



Youth Entrepreneurship Development Institute

## Asia Entrepreneurship Summit and Exhibition 2015 Application Procedure and Forms

### Background

On 14<sup>th</sup> January 2015, Hong Kong Government addressed the “Youth Development Fund” in *Policy Address 2015*. It is a very important topic for youth development and entrepreneurship. In HKU, **Youth Entrepreneurship Development Institute (YED)** is a student centred Knowledge Exchange Platform under the governance by Faculty of Education, and running a series of professional seminars and entrepreneurship workshops for HKU postgraduate and undergraduate student. Knowledge exchange, entrepreneurial spirit and life planning are the core subjects. We use bottom-up strategy and convey students’ voices to University and Government (i.e CEDARS; GE Unit; Knowledge Exchange Office, HKU; Education Bureau, Home Affair Bureau and Commission on Youth)

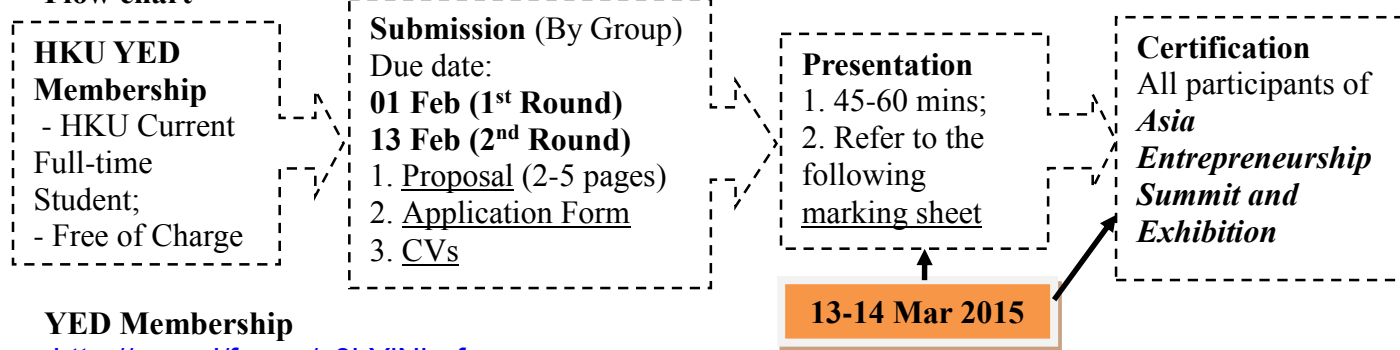
On 13<sup>th</sup> and 14<sup>th</sup> March 2015, YED will organise **Asia Entrepreneurship Summit and Exhibition @HKU (AESE)**. It is a non-profit event for HKU students to practice their competence in life planning and present their entrepreneurship to mass media, professionals and public. Through this summit and exhibition, we can get closer to the real business and the policy related to entrepreneurship in local market, but also your future development in globalized society. DON’T MISS this opportunity to discuss with the leaders in public and private sectors of Hong Kong, Taiwan, Mainland China, Singapore, Korea, Japan, Europe and America. Successful applicants can share a free booth and give a presentation to public in HKU campus. Look forward to seeing you!

**【Apply NOW】**

### Guideline

1. Make appointment with HKU Faculty Advisor / Coach(Mentor) / YED Executive Committee for further consultation;
2. Apply free booth and presentation for “Asia Youth Entrepreneurship Summit and Exhibition”

### Flow chart



### YED Membership

<http://goo.gl/forms/c8hYINhefm>

### Contact us:

**Youth Entrepreneurship Development Institute (YED)**

Email: [issacwu@hku.hk](mailto:issacwu@hku.hk) [yedhongkong@gmail.com](mailto:yedhongkong@gmail.com) [hku@yedhk.com](mailto:hku@yedhk.com)

Tel: (852) 2858 2332

Office: P407, Graduate House, University of Hong Kong

---

**\*\* List of Supporting Parties and Sample of Proposal (See Page 4 of this file)**

[HKU Student]

## Asia Entrepreneurship Summit and Exhibition 2015

### Application Form for HKU Student Project

**To: KE Unit, Faculty of Education and Postgraduate Student Association**

**Attn: Executive Committee, Youth Entrepreneurship Development Institute (YED)**

Email to: yedhongkong@gmail.com    issacwu@hku.hk

1. We submit the proposal on 01 Feb 2015 (1<sup>st</sup> round) / 13 Feb 2015 (2<sup>nd</sup> round)
2. We will conduct the presentation on (Date) \_\_\_\_\_ [09:30-17:30, 13 Mar 2015 (Fri) or 14 Mar 2015 (Sat)], from \_\_\_\_\_ to \_\_\_\_\_ (30-60 mins).
3. \_\_\_\_\_ member(s) will attend the “One Day Entrepreneur” local tour [15 Mar 2015, (Sun)].  
*We will visit primary, secondary and tertiary industries in Hong Kong, with one meal.*

SECTION A – TEAM PARTICULARS				
Name in English:		Name in Chinese (if applicable):		Amount of Member:
Contact No.:		HKU Email (Team Leader): Team Email :		
Website (URL):		Social Media (Facebook, Weibo, Wechat, etc.):		
Member's Name(s) (English & Chinese)	Programme (Year of Study):	Hometown (e.g Shanghai, China)	University No.	
Faculty Advisor				
Name (Prof./Dr./Mr./Ms.):	University/Faculty	Telephone No.	Email Address	Attendance (Yes or No)
				13 March (Fri)
				14 March (Sat)
Coach (if any)				
Name (Prof./Dr./Mr./Ms.):	Organization	Telephone No.	Email Address	Attendance (Yes or No)
				13 March (Fri)
				14 March (Sat)

**SECTION B – PROJECT DETAILS (2-5 Pages Proposal)** **Check list: mark down “☑”, if applicable**

- Template**
1. Topic/Concept ( theme, social issue, market demand)
  2. Context (Who has the demand? Who is the speaker? Who is the target audience? Where can you apply the knowledge? Why?)
  3. Timeline (What should you do before and after the summit and exhibition?)
  4. Budget for the summit and exhibition (cash,  products, or services?)
  5. Booth design (facilities, sample of promotion materials)
  6. Your social impact (what's the social impact/benefit you can make through your event?)

**SECTION C – SPONSORSHIP OR FUNDING SCHEME(S)**

We confirm that we will not conduct any kinds of profit-making activity during the summit and exhibition. We confirm that we have the duty to disclose all the sponsorship and funding(s) to Entrepreneurship 100 panel

<b>SPONSORSHIP / FUNDING SOURCE (Organization and Name of Scheme)</b>	<b>ITEM and TIME PERIOD(S) (e.g. Cash, Services, Products, etc.)</b>	<b>AMOUNT (HK\$)</b>

**Extension**

We will disclose the sponsorship or funding scheme(s) on (Date) \_\_\_\_\_ (Before 6 Mar 2015).

**SECTION D – DECLARATION**

We confirm that the proposed project has been developed in consultation with the Faculty Advisor, Coach, and YED Executive Committee. We confirm that we have identified and addressed any risks relating to undertaking this project. We confirm that we will not conduct any kinds of profit-making activity during the summit and exhibition.

<b>Name of Team Member(s):</b>	<b>Signature and Date</b>	<b>Please indicate here if you have any involvement in or relationship with the beneficial target(s) / organization(s) named in Section C above</b>

I support the proposed project and confirm that I have reviewed this proposal and guided the project in identifying and addressing any risks relating to undertaking this project. I will monitor the project progress if this application is approved.

<b>Endorsed by YED Executive Committee:</b>		
---	--	--

**List of Supporting Parties:**

<https://docs.google.com/document/d/16PbnCuOb4hkGEWkqr8fO3v8y6TuQdXdBY8kHj7N-2W8/edit?usp=sharing>

**Sample of Proposal (2-5 pages):**

[https://docs.google.com/document/d/19E2Wgns55-joh6MXCjsTnO6OrawCnxp\\_SyMKbGkzg8I/edit?usp=sharing](https://docs.google.com/document/d/19E2Wgns55-joh6MXCjsTnO6OrawCnxp_SyMKbGkzg8I/edit?usp=sharing)

<b>Marking Sheet (For Faculty Advisor and Coach)</b>		
<b>Criteria:</b> <i>please mark down “☑”, if applicable</i>	<b>Full Score</b>	<b>Obtained</b>
<b>Corporate Shared Values/Corporate Social Responsibility</b> <input type="checkbox"/> Engagement between university and community; <input type="checkbox"/> Triple bottom line	15	
<b>Leadership</b> <input type="checkbox"/> Life planning <input type="checkbox"/> Critical thinking <input type="checkbox"/> inspiring presentation and interesting booth	15	
<b>Partnership</b> <input type="checkbox"/> Strong connection with faculty advisor, coach and peers	15	
<b>Creativity</b> <input type="checkbox"/> Product <input type="checkbox"/> Service <input type="checkbox"/> Corporate solution	10	
<b>Globalization</b> Excellent global perspectives from: <input type="checkbox"/> local students; <input type="checkbox"/> Mainland and international student	10	
<b>Social impact</b> <input type="checkbox"/> Benefits to target audiences <input type="checkbox"/> Empower social network and media	10	
<b>Knowledge exchange</b> <input type="checkbox"/> Interdisciplinary	10	
<b>Financial feasibility</b> <input type="checkbox"/> Reasonable budget <input type="checkbox"/> Internal control system <input type="checkbox"/> External audit	5	
<b>Technology transformation</b> <input type="checkbox"/> with technological elements	5	
<b>Management skill</b> <input type="checkbox"/> Professionalism; Qualification	5	
<b>Total Score</b>	<b>100</b>	
<b>Comment:</b>		

## Photos of YED (2014/15)

- **15 Oct – 5 Nov**  
Recruitment:
  - YED Executive Committee and Ambassador 2014



- **8 Nov 2014**  
Opening Ceremony
  - - Mr. Ricky Lam, Chair of PR and Publication, Institute of Financial Accountant
  - - Dr, Patrick Ko, Honorary Trustee, HKBU
  - - Microsoft HK
    - Ms. Joelle Woo, Director;
    - Ms. Smita, Sanadhya, CFO
  - - UDomain
    - Ms. Angel Tai, Marketing Manager



- 8 Dec 2014**  
 “Communication & Presentation: Youth and Cultures”  
 - Mr. Frankie Yeung, MH JP  
 - Dr. CK Cheung, Faculty of Education  
 - HKU Landman Music  
 - HKU Live Studio Network



- 11 Dec 2014**  
 “Corporate Governance and Risk Management”  
 - Mr. Stephen Chan (FCCA) and;  
 - Mr. Ricky Lam (FCPA)



- **16 Jan 2015**

**Hong Kong Government (Home Affairs Bureau) and Commission on Youth**  
***“Large-scale Youth Programme Funding Scheme” HKD 400,000 budget***

- Mr. Lam Cheung-chi, MH

- Mr. Allan Lam, Chief Executive Officer, Home Affairs Bureau, Hong Kong SAR Government

- **26 Jan 2015**

**“Youth Summit 2015” :**

**1<sup>st</sup> meeting with Hong Kong Government (Home Affairs Bureau) and Commission on Youth**  
***“Youth Development Fund” HKD 300 million***

- Mr. FOK Kai-kong, Kenneth 霍啓剛先生, Committee of Commission on Youth

- Miss. TANG Pui-ye, Phoebe 鄧珮頤女士, Committee of Commission on Youth

- Mr. Allan Lam, Chief Executive Officer, Home Affairs Bureau, Hong Kong SAR Government

- Ms. Stephanie Hung, Executive Officer, Home Affairs Bureau, Hong Kong SAR Government

