**Hong Kong Baptist University**

**Centre for Innovative Service-Learning**

**TriAngle**

**Social Innovation Kick-Start Fund Project - Proposal Guideline**

**Part A. Applicant Information**

**1. Project Name**

**2. Project Member(s)**

* List all project members’ full names, personal information, and roles.

**3. Project Nature**

* **A) Social Innovation Project**
  + Justify how you plan to sustain your project through funding or donations.
* **B) Enterprise for Social Good**
  + Justify the income sources in your business model

**Part B. Project Overview**

**1. Executive Summary**

* Provide a concise summary of your project, including its objective, target beneficiaries, and expected impact.

**2. Social Issue and Market Analysis**

* Understanding of the Social Issue
* Market Opportunities

**3. Collaboration**

* List out potential or existing community partners, NGOs, social enterprises, and/or investors involved in the project.

**4. Assessment Criteria**

* Explain how your project meets the assessment criteria set by the Social Innovation Kick-Start Fund, using Lean Canvas if necessary.

**Part C. Project Implementation Plan**

**1. Key Milestones**

Please indicate your project milestones and activities in a table format.

|  |  |  |
| --- | --- | --- |
| **Phase** | **Period** | **Goals** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**2. Business Model (For “Enterprise for Social Good” Applicants)**

* Explain how the business generates profits and its potential for self-sustainability using Lean Canvas: Revenue Streams; Cost Structure; Value Proposition; Customer Segments, Channels, etc.

**3. Budget Plan**

* List all possible expenses in detail under categories such as Machinery, Production Cost, Programme Material, and Publicity Fee.

**[Category]**

|  |  |  |
| --- | --- | --- |
| **Description** | **Unit** | **Estimated Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Total (HKD)** | |  |

**4. Social Impact Measurement (Key Performance Indicators)**

* **Quantitative Impact**
  + Examples: Number of target beneficiaries, number of activities delivered, number of prototypes built, number of tests conducted
  + Measurement Methods: Statistical data, reports, etc.
* **Qualitative Impact**
  + Examples: Changes in well-being, improvements in quality of life, enhanced social cohesion
  + Measurement Methods: Surveys, interviews, case studies, etc.

**5. Long-term Sustainability and Vision**

* Describe how you plan to sustain the project/enterprise and its future direction.

**6.** **Outcomes Publication Plan**

* Describe the methods and channels you will use to share the project's outcomes and impact with the HKBU community and the broader public.