

**Wu Yee Sun College**  
**The Chinese University of Hong Kong**

***Dorsett Young Entrepreneur Scholarship (2022/23)***

**Guidelines**

***Dorsett Young Entrepreneur Scholarship*** (DYES) is an award offered by Dorsett Hospitality International Limited. It aims at providing students, who are year 2 or above, an opportunity to demonstrate entrepreneurial talents with innovative ideas to set-up their own business, targeting the market of Hong Kong and/or the Greater Bay Area. Selected recipient / group would be offered up to **HK\$80,000**, subject to the total number of applications, with **a quota of 2-4 per year**. Complimentary office space, mentoring and coaching from the senior management of Dorsett Hospitality may be provided if deemed appropriate.

All Wu Yee Sun College students can apply individually or in group (collectively referred to as a team). A team **MUST** comprise of at least 50% WYS students and other teammates could be students from other Colleges. Final year students can submit their Senior Seminar course proposals, if the proposals meet the objective of this award. You may refer to the respective page on College website for the awarding project ideas of previous year for reference.

**A) Application Procedures**

Applications normally open in Term 2. Below are the steps with timelines:

1. Submit an application form with one-page Summary and one-page business model canvas to state the creative ideas with an entrepreneurial spirit, targeting the market of Hong Kong and/or the Greater Bay Area **by 15 February, 2023**
2. Review the feedback from the panel and submit a full proposal **by 14 March, 2023**
3. Present your idea during the panel interview scheduled for **late-March, 2023**
4. Kick start your business **once you are awarded!**

**B) Submission Requirements**

**1. GENERAL**

All document submissions should be typed in Chinese/English (12 point font, not including the cover page and table of contents)

**2. SUMMARY WITH BUSINESS MODEL CANVAS**

The summary should be written in no more than **one** A4 page that describes the creative ideas with entrepreneurial spirit, targeting the market of Hong Kong and/or the Greater Bay Area. The team should submit the summary, together with one-page business model canvas and the application form, by **5:00pm, 15 February, 2023** through one of the following channels –

1. E-mail the softcopy of the required documents to Miss 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=13661829>) and complete the online application form; or
3. Submit the original hard copy of the documents to the Dean of Students Office in person

**3. PROPOSAL**

The proposal should include your business idea with creative and innovative elements which bring social benefits to the market of Hong Kong and/or the Greater Bay Area. It should also include market analysis based on the research you have conducted, sustainable business model with marketing plan, financial projections and timeline to measure success. 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 a summary.

Each team is required to send the **soft copy** of the proposal in PDF format by email to Miss 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 Dean of Students Office by **5:00p.m., 14 March, 2023**.

#### 4. PRESENTATION

The presentation consists of 12 minutes oral presentation without interruption from the panel judges, followed by a 15-min question-and-answer session. Each team can present their ideas in either English or Chinese (Cantonese or Putonghua).

The selection panel may ask questions in either English or Chinese (Cantonese or Putonghua).

Laptop(s) and projector may be provided upon request. Other equipment/software needed for demonstrating the plan should be prepared by the applicants.

#### C) Selection Criteria

- The relevancy to the market of Hong Kong and/or the Greater Bay Area
- Creativity and innovation
- Feasibility and practicability
- Social benefits resulting from implementation of the proposal

#### D) Selection Panel

The selection panel shall consist of Members of Creativity Laboratory Management Committee and the representative(s) from Dorsett Hospitality.

#### E) Award Arrangement

The College shall announce award recipient(s) in April and the award would be presented at the College Closing Assembly. Each recipient / group shall be offered **HK\$15,000\*** and not more than **HK\$65,000** as the operational cost on a reimbursement basis<sup>#</sup>. Complimentary office space, mentoring and coaching from the senior management of Dorsett Hospitality may be offered if deemed appropriate.

*\*The amount **HK\$15,000** would be disbursed to each recipient / group by instalments. **50% of the amount** would be awarded initially and **the balance** of 50% would be disbursed after submission of the 1<sup>st</sup> progress report by July, 2023.*

*<sup>#</sup>Each recipient / group would be offered up to **HK\$80,000 in total**, subject to the total number of applications, with **a quota of 2-4 per year**. Duplicate presentation of the same receipt would not be allowed if the project awarded is financed by other funding scheme.*

#### F) Progress Report

Each recipient / group should submit PROGRESS reports sharing (1) the status of project implementation, (2) project outcomes and (3) financial report after 3 months of result announcement (i.e. July 2023). Each recipient / group should submit FINAL report before the deadline as specified in the offer letter, grace period would only be considered if strong justifications are provided. Report Template is available for download from the College Website under the page on funding schemes.

**Timelines**

<b>Duration of project</b>	<b>Requirement</b>
Last for 3 to 6 months	<ul style="list-style-type: none"> <li>• Submit PROGRESS report in July 2023</li> <li>• Submit FINAL report in October 2023</li> </ul>
Last for more than 6 months	<ul style="list-style-type: none"> <li>• Submit PROGRESS report in July 2023</li> <li>• Submit PROGRESS/FINAL report on a 6-month basis after submission of the 1<sup>st</sup> progress report in July 2023</li> </ul>

**G) Reimbursement**

Actual reimbursed amount would be based on your completion and submission of the required expenditure summary together with presentation of original receipts. Expenditure Summary Template is available for download from College Website under the page on funding schemes.

**H) Important Dates**

<b>Date</b>	<b>Description</b>
15 Feb 2023	Application Deadline (Submission of Summary with Business Model Canvas)
20 Feb 2023	Panel Feedback
14 Mar 2023	Proposal Submission Deadline
Late Mar 2023	Final Presentation of Short-listed Teams
21 Apr 2023	Award Presentation at the Closing Assembly

**I) Confidentiality and Intellectual Property**

The project ideas submitted to DYES 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 shall retain all intellectual property rights.

Since 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.

All public sessions of DYES, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and/or all of these public sessions may be broadcasted to the interested parties 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.

#### J) **Frequent Asked Questions**

- Can I submit a proposal that has been submitted for other competition before?  
*Yes, we accept re-entries, double-entries, senior seminar course proposals and even course assignments, as long as the proposed concept and the contents match with the award criteria. **However, your team MUST get the consent from all members contributed to the project prior to the submission of the proposal if it is a group project conducted before.***
- Can I submit different proposals in one year?  
*Yes, each submitted proposal would be judged independently.*
- Can I submit individually or with a group of others?  
*Either way works.*
- Can I change the project idea after learning the feedback from the panels?  
*Yes, you may integrate the ideas into your proposal after learning the feedback from the panel. Yet, if you'd like to change the project title, please send a notification to [julialiu@cuhk.edu.hk](mailto:julialiu@cuhk.edu.hk) before the deadline of proposal submission.*
- If I fail to kick start my business, will there be any penalty?  
*DYES encourages the teams to implement their business plan to achieve the objectives. If you fail to kick start your business, you may fail to evaluate the practicability and sustainability of your idea.*

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