

Wu Yee Sun College
The Chinese University of Hong Kong
Sunny Passion Programme 2021/22 – Application Form

Please submit the application form together with the Business Model Canvas on or before 25 January, 2022. Meanwhile, you need to post your ideas on the c!ab Website on or before 25 January, 2022 and share feedback on the project ideas of other teams applying Sunny Passion Programme 2021/22 on or before 31 January, 2022 through the following procedure:

- a) Have WYS team coordinator / member to activate the account of Creativity Laboratory’s website (<https://clab.wys.cuhk.edu.hk>) through one click at the button “New user / forget password?”
- b) Click “Start a Project” and input your ideas briefly with image(s) description
- c) Hashtag your post with #SunnyPassion2021/22
- d) Share feedback on the project ideas of other teams applying Sunny Passion Programme 2021/22

Part I – Team Information

All Wu Yee Sun (WYS) students can apply individually or in group (collectively referred to as a team). A group MUST comprise of at least 50% WYS students and the other 50% may be students from the other colleges of CUHK.

Team Coordinator

English Name:	Chinese Name:
SID:	Nickname:
Major/Year:	College:
Phone #:	E-mail:

Team Member(s)

Details	
1. English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
2. English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
3. English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____
4. English Name: _____ SID: _____ Major/Year: _____ Phone #: _____	Chinese Name: _____ Nickname: _____ College: _____ E-mail: _____

Remarks: Should there be more than FOUR members, please add rows and fill in the information of the members.

Note: Information obtained will be used solely for processing the application of Sunny Passion Programme and related student activities. All information provided will be destroyed when it’s no longer applicable.

Part III – Declaration

I/We declare that

- All statements that I/ we have made in this application form are complete and accurate to the best of my/ our knowledge#.
- The project idea here submitted is original and initiated solely from the team member(s) as listed above#.

[For Group Application]

- It is hereby confirmed that the submission is authorized by all members of the group, and ALL members of the group are required to sign this declaration#.

#Please put a tick (v) on the box(es) if applicable.

Signature of Team Coordinator

Name of Team Coordinator

Date

Signature of Team Member(s)

Name of Team Member(s)

Date

For any further enquiries, please contact Miss Florence Tsui at 3943-9767 or e-mail florecetsui@cuhk.edu.hk

Business Model Canvas

When completing the one page business model canvas, answer in point form but do not repeat the questions in the 9 boxes of the canvas.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customers' needs are we satisfying? What is the minimum viable product?	How do we get, keep and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	KEY RESOURCES		CHANNELS	
	What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE		REVENUE STREAMS		
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?		For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?		

Remarks: The main objective of the Business Model Canvas is to help you to move beyond product-centric thinking and towards business model thinking. You can refer to the Harvard Business Review – A better way to think about your business model (<https://hbr.org/2013/05/a-better-way-to-think-about-yo>) to get more insight. Meanwhile, you can take a look on UBER business model canvas as the sample (<https://www.youtube.com/watch?v=b-NYrkVR0u8>)

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