

Wu Yee Sun College
The Chinese University of Hong Kong

Dorsett Young Entrepreneur Scholarship (2021/22)

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 and preferably have exposure to Mainland China, an opportunity to demonstrate entrepreneurial talents with innovative ideas to set-up their own business, targeting Hong Kong and/or the Mainland China market. Each recipient / group will be offered up to **HK\$80,000**, which is subjected to the total number of applications, with **2-4 quota per year**. Complimentary office space, mentoring and coaching from Dorsett senior management may be provided if consider appropriate.

All Wu Yee Sun College students can apply individually or in group (collectively referred to as a team)*. Final year students can submit their Senior Seminar course proposals, if the proposals meet the objective of this award. To cite some examples, you can

- Create a sight-seeing guide for mainland tourists visiting the countryside of Hong Kong
- Develop a platform to manage the Key Option Leader for selling products
- Train kids to perform during their visit to the Residential Care Services for the Elderly

The above ideas are just to get your thinking off the ground – the college would love YOUR creative ideas! The sky is the limit.

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

Application Procedures

The College welcomes application in term 2. Just follow a few simple steps as below:

1. Submit an application form together with a one-page Summary and a one-page business model canvas to state the creative ideas with entrepreneurial spirit, targeting Hong Kong and/or the Mainland China market **on or before 24 Jan, 2022**
2. Review the feedback from the panel and submit a full proposal **on or before 14 Mar, 2022**
3. Present your idea during the panel interview in **End-Mar, 2022**
4. Kick start your own business **from 22 Apr, 2022 onwards**

Submission Guidelines

GENERAL

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

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 Hong Kong and/or the Mainland China market. The team should submit the summary, together with one-page business model canvas and the application form, by **5:00pm, 24 January, 2022** through one of the following channels –

1. e-mail the softcopy of the document to Miss Phoebe Wu (phoebewu@cuhk.edu.hk) and/or Miss Florence Tsui (florencetsui@cuhk.edu.hk); or
2. click the following link (<https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13643317>) and complete the online application form; or
3. Send the original hard copy of the documents to the College Office, Wu Yee Sun College in person

PROPOSAL

The proposal should include the business plan for Hong Kong and/or the Mainland China market, supported by the market research, action and promotional plan, estimated timeline and budget. 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 Phoebe Wu (phoebewu@cuhk.edu.hk) and/or Miss Florence Tsui (florencetsui@cuhk.edu.hk), and **ONE hard copy** of the proposal to College Office (Room G03, Wu Yee Sun College) by **5:00p.m., 14 March, 2022**.

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).

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.

Selection Criteria

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

- The relevancy to Hong Kong and/or the Mainland China market*
- Creativity and innovation
- Feasibility and practicability
- Social benefits resulting from implementation of the proposal

*Remarks: Proposals with strong mainland content will definitely have an advantage in consideration of the market size and the dynamism.

Selection Panel

The selection panel will be composed of Creativity Laboratory Management Committee members and the representative from Dorsett.

Award

Awardee will be announced in April and the award will be presented at the college Assembly. Each recipient / group will be offered **HK\$15,000*** and not more than **HK\$65,000** as the operational cost

on reimbursement basis[#]. Complimentary office space, mentoring and coaching from Dorsett senior management may be provided if consider appropriate.

The amount **HK\$15,000 will be disbursed to each recipient / group through instalments. **50% of the amount** will be awarded initially and **the balance** will be disbursed after submitting the 1st progress report in Jul, 2022.*

*#Each recipient / group will be offered up to **HK\$80,000 in total**, which is subjected to the total number of applications, with **2-4 quota per year**. Should you have enrolled in other funding scheme on reimbursement-basis, no double reimbursement, which means presenting the same receipt, will be allowed.*

Progress Report

Each recipient / group should submit PROGRESS reports sharing (a) the status of project implementation, (b) project outcomes and (c) financial report after 3 months of result announcement (i.e. Jul, 2022). Meanwhile, each recipient / group should submit FINAL report before the deadline as specified in the offer letter, grace period may be granted if strong justifications are provided.

Details are illustrated as below –

	Duration of project	Requirement
1	Last for 3 to 6 months	- Submit PROGRESS report in Jul, 2022 - Submit FINAL report in Oct, 2022
2	Last for more than 6 months	- Submit PROGRESS report in Jul, 2022 - Submit PROGRESS/ FINAL report on 6-month basis after the submission of the 1 st progress report in Jul, 2022

Report Template is available for download on the College Website.

Reimbursement

Actual reimbursed amount will be based on your completion and submission of expenditure summary, supported by original receipts. Expenditure Summary Template is available for download on the College Website.

Important Dates

Date	Description
24 Jan 2022	➤ Application Deadline (Submission of Summary with Business Model Canvas)
10 Feb 2022	➤ Panel Feedback
14 Mar 2022	➤ Proposal Submission Deadline
End-Mar 2022	➤ Final Presentation of Short-listed Teams
22 Apr 2022	➤ Award Presentation at the College Assembly

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 will retain all intellectual proprietary 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 maybe broadcast 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.

Frequent Asked Questions (FAQ)

- (1) Can I submit a proposal that has been submitted for other competition?
 - 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 with our 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.
- (2) Can I submit different proposals in one year?
 - Yes, each submitted proposal will be judged independently.
- (3) Can I submit individually or with a group of others?
 - Either way works.
- (4) 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 florencetsui@cuhk.edu.hk before the deadline of proposal submission.
- (5) If I fail to kick start my own business, will there be any penalty?
 - DYES encourages the teams to share and pursue their creativity with entrepreneurial spirit. Should you fail to kick start your business, you may fail to evaluate the practicability and sustainability of idea. Hence, it's suggested to implement your business idea.

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