

**Hong Kong Baptist University**  
**Centre for Innovative Service-Learning**  
**TriAngle**

**Guideline on Social Innovation Project 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. Project nature: A) Social Innovation Project; B) Enterprise for Social Good  
(For a Social Innovation project, no income is needed but you need to justify the way to sustain your project either by funding or donation. For Enterprise for Social Good, you should justify the income source in your business model)
- iv. An executive summary;
- v. How the project may meet the above-mentioned assessment criteria;
- vi. Description, format and schedule of activities (e.g. project description, lean model (if applicable), date, time, duration, venue, and target number of participants, etc.);
- vii. Information of the community partner(s), NGO(s), SE(s), and/or investor(s);
- viii. Type and expected number of target beneficiaries;
- ix. Revenue expected to be generated (if applicable);
- x. Expected outcomes, achievements, impact and contributions of the project
  - i. On target beneficiaries
  - ii. On client being engaged
- xi. Budget
  - i. Cost Structure (e.g. staff cost, marketing/activities cost)
  - ii. Revenue Stream (e.g. profit from programme fee or sales, etc. and other sources of income from funding, donation, sponsorship, etc.)
  - iii. Fund Distribution (e.g. ways to spend the money, publicity, logistic arrangement, speaker allowance, etc. )
- xii. Key Performance Indicators and Measurement (i.e. how the impact/performance will be measured)
  - i. Social Impact (e.g. target beneficiaries, target service users, etc.)
  - ii. Commercial viability (if applicable, e.g. target clients)
  - iii. Overall project evaluation (e.g. serve 300 elders and 20 customers that purchase the services provided by elders within 6 months)
- xiii. Sustainability of the project/enterprise, future direction of the project/enterprise (e.g. how to survive the project/enterprise)
- xiv. Plan on how to share the project outcomes and impact with the HKBU community and the wider public?