

WU YEE SUN COLLEGE  
THE CHINESE UNIVERSITY OF HONG KONG  
Sunny Passion Programme (愛陽光計劃) 2022/23

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## 1. Introduction

Wu Yee Sun College (WYS) of The Chinese University of Hong Kong (CUHK) invites students to submit proposals to the **Sunny Passion Programme (SPP)**.

SPP encourages social responsibility among students, and supports students to think and act creatively for good causes.

## 2. SPP Objectives

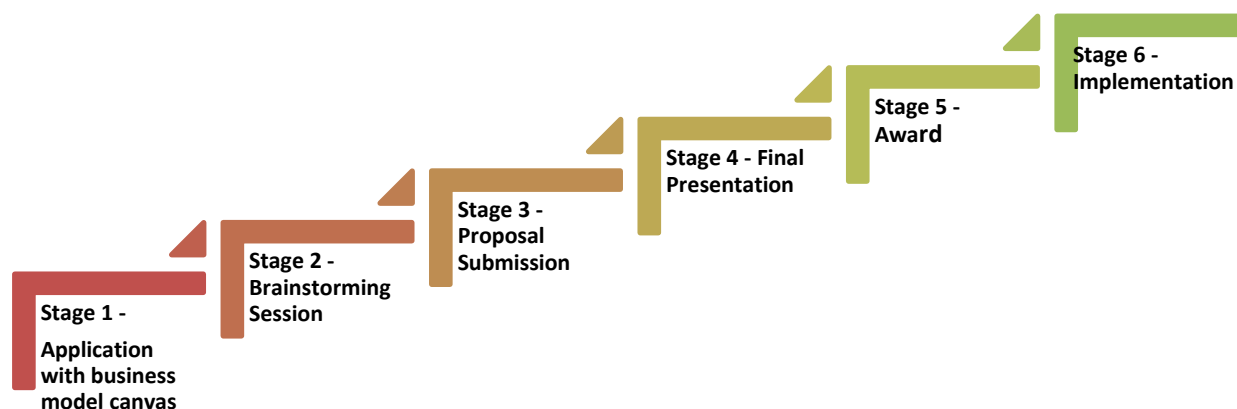
To generate innovative, creative and entrepreneurial ideas for social benefits among WYS students.

## 3. Eligibility

**All WYS students** can apply individually or in groups (collectively referred to as a team)\*. **Final-year WYS students** can submit their Senior Seminar course proposals, if the proposals meet the purpose of the SPP. If the Senior Seminar course proposal is a group project, please be reminded to get consent from all members contributed to the project prior to the submission of the proposal.

*\*A team MUST comprise of at least 50% WYS students. Other teammates may be students from other colleges of CUHK.*

## 4. SPP Overview



### STAGE 1 – APPLICATION WITH THE BUSINESS MODEL CANVAS

Each team will submit an application form together with Business Model Canvas (Appendix 1) to state the creative ideas and the social missions behind the proposed projects; AND post the project idea (short description of project and picture) on [c!ab Website](#) for feedback from other teams and CUHK students.

**Due Date: 5:00pm, 30 January 2023**

### STAGE 2 – BRAINSTORMING SESSION

#### 2.1 Online Feedback

After every enrolled team has posted its ideas on [c!ab Website](#), the College will invite students in the CUHK community to render comments and feedback for consideration of the teams.

**Period: 30 January to 7 February 2023**

#### 2.2 Brainstorming Session

All enrolled teams MUST attend the session and are expected to give feedback to other teams' on their project ideas.

**Date: Early- February 2023**

### STAGE 3 – PROPOSAL SUBMISSION

After receiving the feedback from other teams and students in Stage 2, each team will revise its ideas and submit a full (maximum of 10 pages) proposal. The team should include an action plan in the proposal for suggesting at least one feasible way to implement, promote or demonstrate their project idea to others if the team wins an award. That feasible way should include steps to be taken within six months of receipt of the award (see Stage 6: Implementation below).

**Due Date: 5:00pm, 10 March 2023**

### STAGE 4 – FINAL PRESENTATION

Short-listed teams will present their ideas to a panel of judges through 15 minutes of oral presentation and 10 minutes of Q & A.

**Date: End-March, 2023**

### STAGE 5 – AWARD

Finalists will be announced in early April and the Gold Award, Silver Award, and Bronze Award will be presented at the College Assembly. Winning teams will be awarded HK\$10,000, HK\$6,000 and HK\$4,000 respectively.

**Date:** 22 April 2023

### STAGE 6 – IMPLEMENTATION

Each winning team will receive the award in two instalments. 50% of the amount will be awarded initially and the second instalment will be disbursed after the team completes tasks to implement, promote and/or demonstrate their project to others.

**Objective:** To encourage the teams to implement their plans, sow their ideas in the wider community and receive feedback for enhancing practicability of their projects.

**Requirement:** The awardees are required to take practical steps towards implementation *within six months from the date of award announcement*. The steps should be outlined in the winning proposal and may involve *disseminating ideas undertaking actions or both*. **Full implementation of the project is desirable but NOT mandatory.** Examples of steps are presenting exhibiting, and sharing at CUHK campus and community events, formal application for grants and/or other funding, taking part in competitions beyond CUHK to pursue the project and carrying out promotional campaigns .

**Consultation:** Winning teams should seek assistance and confirmation regarding arrangement of the follow up task from Miss. Julia Liu (3943-9767/ julialiu@cuhk.edu.hk) who may also help contact relevant partners.

## 5. Submission Guidelines

### GENERAL

All document submissions should be typed in Chinese or English (11 point font and double spaced, not including the cover page and table of contents)

### APPLICATION FORM WITH BUSINESS MODEL CANVAS

You're suggested to use no more than 500 words to describe your idea in the application form, stating how it will generate positive value to the society. Meanwhile, you're required to fill in ONE A4-page business model canvas. The team should submit the application form together with the business model canvas by **5:00pm, 30 January, 2023** through one of the following channels -

1. e-mail the softcopy of the document to Ms Erica Leung ([ericaleung@cuhk.edu.hk](mailto:ericaleung@cuhk.edu.hk)) and/or Miss Julia Liu ([julialiu@cuhk.edu.hk](mailto:julialiu@cuhk.edu.hk)); or
2. click the following link (<https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13659566>) and complete the online application form
3. Send the original hard copy of the documents to the College Office, Wu Yee Sun College in person

### PROPOSAL

The proposal should be written in a **maximum of 10** pages of text and six pages of appendixes in 11 point font and double spaced. Your full name, student ID, year of graduation and major with the finalized project title should be indicated in the cover page. The first page of your proposal should be an executive summary.

Each team is required to send the **soft copy** of the proposal in PDF format by email to Ms Erica Leung ([ericaleung@cuhk.edu.hk](mailto:ericaleung@cuhk.edu.hk)) and/or Miss Julia Liu ([julialiu@cuhk.edu.hk](mailto:julialiu@cuhk.edu.hk)), and **one hard copy** of the proposal to the College Office (Room G03, Wu Yee Sun College) during the office hours (0900 – 1730) on or before **10 March, 2023**.

### **PRESENTATION**

The presentation consists of 15 minutes oral presentation without interruption from the panel judges, followed by a 10 minute question-and-answer session. Each team can present their ideas in either English or Chinese (Cantonese or Putonghua).

Judges may ask questions in either English or Chinese (Cantonese or Putonghua).

Notebook(s) and projector can be provided upon request. Other equipment/software needed for demonstrating the plan should be prepared by the teams.

## **6. Selection Criteria**

The selection panel will adopt the following criteria in assessing the proposals:

- Social benefits resulting from implementation of the proposal
- Creativity and innovation
- Feasibility and practicability

## **7. Selection Panel**

The selection panel will be composed of SPP working group members and professionals from relevant disciplines.

## **8. Confidentiality and Intellectual Property**

The project ideas submitted to SPP shall be original and initiated solely by the enrolled team members. If other people or parties have contributed to the idea(s), their contribution should be well acknowledged. The submission of application and proposal should be authorized by ALL members of the team, and all members of the team are required to sign the declaration form along with the application.

The authors of the proposals will retain the intellectual proprietary rights to their proposals.

Since none of the organizer, judges, reviewers, staff or the audience are not required to sign any non-disclosure statements, all teams are responsible for taking proper steps to protect their own intellectual properties they do not wish to publicly disclose.

Certain sessions of SPP, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcasted to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.

The college may make photocopies, photographs, video recordings and/or audio recordings of the presentations including the written plans and other documents, charts or material prepared for use of Wu Yee Sun College. The organizer has worldwide non-exclusive rights in all languages, and in all media, to use or to publish any related materials.

## 9. Important Dates

Date	Description
30 Jan 2023	➤ Application Deadline (Submission of Executive Summary)
30 Jan to 7 Feb 2023	➤ Online Feedback on c!ab website
Early-Feb, 2023	➤ Brainstorming Session
10 Mar 2023	➤ Proposal Submission Deadline
End-Mar 2023	➤ Final Presentation of Short-listed Teams
22 Apr 2023	➤ Award Presentation at the College Assembly
21 Oct 2023	➤ Awardees Finish Follow Up Task

## Frequent Asked Questions (FAQ)

- (1) Can I submit a proposal that has been submitted to other competitions?
  - Yes, we accept re-entries, double-entries, senior seminar course proposals and even course assignments, as long as the proposed concept and proposal contents match SPP criteria. However, your team MUST get the consent from all members who contributed to the project prior to the submission of the proposal if the prior project is a group project.
- (2) Can I submit exactly the same proposal submitted in a previous year?
  - No, however, SPP welcomes proposals based on previous years' ideas which have been substantially improved.
- (3) Can I submit more than one proposal in one year?
  - Yes, each submitted proposal will be judged independently
- (4) Can I submit individually or with a group of others?
  - Either way works.
- (5) Can I change the project idea after the Brainstorming Session?
  - Yes, we encourage all teams to integrate ideas from the Brainstorming Session into your proposal as long as the cause you are promoting remains the same. If you wish to change the project title, however, please send a request to [julialiu@cuhk.edu.hk](mailto:julialiu@cuhk.edu.hk) before the deadline of proposal submission.
- (6) If I choose to complete follow up tasks by means of making a funding application but the application fails, do I need to complete another post-hoc task?

- No. SPP encourages the teams pursue their dreams. A valid funding application with relevant supporting documents will be accepted as a completed task.

For any further enquiries, please contact Miss. Julia Liu at 3943-9767 or email at [julialiu@cuhk.edu.hk](mailto:julialiu@cuhk.edu.hk)

# Business Model Canvas

Designed by:

Date:

## Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

## Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

CATEGORIES: Production, Problem Solving, Platform/Network

## Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?

TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial

## Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

## Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

## Customer Segments

For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

## Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

## Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

# Business Model Canvas

*Designed by:*

*Date:*

**Key Partners**

**Key Activities**

**Value Propositions**

**Customer Relationships**

**Customer Segments**

**Key Resources**

**Channels**

**Cost Structure**

**Revenue Streams**