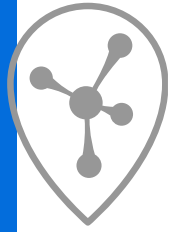
Commercialisation value 25%

PoC development plan 30%

Team Competency 20%

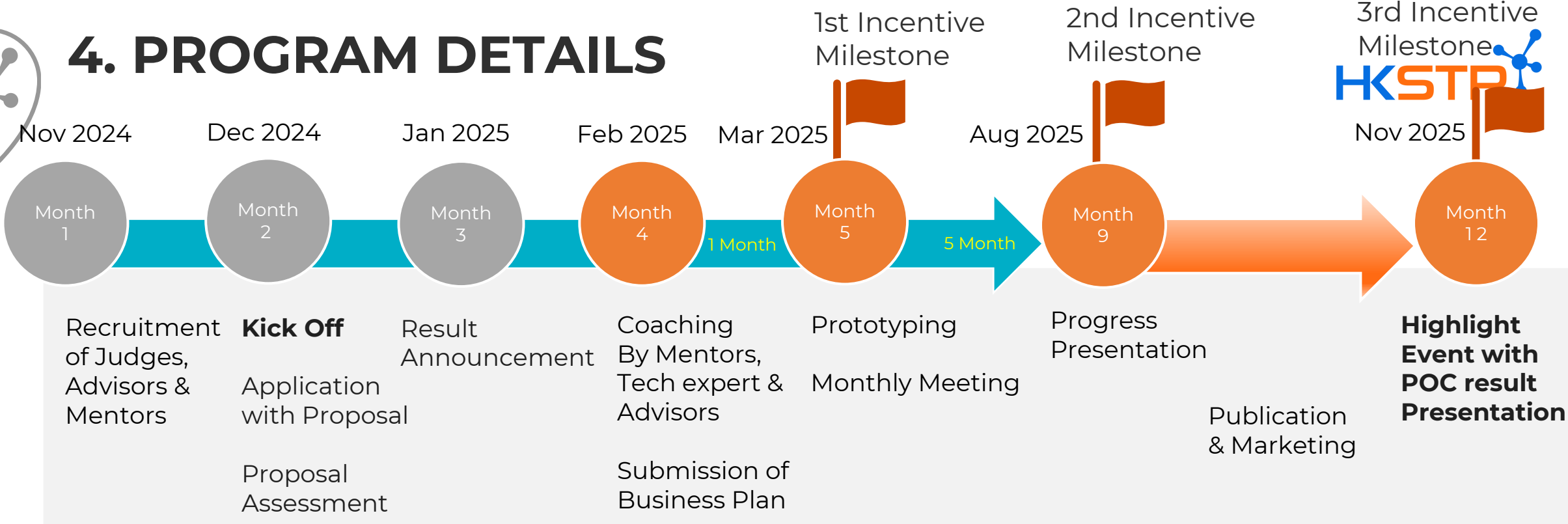**Shortlisted Teams will be presented to Judges in Jan 2025**

4 Teams

3. TIMELINE

10 Dec 2024	9 Jan 2025	Jan 2025	End Jan 2025	Feb 2025
Application	**Submission Deadline**	**Proposal Assessment**	**Result Announcement**	**Programme Start**
1-month Application period	4-week Application period	Shortlisted applicants will be selected for assessment		Kick Off

4. PROGRAM DETAILS

1st Incentive Milestone

2nd Incentive Milestone

3rd Incentive Milestone

HKSTP

Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Aug 2025	Nov 2025
Month 1	Month 2	Month 3	Month 4	Month 5	Month 9	Month 12

1 Month · 5 Month

Recruitment of Judges, Advisors & Mentors

Kick Off

Application with Proposal

Proposal Assessment

Result Announcement

Coaching By Mentors, Tech expert & Advisors

Submission of Business Plan

Prototyping

Monthly Meeting

Progress Presentation

Publication & Marketing

Highlight Event with POC result Presentation

Technical partnership
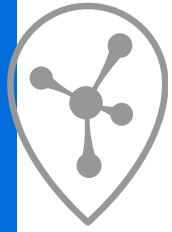Tech experts to support

FUNDING & SUPPORT
HK$7.5K for each team Support from STP Digital Service Hub

BUSINESS MATCHING
Exposure to Business Opportunities

Mentors & Advisors
Corporate and industry partners

5. SUMMARY - MILESTONE ASSESSMENT

- **1st milestone (20%) – Mentor Meet-up** HK$15,000 Each Team (Tentative Apr 2025)
  - Proposal submission : Structured 6 months plan
  - Satisfactory progress on Prototype development
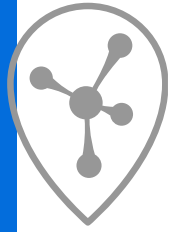 - Proactive Meeting with mentors

- **2nd milestone (34%) - Progress Presentation** HK$25,000 Each Team (Tentative Aug 2025)
  - Proactive meetings with mentors
  - Prototype ready for presentation [at STP Digital Service Centre] (Mentors)

- **3rd milestone (46%) – Highlight event** HK$35,000 Each Team (Tentative Nov 2025)
  - Join Highlight event & Promotion
  - Project pitching – product and results

6. POC Proposal Template

BUSINESS PLAN TEMPLATE : GUIDE

- A Business Plan is expected to be precise and concise, be delivered in PowerPoint / PDF format with **minimum 10 pages but no more than 20.**

- You can **embed supporting material including video clip, mockup screens or URL link** into this proposal

- NOTE: You are **highly recommended** to include ALL the information as illustrated in the following template as such information are expected from the proposal assessment. You may of course, vary the sequence, format, style, etc. and add other relevant information as appropriate.

POC PROJECT NAME

Presented by :

Date :

PROJECT SUMMARY

- Introduction of your product within 30-40 words :

- Expected contents:
-   What is your idea / initiative/ product?
-   Who are your target customers?
-   What is the problem you are trying to solve?
-   What are the beneficiaries of your solution?

PRODUCT FEATURES

- How can the product solve market problem / fulfill market needs?
- What are the key spatial data and geo-spatial technology to be involved and how they can be used? (Spatial data available at the CSDI portal should be used where appropriate)
- What is the Innovativeness?
- You can use picture, flow-diagram, illustration or even previous work of your own to state your point.

SALES AND MARKETING PLAN

- Who are your target customers? (those who will pay) and target end-users? (those who will use the product)
- What is the potential market size?
- What are the marketing channels?

BUSINESS MODEL

- Explain your revenue model and pricing strategy, if any

POC PROJECT SCHEDULE

Describe your next 6 months plan on :
- APP Development

EXAMPLE	1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month
APP Development	Obtain User requirements	UI/UX and graphics design	App Development	App Development	Software Testing & Finetuning	Prototype ready for testing and fine tuning

TEAM

- Brief introduction of the Founders, Management, R&D Team, Development Team and Advisors
(Photo, Name, Title and relevant experiences.)

- Any investors / partners involved in your project? If any