

Guideline on Business Proposal

Lingnan Entrepreneurship Initiative (LEI) Graduate Support Fund – Startup Stream Guidelines on Business Proposal

The project proposal should be limited to 4 pages (in 12-point font) and include the followings:

- i. Project member(s);
- ii. Project title;
- iii. An executive summary;
- iv. How the project may meet the above-mentioned assessment criteria;
- v. Description, format and schedule of activities (e.g. business model, date, time, duration, venue, and target number of participants, etc.);
- vi. Information of the community partner(s), investor(s), and/or NGO(s);
- vii. Type and expected number of target beneficiaries;
- viii. Revenue expected to be generated;
- ix. Expected outcomes, achievements, impact and contributions of the project
 - i. On target beneficiaries
 - ii. On client being engaged
- x. Budget
 - i. Cost Structure (e.g. staff cost, marketing/activities cost)
 - ii. Revenue Stream (e.g. programme fee, sales, etc.)
 - iii. Fund Distribution (How would you spend the money?)
 - iv. Other sources of income (e.g. donation, sponsorship, etc.)
- xi. Key Performance Indicators and Measurement (i.e. how the impact/performance will be measured)
 - i. Targeted Clients
 - ii. Commercial viability
 - iii. Overall project evaluation – Entrepreneurship Programme
- xii. Sustainability of the project/business
- xiii. Plan on how to share the project outcomes and impact with the Lingnan community and the wider public